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NEWSPAPER

November 4, 1991

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Advertisers aim to rebuild beliefs in '92

By Judann Dagnoli

PHOENIX, Ariz.—The Association of National Advertisers' 82nd annual meeting was marked by a note of desperation.

The record number of 450 attendees last week seemed to be defending, rather than extolling, the benefits of brand building through advertising. And while most major advertisers gave a public vote of confidence to ad spending, in private few said they will be able to put their money where their mouth is in 1992.

ANA MEETING

"If you listen to the prophets of doom around us, and if you pay them any heed—and I do listen and I do pay them heed—it's not too far-fetched to believe that if I am ever asked again to speak to the ANA, it will be to the Association of Non-Advertisers," said Jim Jordan, chairman of Jordan, McGrath, Case & Taylor, New York, and a guest speaker.

Even one of advertising's biggest cheerleaders, ANA President DeWitt Helm Jr., said he's concerned companies are losing sight of advertising's importance.

"The problems we are facing [are] public contempt for business, less than perfect confidence in advertising's mes-

(Continued on Page 53)

Ogilvy at 80

Grand old adman holds forth on compensation, mergers

By Judann Dagnoli

PHOENIX, Ariz.—David Ogilvy is tired.

He's 80 years old and has traveled here from his home in France to spend two days at the annual Association of National Advertisers meeting.

He's just delivered his speech, "We Sell. Or Else," to a who's who of corporate advertising's elite—company presidents, ceos and high-level marketing executives—and has received a standing ovation.

In the past 48 hours, he's had difficulty negotiating the hotel's hallways but not just because his gait has slowed with age. It's also because of the vast number of well-wishers and admirers who approach him, clamoring for a handshake and a chat with advertising's greatest living legend.

So, Mr. Ogilvy has retired to his room and, still dressed in a rumpled navy blazer and trademark red suspenders, reclines on the bed. He lights a cigar and shares some confessions of an adman in his twilight years.

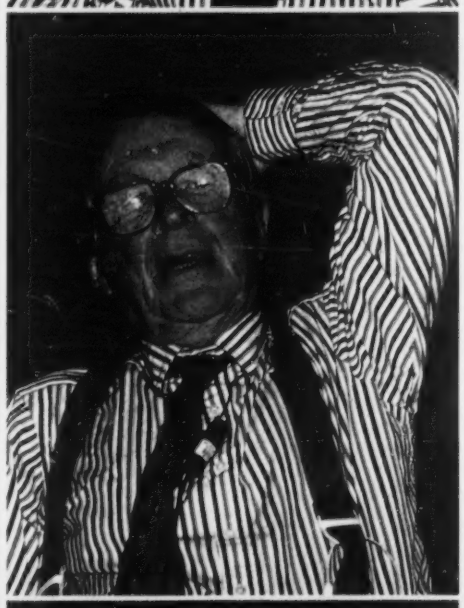
"The reason I'm here is, this man [L. Ross Love, VP-advertising at Procter & Gamble Co. and the new ANA chairman] saw something I'd written about my slogan, 'We sell, or else,' " he says.

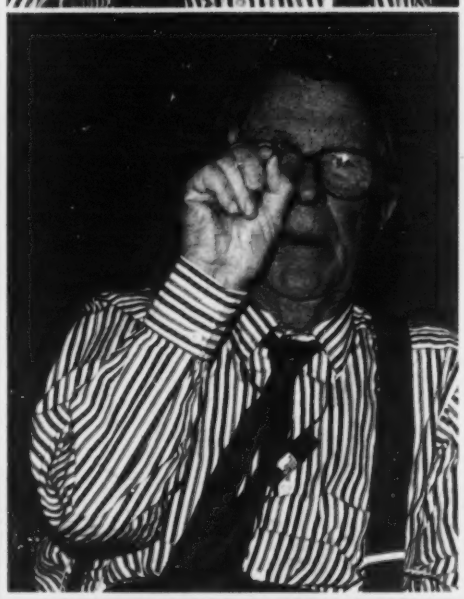
"Ross, who I never met and honestly never heard of, wrote

(Continued on Page 53)

Other ANA coverage:
- **Excerpts of P&G chief Edwin Artzt's speech—Page 32.**
- **Conference photos in Photo Review—Page 40.**
- **New ANA Chairman Ross Love wants advertisers to get focused—Page 47.**
- **Jim Jordan's rousing speech hits agency executives hard—Page 47.**
- **American Airlines aims to tout maintenance—Page 53.**

Doug Goodman





The biggest mistake of David Ogilvy's life? Taking his agency public, he says.

Ad picture brightens for TV nets

By Joe Mandese

In the strongest sign yet that the TV networks are recovering from the recession, prices for most network programs are close to or above the rates paid by advertisers in the 1991-92 upfront marketplace last summer.

Although the fourth-quarter marketplace got off to a weak start, with prices for most dayparts selling for less than those paid in the upfront, market conditions have improved significantly during the latter half of the quarter.

In prime time, for example, the average cost per thousand has risen 16% since the start of the fourth quarter to $7.40, just 5% below the $7.79 average paid by advertisers during upfront, according to the Oct. 31 Netcosts report by media consultant Ephron, Papazian & Ephron.

In daytime, prices currently are 15% higher than those paid by upfront buyers.

"Much as I would hate to predict a turnaround in the network marketplace, that's what the trends indicate is happening," said Doug Seay, senior VP-director of national broadcast at Hal Riney & Partners, New York.

As a result, Mr. Seay said, he's recommending his clients commit to long-term scatter budgets they'd been sitting on to avoid a sudden rise in network prices.

"It's been 18 months of an unbelievably opportunistic market that has lulled a lot of people into a false sense of

(Continued on Page 52)

LAST MINUTE NEWS

Merger creates biggest Euro shop

PARIS—Euro RSCG has created Europe's largest ad agency by merging Belier and HDM. The new Eurocom France, with gross income of $249 million, bumps Saatchi & Saatchi Advertising's London office into second place. HDM and Belier were slated for merger even before parent Eurocom merged with Roux Seguela Cayzac & Goudard to form Euro RSCG.

Diamandis makes publishing return

HORSHAM, Pa.—Peter Diamandis and seven cable systems operators will invest in TVSM, publisher of *The Cable Guide* and *TV Time*, under an informal agreement that will install Mr. Diamandis as TVSM chairman. Since January, Mr. Diamandis has been an unpaid adviser to TVSM's lead creditor, Chase Manhattan Bank. Chase is expected to forgive half of TVSM's $60 million debt as part of a massive

(Continued on Page 8)

INSIDE

'Creativity': Ammirati & Puris: Agency life after yuppiedom. **After Page 32.**

("Creativity" is available on request, call 1-800-678-9595.)

NEWS SUMMARY

■ **Network TV's** scatter prices are improving for the fourth quarter, with most programs close to or above the rates paid in the upfront marketplace last summer. 1

■ **Advertising executives** at the Association of National Advertisers' annual meeting were upbeat on the importance of advertising but downbeat on ad budget growth for 1992. 1

■ **David Ogilvy,** in the U.S. to speak to the Association of National Advertisers, expounded on his favorite subject. 1

■ **Cheerios** will get a fourth line extension, Multi Grain Cheerios, to be introduced next year. 3

■ **Internal Revenue Service** is expected to rule that Mobil Oil's sponsorship of the Cotton Bowl is not tax-exempt, jeopardizing many other corporate-sponsored events. 3

■ **'Time's'** planned change in editorial focus will be matched by changes in its trade advertising efforts. 3

■ **Arbitron** is launching its ScanAmerica service, which matches TV viewing patterns with product purchase patterns. 3

■ **K-III Magazine Corp.** named as president-ceo Harry A. McQuillen, from president of Macmillan Publishing Co. 4

■ **American Express,** reviewing three proposals for a new campaign from its current agencies, reportedly has chosen Ogilvy & Mather's approach. 4

■ **Maurice and Charles Saatchi** will receive a Bill Bernbach Award at a charity dinner in New York, to the chagrin of some Doyle Dane Bernbach executives and alumni. 4

■ **'TV Guide'** has discontinued its three-city test of a larger-size edition after eight months. 10

■ **Reebok** next month will introduce Double Pump, a new generation of inflatable sports shoes. 12

■ **Multimedia** means different things to different people in the computer business but is fostering new alliances. 16

■ **Old Spice,** the men's fragrance category leader, is revamping its advertising to reach younger consumers. 20

■ **Alpo Petfoods** will invest $90 million to market its repackaged Alpo dog food line. 20

■ **New York 'Daily News'** circulation for the six months ended Sept. 30 was 30.6% below its level before its strike and subsequent sale to Robert Maxwell. 35

■ **M&M Ltd.** will introduce the first all-Hispanic free standing insert, "el Mercado Popular," next April. 37

■ **Jim Jordan,** chairman of Jordan, McGrath, Case & Taylor, says good advertising is impeded by agency executives and brand managers more interested in their own careers. 47

■ **Information Resources Inc.** this week will release results of a 10-year BehaviorScan service study showing how TV advertising affects sales. 49

■ **Yellow Pages** Publishers Association has restructured itself to focus on marketing. 54

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States turn marketers sour on green pitches

By Alice Z. Cuneo

National marketers, faced with a plethora of state labeling rules and consumer resistance to premium pricing, have begun to wonder whether the green movement will deliver green at the cash register.

New conflicting state laws may result in marketers pulling environmental claims off packaging or altering them repeatedly at great expense, Melinda Sweet, Lever Bros. director of environmental affairs, said at *Advertising Age's* Green Marketing West Conference in San Francisco last week.

California's new green statute requires products labeled "recyclable" to be "conveniently" recyclable in counties with populations of more than 300,000. But Ms. Sweet said her staff, after 18 calls to California state officials, was unable to determine how many and which counties had populations exceeding 300,000.

Advertising Age
GREEN MARKETING WEST

Rhode Island has banned the 20-year-old "chasing arrow" symbol on packages; New York is establishing a 75-day application process to use the symbol.

"Some marketers are shrugging in the face of this confusion and are in the process of removing environmental information from their packages completely," Ms. Sweet said.

Church & Dwight has decided to change the green label on boxes of Arm & Hammer baking soda to comply with new state statutes at a cost of "hundreds of thousands of dollars," said Robert Viney, VP-marketing. The company has packaged Arm & Hammer in a recyclable cardboard container for 80 years and added the green label about three years ago.

Mr. Viney is concerned about having to change the label again if a new state gets involved. If that happens, "I'm taking the recycling label off until the dust settles," he said.

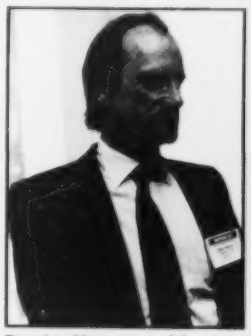
Meeting the wishes of every state and environmental group would require "a wonderful little pamphlet attached to every can of green beans explaining the entire packaging and solid waste problem in the United States and how we can participate in solving that crisis," said conference speaker Jacqueline A. Bogard, director of environmental programs at Del Monte Foods.

Uniform government regulations through the Federal Trade Commission and Food & Drug Administration are years away, said Hubert H. Humphrey III, Minnesota attorney general.

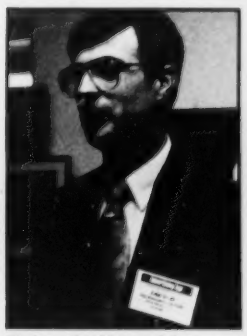
"Since the first *Ad Age* conference in January, there has been a fair amount of sound and fury on the regulatory front, but so far it's been more commotion than motion," said Mr. Humphrey, who's working with state attorneys generals to develop uniform green labeling.

The federal government is concerned its rules might inadvertently set minimum standards for recyclability or favor one material or disposal method over another, said Michael Dershowitz, senior attorney with the FTC's Division of Advertising Practices.

Michael Dershowitz, Melinda Sweet and Hubert Humphrey III give the audience an update on green marketing regulations.



Denis Hayes said consumers don't trust green claims.



Zeke Swift said some green products sell but it's hard to make a profit.

Also giving marketers cold feet are recent studies showing consumers are balking at paying higher prices for green products, Ms. Sweet said.

"Consumers think they should pay less because they are buying something with used materials," she said. That's why Lever scrapped its bag-in-a-box package for Wisk and Snuggle, which it was testing in Washington and Minnesota, she said.

Procter & Gamble Co. has found that 40% of all Downy fabric softener sales are now for its refill box, said Zeke Swift, manager-environmental marketing. But it's produced only a "modest profit improvement."

One reason consumers may not be buying green products, said Denis Hayes, president-ceo of Green Seal, is that they don't believe manufacturers' claims.

"It's reasonable for people to be saying one thing [about supporting the environment] and not buying the products of [marketers] whose claims they don't believe," said Mr. Hayes, who shared the podium with Stanley Rhodes, president of Green Cross Certification Co. □

L.A. Gear looks for new image

By Marcy Magiera

A struggling L.A. Gear, under the direction of new President Mark Goldston, is revamping its marketing from top to bottom, including an agency review.

Mr. Goldston's goal, sources say, is to contemporize the dated blondes-on-the-beach image created for L.A. Gear by former Exec VP Sandy Saemann, and draw clear identities for its fashion and performance lines.

L.A. Gear wants its new game plan—including new advertising, a streamlined product mix and a new logo—in place before it meets with retailers at the National Sporting Goods Association Super Show in February.

"Everything's [being done] from scratch," confirmed Michael Albright, L.A. Gear's creative director and head of the company's in-house agency. All of his department's projects, from new ads to store hangtags, have been halted, he said.

"The entire company is going to contemporize itself," he said, though he declined to elaborate.

Sources say L.A. Gear executives plan to use Los Angeles' diversity for the new image.

Mr. Goldston, formerly senior VP-chief marketing officer at rival Reebok International, saw a creative presentation from the house agency last week, a Los Angeles agency source said. Though sources say he liked what he saw, Mr. Goldston reportedly is under pressure from Trefoil Capital Investors, L.A. Gear's largest shareholder, to hire an outside agency.

Mr. Goldston wasn't available to comment last week.

L.A. Gear may contact agencies as early as this week about the review. Topping the list, sources say, is Dailey & Associates, Los Angeles.

Dailey founder Peter Dailey is said to be close friends with Trefoil President Stanley Gold, who's reportedly dictating Dailey's inclusion in the review.

L.A. Gear's 1992 media budget is $25 million to $30 million, sources say, down from a high of $50 million two years ago.

Market share for the first six months of 1991 slipped to 8.9% from 11.8% in the same period a year earlier, reports newsletter *Sporting Goods Intelligence*. For the nine months ended Aug. 31, L.A. Gear's sales fell 25% to $537.5 million. □

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LETTERS

Radio's making strides

I was somewhat disappointed in your special section on radio (AA, Sept. 9). Although it is true radio is looked upon by most agencies as a "secondary medium," the article did little to point out what strides radio has made in marketing itself and in developing business.

Stations such as mine in Minneapolis are considered niche-marketing stations, and with the help of Scarborough Research are able to target not only demographically but psychographically into specific audiences that "broad" electronic media cannot. This fragmentation is, I believe, somewhat a bonus for radio and for buyers who are willing to take the time to use this to their advantage. Radio is also on the leading edge of value-added sales and cross-media promotion.

Jeffrey Litt
General sales manager
KTCZ/KTCJ, Minneapolis

In "New technology brings radio to cutting edge," Research VP Jerry Boehme at Katz Radio is quoted as saying, "The only reason AM has died compared with FM is a sound quality issue."

The real reasons for AM's decline are poor coverage area and the increased numbers of stations in a market.

When AM was "king," there were two-thirds to three-quarters the number of stations now in most major markets. Even though the size of the audience has increased, increased competition has reduced the size of each station's slice of revenue pie.

When AM was "king," the coverage patterns of AM stations were designed so that most of the population in an area could receive the stations at home, as well as in their cars. As the suburbs expanded past the original coverage areas of many AM stations, they lost listeners. Typically there are one or two AM stations per major market with regional or clear channel frequency assignments that allow them to be heard well outside of their local cities of license. In most cases, the success (or survival) of these AM stations proves my point that "sound quality" is not the major issue.

Ty Ford
President, T/S/F
Baltimore

Why rap G&J success?

I was taken aback by the lukewarm-to-chilly review Gruner & Jahr received in your Oct. 6 special issue, "Magazines in America." If selling on rate card, creating and marketing profitable magazines and launching new publications mean that we rely too strongly on Group Publisher John Hahn, then so be it. I'm curious, though, why *Ad Age* seems to consider our record with John to be a strike against us.

Your reporter's comment that we have been "criticized for being slow to act and for shopping for, but rarely buying, magazines" is especially bewildering to me, since it seems that our careful research and our refusal to buy at inflated prices have preserved our margins, prevented the headaches that many of our competitors are enduring and left us debt-free, strong and profitable.

It also strikes me that our "Family Plan" is not just the "closest" we have come to corporate sales, but is, in fact, an effective, targeted and coherent corporate sales strategy. It would have been heartwarming if *Ad Age* had mentioned that we have redesigned *BabyCare* and *Expecting*, or that we have—instead of buying overpriced properties—launched our trio of Spanish-language magazines, the *Ser Padres* network, with great circulation and advertising success. The flagship of this network, *Ser Padres*, is now the largest Hispanic women's magazine in the U.S., and the country's second-largest Spanish-language magazine of any sort.

Elizabeth Crow
President
Gruner & Jahr USA Publishing
New York

Direct mail pays its way

Stanley Cohen's article "The dangers of today's media revolution" (Forum, AA, Sept. 30) provided an insightful analysis of the many changes on the media horizon. However, he is incorrect when he claims that "mail advertising depends on its ability to 'hitchhike' on a postal system funded by someone else."

According to Postmaster General Anthony Frank, direct mail pays its full share through the postal system. In fact, because mailers perform much of the sorting work, the postal service makes a clear profit delivering advertising mail. In fact, without direct mail, the cost of a first-class stamp would be even higher.

Tony Cornish
Advertising promotion manager
BNA Communications
Rockville, Md.

Reprise the singing cows

In re: Nabisco's Move Over Butter test (AA, Oct. 14): Almost 20 years ago, Land O' Lakes margarine had cows telling competitors to ". . . m-o-o-ve over!"

Today, Land O' Lakes continues to be a major factor in the spread field—butter, margarine and combinations thereof. Evidently, judging from the Nabisco Foods news, "move over"—delivered by "spokescows"—has caught on.

George Gruenwald
Rancho Santa Fe, Calif.

'Atlantic' ads at sea

I am writing in regards to *The Atlantic* magazine's most recent promotion campaign (as usually seen in *Ad Age* on the inside front cover).

It seems *The Atlantic* is hell-bent on ruining what I think is a great reputation as an articulate, newsworthy and literate magazine with dull, wordy and inconsistent advertising copy like . . . "When the oldest continuously published monthly magazine in America turns Hot people in the ad community want to know why." I kept saying: turns HOT people?

Then there was this mouthful: "For now is a time when what you know matters as much as what you have." This kind of unchecked copy, along with an inconsistent theme, turned me off to their message.

And if that wasn't enough, they then switched gears from copy-heavy to copy-light: "If you wanted to start a magazine perfectly suited to the '90s, what would it look like?" And that was it. Just two cover shots—one informative, one conceptual. Well, which is it?

I think both ideas—with fresh copy—could (and should) have been combined to make one really creative ad campaign.

Ken Charney
Senior copywriter
Petersen Publishing Co.
New York

Two in a row

Columnist James Brady (AA, Oct. 14) noted on Page 38 that Richard F. Shepard was grammatically incorrect when he wrote, "Nobody remembers a journalist for their writing." Perhaps it was Mr. Shepard who wrote the headline for the AT&T ad that appeared on Page 37 of the same issue: "This florist wilted because of their 800 service."

Jerry Galvin
Galvin Siegel Kemper Advertising
Cincinnati

Address letters to Advertising Age, *Viewpoint Editor, 220 E. 42nd St., New York 10017.*

FREEZE FRAME

"Of course he's taking a long time—he's waiting for the commercial and the station break to be over."

CORRECTIONS & CLARIFICATIONS

- The percentage change in the North American circulation of *The Wall Street Journal* should have been −1.2% instead of −11.6% (AA, Oct. 28, P. S-2).
- It was incorrectly reported that a number of newspapers, including *The Boston Globe*, announced layoffs this year (AA, Oct. 14, P. S-24). These papers have announced plans for staff cutbacks but not necessarily layoffs. □

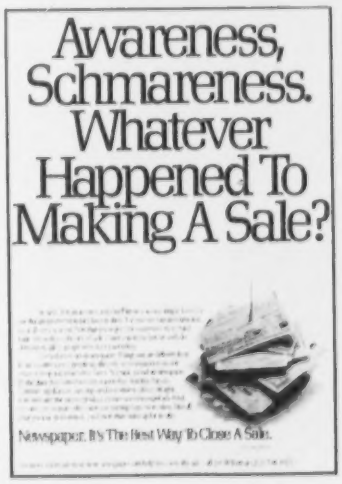
Mean-spirited effort

If this ad is any indication, these must be desperate times for newspapers. They're hurting so badly for ad dollars, they feel the only place they can get them is from awareness advertising budgets.

This ad portrays awareness advertising as some black hole that sucks up dollars with no payoff. And the implication is that advertisers and ad agencies must be saps for believing in it.

I hate to be the one to break the news to the Newspaper Advertising Bureau, but no matter how flip or cynical they want to be about awareness advertising, there's a need for it.

Awareness and brand advertising is why, when a shoe store runs a "sale making" ad in a newspaper, the shoes with the Nike logo sell better than the ones with the ShoeMaster logo.



This ad is just one of a series of mean-spirited efforts by the bureau that attempts to sell newspaper advertising at the expense of TV, radio and just about any other form of advertising they can think of to trash.

Maybe the newspaper bureau should wake up and realize that approaches like this are an insult to the very industry they're trying to feed off of.

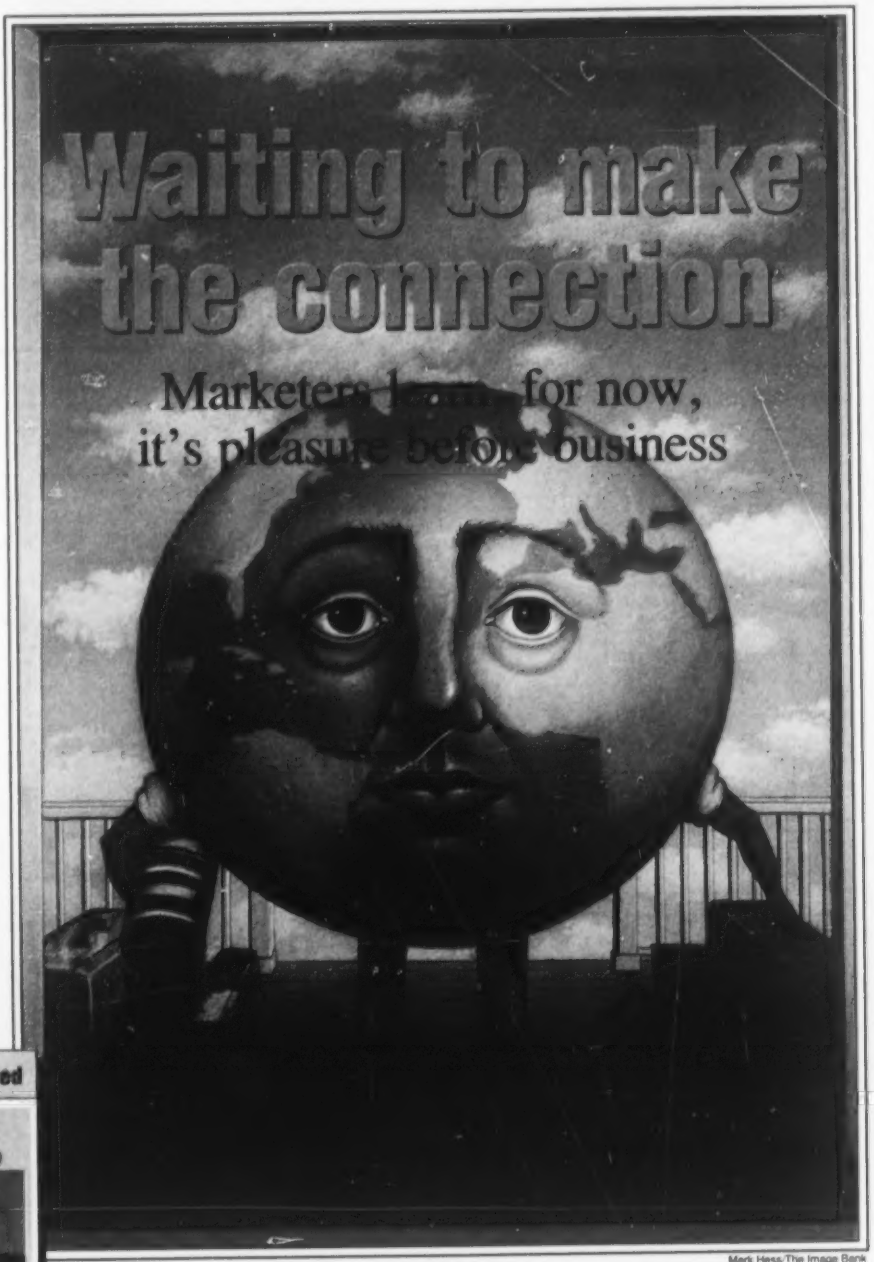
At least now, after reading this ad, I know where newspapers stand on the subject of awareness advertising. So the next time we're considering a full-page newspaper campaign for a hospital or utility (or some other client that doesn't need to "sell" something) . . . or when we're considering a double-truck corporate ad in *The Wall Street Journal* . . . I'll remember that the newspaper folks said awareness ads don't work.

But of course they can continue to count on me for those "sale making" ads.

Lyle Wedemeyer
Senior VP
Martin Williams Advertising
Minneapolis

Waiting to make the connection

Marketers l... for now, it's pleasure before business



Mark Hess/The Image Bank

By Therese Kauchak

The vista for the travel industry is less than scenic.

Marred by economic woes that left consumers with shrinking amounts of discretionary income during the spring and summer vacation seasons, travel marketers had hoped to see an upswing by fall.

While the travel market has shown some signs of recovery, a rebound is not materializing, says James Cammisa Jr., travel industry analyst and publisher of *Travel Industry Indicators*, a monthly industry newsletter.

In addition to changes the economy has wrought on consumers' travel habits, shifting demographics are painting a new portrait of the 1990 pleasure traveler.

The decade "began with the greatest trauma since World War II. Consumer confidence dropped to an all-time low," says John Boatright, chairman of the Association of Travel Marketing Executives and senior VP of the Martin Agency, Richmond, Va. "People in the [travel] business say it's the worst they've ever seen."

Pleasure travel has fared better than business travel, says Scott Dring, media relations manager for the U.S. Travel Data Center, but is still below normal.

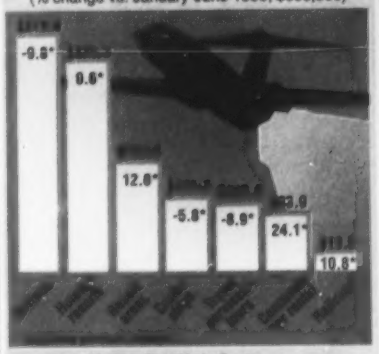
"Business travel dropped 8% from 1989 to 1990," he says. "Pleasure travel increased about 1% [in that same period]." Pleasure travel was down about 1% for the first quarter of 1991, he says.

Before 1990, the volume of travel increased about 2% to 3% annually, Mr. Dring says.

It's possible the industry could rebound to those levels in the 1990s, but "it's really in the hands of the economy," he says.

Airline budgets are less well traveled

Ad spending by travel-related service classifications, January-June 1991
(% change vs. January-June 1990; $000,000)



Source: LNA/Arbitron Multi-Media Service
Advertising Age graph: Kimberly Mart

In the first quarter of 1991, advertising in the travel and hotel category—encompassing railroads, cruises, airlines, car rentals, miscellaneous passenger travel, tour and travel services, hotels and resorts—was $1.22 billion, down 1.3% compared with the first half of 1990, according to LNA/Arbitron Multi-Media Service.

"I think we'll see a marginal growth in ad spending in 1992," says Richard Milenthal, president of Family Vacation Services, a direct marketer of travel information formed by ad agency Hameroff/Milenthal/Spence, Columbus, Ohio.

He expects ad spending from car rental companies will rise slightly, as will resort and travel destination spending. Amtrak and airline spending will hold at this level for 1992, he predicts.

"Pocketbook issues" are the most immediate affecting travel marketers, industry sources say. While vacation costs are increasing, according to the Travel Industry Indicators, the amount of money consumers have to spend is not. U.S. travel prices are up 1.6% over 1990, while consumer disposable income is down 0.2% for the same period.

Higher meal costs and gasoline prices account for most of that increase, Mr. Cammisa says. "Hotel prices and airline fares are essentially unchanged over last year. . . . We'll probably see some modest increases in 1992—2% to 3%—as hotels and airlines try to make up for increases they were unable to make this year, and because [their] operating costs are increasing," he says.

Cost constraints have brought increases in shorter-duration, shorter-distance travel, a pattern analysts expect to continue in the coming decade.

In 1985, the average length of a vacation was 5.7 nights; by 1990, it dropped to 4.1 nights, according to the Data Center. In 1986, the average round-trip distance for a pleasure vacation was 970 miles; by 1990 that dropped to 839 miles. The most recent Data Center statistics show weekend travel increased 28% from 1984 to 1990.

"The majority of travel is going to [continue] to be over the weekend," Mr. Dring says.

Increases in shorter-duration travel have affected state travel bureaus' marketing plans.

"State travel budgets have increased 5% over the previous year," Mr. Dring says. "The major reason is people are staying closer to home and within their [own or nearby] states. Each state is now promoting [itself more].

"People are still going to major tourist attractions . . . but the major increases we are seeing are in the state or within border states," he says.

While the industry has been negatively influenced by economic factors, Mr. Cammisa says, "the recession may have masked some underlying fundamental changes that are beginning to emerge in the 1990s."

The primary pleasure travelers in the '80s were 25-to-34-year-olds and young families with children who traveled by car to closer destinations. In the '90s, Mr. Cammisa says travel marketers will need to reorient their efforts to older consumers.

The aging of baby boomers will benefit the travel industry, because the discretionary income of 45-to-54-year-olds is 15% higher than the U.S. average, Mr. Cammisa says. It will likely bring increases in air travel and in more remote-destination trips.

Time constraints will continue to play a role in consumers' travel choices. That means good news for all-inclusive package vacations and for cruise lines, travel marketers say.

"Time is becoming more important than money," Mr. Boatright says. "Travel marketers who can simplify the process will succeed."

In addition, people want to pack everything they can into a vacation, "and that has made destination and complete resort facilities that are entertainment-oriented [popular]," Mr. Cammisa says.

"Among the big winners in the U.S. for 1991 and beyond," he says, "are Walt Disney World, Las Vegas and cruise ships."

The cruise industry sees resort hotels, including Walt Disney World, as their prime competitors, says Robert Dickinson, senior VP-marketing and sales, Carnival Cruise Line, and chairman of Cruise Line International Association.

In recent years, much of cruise marketing, especially print advertising, has focused on discounting because of increased cruise capacity. But Mr. Dickinson believes that will change.

"The fact that we've had to absorb all this capacity has made us talk [in our advertising] . . . about discounting and deals," he says. While cruise lines have used image advertising on television for market expansion, he believes there is a second expansion opportunity in print.

In print ads, "the industry has relegated desirability [of cruise travel] to second place. I think that will change. . . . If you are a non-cruiser and see an ad for 25% off a cruise, it doesn't mean anything to you. You have to understand what cruise travel is all about first."

Young families and older-generation Americans will keep packing up the family car for vacations. Summer vacation travel by automobile increased 10.7% from 1987 to 1990, Mr. Dring says. He predicts it will hit 13% in 1991 and continue to increase in the '90s. While young families tend to drive for economic reasons and stay with family, over-50 travelers will head for pricier destinations.

Marketers "should not snub their noses at the potential for the very well-financed road traveler," Mr. Milenthal says. "Road travel will be high. I'd watch for the Carolinas, the Barrier Islands [to be popular]. Places that once you get there you are going to spend money. But you'll take a car to get there."

Continuing popularity for road travel is a positive for highway-based hotels and motels, he adds. "It's very good news for hotels that cross U.S. leisure destinations, and also for road-oriented hotels."

The shift in travel patterns "paves the way for the need to get more targeted [in travel marketing]," Mr. Boatright says.

"It's traditionally been done on a demographic basis, but more marketers are finding that's not enough. Now they are using more lifestyle segmentation. After all, people who live next door to each other and make the same amount of money may have completely different ideas of what makes a good vacation," Mr. Boatright says.

"There is a real movement away from mass advertising toward targeted advertising that produces leads," Mr. Milenthal says.

"I think if we are smart, we can have a decent year in the advertising business on the travel side," he adds. "I know I'm going against the flow, but I think we are going to have a decent travel year in 1992.

"It won't be like the mid-'80s, but people consider it their right to travel." □

Vacationers fly in the face of routine

Echoes in the hallway

Losses mount as hotel chains eagerly await '93

By Christy Fisher

The hotel industry won't check out of its current slump before mid-1993. Until then, most hoteliers will spend nights tossing and turning.

The nation's lodging industry is expected to post its 10th consecutive year of losses in 1991, according to the Bureau of Economic Analysis. More than 60% of hotels will post a net loss in 1991 as occupancies continue to fall and room rates fail to keep pace with inflation.

Overall hotel occupancy rates are expected to check in at 61.3% for the year, down 1.4% from the previous year, according to Smith Travel Research. This is well below the industry's break-even level of 65% and off considerably from a high of 70% in 1979.

No signs of recovery are in sight until at least 1993, analysts say.

An oversupply of rooms continues to drag down the overleveraged industry. The recessionary downturn has only made matters worse, as business and leisure travelers cut back on travel, trade down on accommodations or eliminate hotel stays altogether.

"The recovery will be driven not so much by coming out of the recession, but by not building any new rooms," says Bjorn Hanson, national hospitality partner with accountancy Coopers & Lybrand.

"Next year is expected to be what 1991 would have been without the war; 1993 will be the year we'll have a recovery."

"Occupancy rates might rebound . . . by early 1992," says Mark Lomanno, research director at Smith Travel Research. "But the industry will not be profitable again until the mid-1990s."

Industry followers agree that until demand catches up with the oversupply of rooms, the travel market will be highly price sensitive.

All five hotel segments—luxury, upscale, basic, upper economy and moderate economy—reported declines in occupancy for the first eight months of 1991, according to Smith.

Economy hotels, however, are faring better than their pricier counterparts, which saw larger drops in occupancies. Hotel chains using value positionings, such as Choice Hotels International, Embassy Suites, Hampton Inns and Motel 6 Corp., are faring best and will continue to do so.

Top-of-the-line luxury hotels also will continue to post high occupancies without drastic discounting, say industry sources.

However, upscale chains, such as Hilton Hotels Corp., Hyatt Hotels Corp., Marriott Corp. and ITT Sheraton Corp. have been hardest hit, resorting to drastic discounting to fill rooms.

That scenario will change little before the mid-1990s. Each segment will fare about the same in 1992, Mr. Lomanno says.

"I personally think there has been a fundamental shift in consumers' travel attitudes," he says. "In the '80s, travelers looked for bigger, better, glitzier hotels. In the '90s, they will look for value and how they spend time in hotels."

"People have come to the realization that when you stay at a hotel, you get a bed, bathroom, telephone or TV and you can pay $35 for it or $250," Mr. Hanson says. "In the past, it would be embarrassing to say, 'I'm staying at an economy motel,' especially for business travel. But with the proliferation of quality brands, these hotels are no embarrassment."

The battle for market share has led to wide swings in ad spending. Overall spending is up just 0.6% to $336.3 million for the first six months of the year, according to LNA/Arbitron Multi-Media Service.

Companies that have seen double-digit percentage increases in first half spending vs. the same period last year include Best Western International, Clarion Hotels, Comfort Inns, Colony Resort Hotels, Embassy Suites, Holiday Inn Worldwide, Motel 6 Corp., Radisson Hotels International, Red Roof Inns and TraveLodge.

Spending was flat at Marriott Corp. and Hyatt Corp. Chains with double-digit cuts include EconoLodge, Friendship Inns, Hampton Inns, Hilton Hotels Corp., Hotel Sofitel, Howard Johnson Motor Lodges, ITT Sheraton Corp., Quality Inn, Ramada Hotels, Rodeway Inns and Trump Hotels.

Price advertising dominates the industry, which also will make heavy use of family and home themes in ads. However, not all hotel chains have resorted to discounting.

Newspaper ads from Stouffer Resorts are headlined "Announcing the perfect vacations for those who believe in family values." Wyse Advertising, Cleveland, is the agency. Holiday Inn Worldwide broke an extensive image effort themed "Stay with someone you know" from Young & Rubicam, New York.

Also, Howard Johnson has set out to update its image with a new, contemporary campaign themed "When the sun goes down, America turns to orange" from Lintas:New York.

Embassy Suites has been touting value with its "Twice the hotel" campaign from Tracy-Locke, Dallas. Choice Hotels International, franchiser of Clarion, Comfort Inns, EconoLodge, Friendship Inns, Rodeway Inns, Quality Inns and Sleep Inns, has been touting coupon books with $1,000 in discounts on attractions, restaurants and rental cars rather than discounting its rooms. Gray Kirk/VanSant, Baltimore, is the agency.

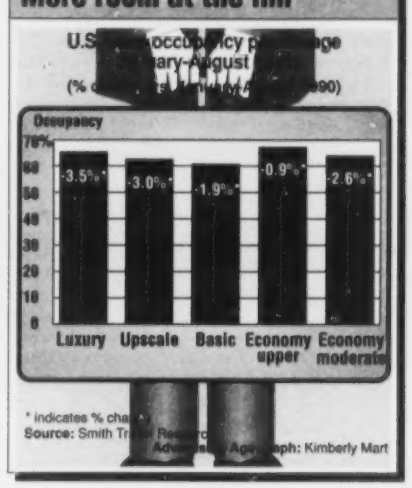
Choice Hotels' sales teams also have been aggressively positioning themselves against upscale hotels and courting *Fortune* 500 companies with special low corporate rates.

"We're stealing market share," says Bob Gilbert, VP-worldwide sales for Choice Hotels. "Our midprice and budget hotels are gaining from this. We're seeing new customers."

Luxury hotels will continue to cater to the affluent. Upscale hotels, most often located in city business centers, will primarily court business travelers. Budget hotels will attract those most interested in saving a buck, and upper-end economy hotels will cater to business travelers and families on a budget that are looking for some extra amenities.

"I believe we have seen a permanent change in people's hotel purchasing patterns," Mr. Hanson says. "People are choosing their hotels based on what is most appropriate for use." □

More room at the Inn



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Embassy Suites and other chains using a value positioning are faring best in a harrowing hotel market.

Foes slam door on Marriott plan

Prepaid reservations win over 250,000 though others steer clear

By Eric Weissenstein

Pay now, sleep later, says Marriott Corp. But other hoteliers say they don't buy it.

Advance purchase, nonrefundable rates, which have met with varying degrees of success in the airline and rental car industries, have checked into hotels and motels.

In May, Marriott began a summer promotion offering non-refundable, discounted room rates at Marriott hotels, resorts and suites for travelers paying in advance. It has now made the promotion a permanent price fixture.

During the 10 weeks the plan was offered, rates were cut between 20% and 50% for reservations made 14 days in advance, and up to 70% for a 21-day advance purchase.

According to Marriott, the experiment went well. The company sold 250,000 advance purchase, non-refundable room nights, more than twice as many as expected.

Now about 90% of Marriott hotels, resorts and suites are participating, typically offering discounts of 30% to 40%. Marriott also is testing different advance reservation windows.

"This is the third phase," says Gordon Lambourne, Marriott director of national public relations. "We've done it during a holiday period and during the summer. Now we're going into a traditionally commercial period. We will watch it through the end of the year and re-evaluate it at that time."

The Marriott program does not seem to be catching on throughout the industry, however.

"We feel there is very little value added by this type of price structure," says Marc Yanofsky, senior VP-marketing at Hyatt Hotels Corp. "For one thing, it makes things harder for the customer during a period when we should be making it easier. It takes away from the convenience of the product."

Critics warn that, by lowering its price and adding restrictions, Marriott is resigning itself to fighting in the price arena, where it cannot win.

Marriott "must be careful that they don't reposition themselves in a way they do not want, as in a discount segment," says Chekitan Dev, professor of marketing at Cornell University School of Hotel Management.

"We feel the hotel product is not a commodity, so we don't feel pricing strategies that work for an airline seat are applicable," says Chris Baum, senior VP-marketing communications at Hilton Hotels Corp. "We don't intend to follow."

Hilton will continue its corporate identity advertising and will stress service and amenities in its campaigns, he adds.

Another drawback to the advance-purchase, non-refundable plan is that the restrictions "make it more difficult for travel agents," Mr. Yanofsky says. "We think there may be a backlash as there has been to some extent in the airline industry."

With advance-purchase, non-refundable airline discounts, "some travel agents are afraid the customer will go direct to the supplier. They are afraid they will be left out," says Brad Burris, exec VP-consulting services division, Runzheimer International, a travel consultancy. "But I don't think that is going to happen [with hotels]. The travel agent should be able to have all the information on rates in their system. Travel agents aren't as much in the loop with hotels, anyway."

While no other hotel chain has a program similar to Marriott's, the idea of managing a hotel's room inventory by using advance reservation discounts is not new.

ITT Sheraton Corp. is currently running an "Endless Summer" program, which offers discounts of up to 50% Thursday through Friday but which requires an advance reservation. The program runs through yearend.

According to Evanthea Vlahakis, Sheraton's manager-press information, the company looked at Marriott's plan but decided Sheraton "didn't think the customer should have to pay in advance."

> "It makes things harder . . . during a period when we should be making it easier."

To some hotel marketers, it comes down to whether such vast discounts are a wise move in a slumped travel market.

"We've looked at it, and Radisson's point of view right now is that we don't want to market our discount rooms that way," says Geof Rochester, Radisson Hotels International's VP-marketing.

Radisson does offer some discounts, but "we just don't have the relative strength to do [advance-purchase discounts] right now. The customer holds all the cards," he says.

Yet a half-price customer may be better than no customer at all, analysts say.

"I think this is going to be something we see more of," Mr. Dev says. "Hotels are beginning to realize that there is a certain cost to having a room and, if that cost is $20 and you can sell a room for $50, you at least cover some of your fixed costs."

"If a room isn't used tonight, it's lost forever, like an [empty] airline seat," Mr. Burris says. "Right now, the hotel industry is in such doldrums that anything to get people in rooms is going to be tried. The ultimate success will be determined if companies find that hotel rates across the board are lower."

But some travelers have found they get the best rate "by walking in at the last minute, at 8 in the evening," he says. "The kiss of death will be if . . . the traveler with the advance rate finds out he paid more than the last-minute traveler." □

Data base opening doors

Subscribers plug in to hotel, car rental system

By Jennifer Lawrence

A new computer reservations system will enhance marketing opportunities for hotel chains and car rental companies when it comes on-line in June 1992.

Confirm Reservations System will provide greater global distribution capabilities for hotels and car rental companies.

At the same time, Confirm will enable subscribers to create detailed data-base programs on consumer profiles and their preferences.

The sophisticated $125 million centralized reservations system is a joint venture of AMR Information Services, an affiliate of American Airlines; Hilton Hotels Corp.; Marriott Corp.; and Budget Rent a Car Corp. The consortium is called Intrico, or International Reservations and Information Consortium.

Confirm will be used by more than just the Intrico partners; the company plans to sell the service to other hotels and car rental agencies.

"Confirm will bring the hotel and travel industry into the 21st century," says Intrico President Gordon Stevenson of his company's service.

"The only part of this I don't understand is why it took the hotel and rental car companies so long to do it," says Ron Woestemeyer, president of Seabrook Marketing, a travel industry software and strategic consultancy.

"If applied properly, [Confirm] will help subscribers gain increased loyalty from customers and prospects, but it will unlikely impact the old hotel axiom that says the only three things that matter are location, location, location," he says.

"Most business travelers pick hotels based on proximity to where they are doing business," he adds. "And that won't change."

"Hotel and car rental companies have lagged behind airlines in the power of technology and the power of tracking customers," Mr. Stevenson says.

For travel agents, Confirm will increase accessibility to hotel and car rental reservations systems, Mr. Stevenson says.

He claims the system will provide agents with more detailed information about availability and rates on a worldwide basis through airline computer reservation systems, rather than forcing agents to contact various hotels and car rental outfits directly by phone.

"The way things stand now, travel agents cannot access totally reliable information on hotel availability, rates or confirmations," Mr. Stevenson says. "They continue to make reservations by telephone, which is a waste of time, money and effort."

Perhaps most importantly from a marketing perspective, more information than ever before will be readily accessible through a data base.

Existing systems handle reservations and typically only keep files on frequent users or visitors. Confirm closes the loop by feeding information back into a data base—whether the guest actually stayed at the hotel, how long he or she stayed, how much money was spent and demographic profile data.

"Companies will get to know more about their customers through the massive data base we haven't had in the past," Mr. Stevenson says.

He believes that tracking detailed information will enable companies to practice "proactive" marketing by using geographic promotions or offering special rates in certain areas or increasing ad spending in key areas.

By creating an extensive data base on customer profiles and preferences, hotel and car rental companies are able to identify specific consumer patterns of individuals and corporations.

If a car rental company sees that IBM Corp. has a heavy pick-up schedule in Syracuse, N.Y., and a corresponding drop-off in Buffalo, N.Y., for example, it could approach IBM and create a special rate for them based on the heavy usage.

> "Companies will get to know more about customers through the data base we haven't had in the past."

Brand loyalty can be improved as the reservation agent, relying on the consumer's past record, says, "You used a car phone in Biloxi. Would you like one here in Chicago?" The scope of consumer information enables the reservation agent to provide consistent and personalized service, says Janice Schroer, Intrico director of communications.

"Basically, Confirm will do for hotels what centralized reservation systems have done for the airline industry," says Michael Ribero, senior VP-marketing at Hilton Hotels Corp.

"We will get to know our customers better. We'll know their travel patterns. We'll be able to narrow in on media. Guest histories will tell us what [customers] like. We'll be able to do more targeted marketing," he says.

Mr. Ribero believes by 1993 Hilton will begin to implement marketing programs based on data from the Confirm reservations system. He expects an increase in direct marketing efforts with a much more tailored approach.

Intrico already has begun to market Confirm to prospective subscribers. Print ads are running in travel trade publications. Gleason & Associates, Dallas, handles.

One of the first ads read, "When it comes to designing the most advanced reservations systems in the world, great minds think alike."

Another print ad shows a photo of a luxurious but empty hotel room. The copy says, "With an outstanding reservations system, this room would be occupied."

Mr. Stevenson says he is encouraged by the industry's response so far both in the U.S. and in Europe. He says prospective customers have signed letters of intent to subscribe to the Confirm system, declining to reveal any names.

"Hotels and car rental companies now are able to see the marketing power of Confirm and why it gives them a competitive edge," Mr. Stevenson says. "While we're focusing on car rental and hotel firms, the program has the flexibility to handle other travel-related businesses like cruise line and ticket sales." □

Trade ads promote Confirm as an information management system and reservation service that can help hotels fill their rooms and put drivers in rental cars.

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Car renters take leisurely ride

Business travel shortfall brings out weekend deals, convertibles

By Ira Teinowitz

Rental car companies are facing the brave new world of recession-era travel with a push for leisure travelers.

As business travel continues to fall short, renters are making advertising more friendly, less business-oriented. They also are altering pricing and practices to make them more appropriate to leisure travelers. Hertz Corp. and Avis Rent A Car System are among companies that have tailored new creative to the changing marketplace.

Some car-rental marketers that haven't changed their creative are making other moves, which include adding rental sites at shopping centers or department stores. Renters' push for leisure travelers was underway even before the recession.

In its "Because it's your money" ads, Thrifty pushes weekend rentals for customers with particular needs such as convertibles.

Business travel in recent years has been flat or down as the recession pushes companies to cut costs.

"Business travel suffers more [than leisure travel] when the economy is hurting," says Scott Dring, media relations manager for the U.S. Travel Data Center.

While *Auto Rental News* reports that rental-car industry revenues rose to $7.9 billion last year, up 16.1% from 1989, much of the growth has been in the leisure segment.

This year's recession and the problems of the Persian Gulf War haven't helped.

Airlines Reporting Corp., which tracks travel agency airline and car rental sales, says revenues were down 6% through August. Several renters say business travel has been flat or down as much as 7% depending on location.

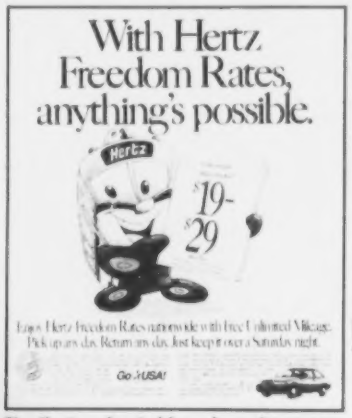
As of July 1, there were 1.4 million rental cars in service, up from about 1.2 million last year, according to *Auto Rental News*.

"We have developed a strategy for the '90s that is based on leisure travel growing faster than business," says Brian Kennedy, Hertz exec VP-marketing and sales.

Hertz three years ago abandoned its traditional business orientation and a campaign featuring O.J. Simpson, Jamie Lee Curtis and Arnold Palmer for one less business-oriented.

The move to be more leisure-oriented sped up with the recession.

Hertz earlier this year broke advertising for Florida travel that featured an animated bus character, then took the bus national. Wells Rich Greene BDDP, New York, handles the account.



The Hertz animated bus character was designed to make the car-rental company more appealing to the leisure customer.

"We wanted to make Hertz more appealing for the leisure customer, to overcome Hertz's business image," says Mr. Kennedy. "We wanted to make Hertz approachable."

Hertz won't discuss specific breakdowns of spending, but says it has raised spending for leisure products while keeping business spending static.

Avis Rent A Car System has adopted a dual approach for pitching the business and leisure renter. The company also is making its new TV spots less business-oriented.

Avis' main campaign pitching the importance of the company's employee-ownership to renters will be continued this fall, but it will have new creative using everyday renters instead of the business owners used last year. The old campaign used business owners talking about the reasons they rented from Avis' employee owners.

Avis also is targeting emerging markets ranging from senior citizens to women.

While both campaigns mention rates, business ads note speed of service and leisure-oriented campaigns pitch dependability. Backer Spielvogel Bates, New York, handles Avis.

"We want to make sure we are getting our pro rata share from emerging growth segments," says Allen Kurzman, VP-marketing services.

Budget Rent a Car Corp. started the year expecting a recession, so it had planned to push leisure efforts.

"As we entered the year, we knew there would be increasing pressure as people go for a share of a smaller pie," says David Sparks, Budget's VP-advertising. "We knew that leisure would be where the big battle was fought." Leisure was expected to be hurt less than business travel, and to be a bigger growth area for the future.

Budget simplified its pricing schedule for leisure renters and installed remote transaction booths allowing car rental from Sears stores even when no operator is present. Tracy-Locke, Dallas, handles.

Some traditional off-airport renters also took some new looks at the leisure market.

Chrysler Corp.'s Thrifty Rent-A-Car System is directing some of its advertising at people who don't fly but have special weekend travel needs. A campaign pushed rental of minivans and convertibles.

"Our forecast at the end of last year [was that] there would be less international travel and more U.S. travel," says Steve Grosvald, senior VP-marketing. "We decided we didn't want to just focus on people who fly, but on the increasing number of people who rent cars to take regular vacations."

Thrifty's normal fall campaign pushes business vehicles, but this year the company is using hockey star Wayne Gretzky in a campaign much broader than in the past. The theme line remains "Because it's your money." Ciociola & Co., New York, and Ad Inc., Tulsa, Okla., handle Thrifty.

While most of the rental companies are targeting leisure travelers, at least one leisure renter is reversing the trend.

Alamo Rent-A-Car, traditionally the leading off-airport renter, is using recession-borne business cost concerns to push corporate rentals. Alamo is now on-airport at more than 40 locations.

Alamo's ads from Hal Riney & Partners, San Francisco, included promoting Cadillac rentals on the West Coast.

"While Hertz and Avis were going after the leisure market, we saw an opportunity to go after the business market," says Donald Moonjian, VP-marketing. □

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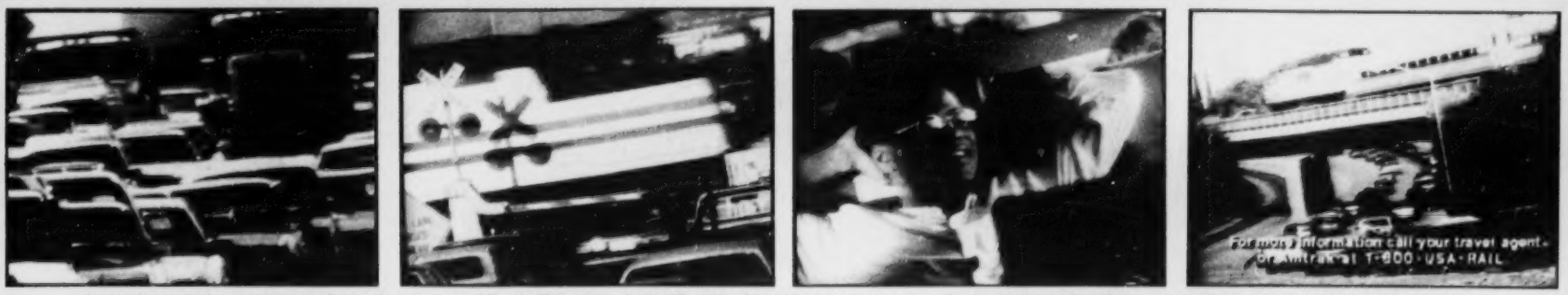


A spot for Amtrak commuter services mixes scenes of frustrating commuter traffic with shots of relaxed riders breezing by on the train. "Try our cars, they're more fun," says the voiceover.

Amtrak moves on from basic training

By Christy Fisher

Boosted ad budget and narrower buys seek to hold onto gains

The recession has derailed much of the travel industry, but Amtrak keeps rolling along.

The U.S. Travel Data Center estimates that only 1% of American vacationers traveled by train this summer. Despite the small percentage, Amtrak estimates it will experience a 4% to 5% gain in revenues for the fiscal year that ended Sept. 30, to about $1.37 billion, says Robert Gall, VP-passenger marketing and sales. Passenger loads increased less than 1% to about 22 million in the same period. That figure does not include contract commuter passengers.

The numbers, however, are still up—something much of the vacation travel industry won't be able to report.

"Amtrak did pretty good for the year. They experienced a strong first quarter when air travel was off as a reaction to the Gulf War," says industry analyst James Cammisa.

"Growth has slowed down a bit, but it's still growth in an industry that is having difficulty," he says. "Their performance relative to the rest of the travel industry is pretty good."

Amtrak, which courts both business and leisure travelers in advertising, has been able to negotiate the economic downturn by pushing competitive pricing and the advantages of rail travel over other transportation modes such as car travel and the airline shuttles. Although "All aboard Amtrak" continues as the advertising theme, from agency DDB Needham Worldwide, New York, the pitch is being modified as improvements are made to service.

Amtrak spent $31.6 million in spot TV, cable, radio, newspapers, magazines and outdoor in fiscal 1991—up 10.5% from the previous year, according to Amtrak.

The largest increase came in newspaper and magazine ad spending, up 125% and 89%, respectively. Newspaper ads are price- and schedule-oriented, while image ads are used in magazines. The shift in newspapers reflects new services added in Chicago and along the East and West Coasts, Mr. Gall says.

In fiscal 1991, Amtrak shifted media for cost-efficiencies, giving higher weights to fewer markets. Instead of 33 markets, it concentrated in 16, which generate about 75% of all revenue, he says.

"Advertising spending for fiscal 1992 might be the same as last year, or up by 3%," Mr. Gall says.

Leisure travelers make up about 70% of Amtrak's riders. Business travel is showing signs of strengthening, with Amtrak's Metroliner service coming on stronger than in the past, Mr. Gall says. But the advertising mix in 1992 will be the same as in 1991, with the bulk of the target on leisure travelers.

TV spots for long-distance train travel compete with airlines by highlighting close-up views of wildlife of the Southwest and the Pacific Northwest—sights riders would miss in an airplane.

Other spots show slice-of-life scenes on a train. One features an older couple enjoying dinner, a movie, socializing and sleeping on the Auto Train to Florida, which also carries their car. Another focuses on the experience train travel offers young families.

A TV spot for shorter-distance leisure travel highlights Amtrak's extensive U.S. network connecting "big towns and little towns, hometowns and downtowns" and its competitive fares.

All spots for the price-sensitive leisure market are tagged with price promotions that show Amtrak is competitive with airline travel.

"We do not try to undercut air fares," Mr. Gall says. "We offer a good price, but not necessarily the lowest."

Amtrak has no extraordinary price promotions planned for fiscal '92. But if the travel market is not stronger by Thanksgiving, Mr. Gall says he expects to see a lot of travel promotions next year.

"If there is a downturn, there will be more promotions. Our plan assumes that things will improve slowly, but at a steady rate. If that does not happen, there could be more price promotions or a shift in media to one product or [another]."

For the business market, Amtrak pushes its Metroliner train service, offering frequent trips in heavily traveled business corridors, such as New York-Washington and Los Angeles-San Diego.

Metroliner offers advance-purchase seating and positions itself directly against shuttle airlines. For example, a print ad is headlined "The most productive business traveler never leaves work up in the air" and lists amenities that help executives get their work done: tables and conference rooms, telephone service, computer hookups and a first-class lounge with food, beverage service and business periodicals. A Metroliner spot is aired during sports events in the Capital Center in Andover, Md., and New York's Madison Square Garden. Magazine and outdoor also support.

Amtrak also is developing contract commuter services in markets where state or local authorities have agreed to subsidize operations, such as Boston, Baltimore-Washington and Orange County-Los Angeles. A TV spot for commuter services shows contrasting scenes of frustrated drivers stuck in highway traffic while relaxed commuters breeze by on Amtrak.

Rising fuel prices and air fares, increased congestion on highways and at airports, a decline in passenger bus service and environmental concerns bode well for train travel, industry observers say.

Also, high-speed trains, which are being discussed in Texas, Florida, Nevada and the New York-Boston corridor, could significantly boost ridership. Amtrak would be interested in participating in the services, but they could be privately operated.

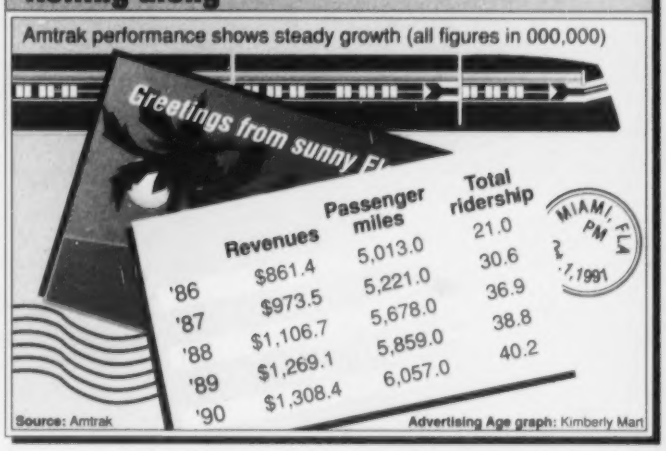
"There could be a explosion in train travel if there are high-speed trains," Mr. Gall says. "But that requires an awful lot of money."

Mr. Cammisa says that's the main roadblock when it comes to Amtrak's future growth: It's limited by funding constraints.

Amtrak continues to fight a battle year after year to get subsidies from the federal government. High-speed trains will likely depend on the support of federal or state funds, and as long as the U.S. remains a car-oriented society, highway funding will receive priority, he says. □

Rolling along

Amtrak performance shows steady growth (all figures in 000,000)



	Revenues	Passenger miles	Total ridership
'86	$861.4	5,013.0	21.0
'87	$973.5	5,221.0	30.6
'88	$1,106.7	5,678.0	36.9
'89	$1,269.1	5,859.0	38.8
'90	$1,308.4	6,057.0	40.2

Source: Amtrak

Advertising Age graph: Kimberly Mart

One Amtrak spot highlights the experience train travel offers young families.

Select your newspaper markets.
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IN BOSTON

Discount levels from 12% to 26%
Circulation levels from 300,000 to 540,000

Circulation levels:	Min. discount off open rate
1. 300,000-325,000	12%
2. 325,001-375,000	14%
3. 375,001-450,000	18%
4. 450,001-515,000	22%
5. 515,000 and over	26%
6. BAND/Sunday	10%
7. Band, N.H.	22%

HOUSEHOLD COVERAGE

NECMA: BAND/Globe 58.1%; Globe/Herald 49.6%; BAND/Herald 48.5%
ADI: BAND/Globe 47%; Globe/Herald 37%; BAND/Herald 40%

band

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(18 Boston ADI Suburban Newspaper Markets)

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Top 100 newspapers by circulation

Figures are for six months ending Sept. 30, 1991, compared with same six-month period last year, except where noted. Where papers reported separate numbers for higher-selling papers on one day, daily figures are weighted averages. In some cases Sunday papers have different names.

Rank	Newspaper	Circulation	% chg	Sun. circ.	% chg
1	Wall Street Journal	1,795,448	(3.3)	—	NA
2	USA Today	1,491,844	4.5	—	NA
3	Los Angeles Times	1,177,253	(1.6)	1,529,609	0.8
4	New York Times	1,114,830	0.6	1,700,825	0.8
5	Washington Post	791,289	1.4	1,143,145	0.5
6	Newsday	763,972	7.0	875,239	22.7
7	New York Daily News	762,078	(30.6)	911,684	(34.9)
8	Chicago Tribune	723,178	0.3	1,107,936	0.5
9	Detroit Free Press	596,418	(5.9)	1,202,604	(3.0)
10	San Francisco Chronicle	553,433	(1.7)	705,260	(0.7)
11	New York Post	552,227	8.2	—	NA
12	Chicago Sun-Times	531,462	0.8	537,169	(2.0)
13	Boston Globe	504,675	(3.2)	798,057	0.8
14	Philadelphia Inquirer	503,603	(3.1)	974,897	(0.4)
15	Newark Star-Ledger	470,672	(1.2)	700,237	1.0
16	Detroit News	446,831	(10.8)	—	NA
17	Cleveland Plain Dealer	413,678	(3.3)	544,362	(2.9)
18	Minpls-St. Paul Star Tribune	409,365	0.2	677,753	1.6
19	Dallas Morning News	406,768	2.3	618,283	5.5
20	Miami Herald	398,067	(4.0)	510,549	(1.8)
21	Rocky Mountain News	355,940	1.6	425,443	4.9
22	St. Louis Post-Dispatch	350,350	(8.4)	562,700	0.2
23	Orange Co. Register	347,675	(1.7)	400,375	(1.6)
24	Boston Herald	345,564	(3.7)	227,040	(5.0)
25	Arizona Republic	338,502	2.4	531,180	2.7
26	St. Petersburg Times	331,661	2.1	424,446	0.0
27	(Portland) Oregonian	329,761	1.7	438,756	1.6
28	Buffalo News	305,687	(1.0)	362,685	1.1
29	Atlanta Constitution	302,595	(4.5)	668,175	1.2
30	Houston Post	300,273	(6.3)	353,424	(0.7)
31	Kansas City Star	281,577	(2.0)	420,287	1.1
32	San Diego Union	273,472	3.1	446,328	2.3
33	Orlando Sentinel	271,182	(0.9)	370,516	(1.5)
34	San Jose Mercury News	270,512	(2.9)	331,004	0.1
35	Tampa Tribune	270,256	(0.0)	352,830	(3.1)
36	Sacramento Bee	267,669	1.2	337,597	2.9
37	New Orleans Times-Picayune	265,080	(5.0)	320,363	(1.8)
38	Columbus Dispatch	263,313	5.1	393,987	1.2
39	Denver Post	253,022	5.1	416,354	3.7
40	Fort Worth Star-Telegram*	244,306	(5.7)	338,680	0.7
41	Milwaukee Journal	241,231	(9.1)	490,212	(2.9)
42	Seattle Times	239,946	2.5	520,840	2.1
43	Baltimore Sun	235,937	(3.1)	467,316	(1.4)
44	Louisville Courier-Journal	232,034	(0.7)	324,807	(0.2)
45	Fort Lauderdale Sun-Sentinel	231,602	4.0	315,521	3.7
46	Charlotte Observer	229,868	(2.9)	296,363	(0.8)
47	Indianapolis Star	229,752	0.5	413,346	0.6
48	Hartford Courant	228,172	0.0	318,967	1.3
49	Omaha World-Herald	222,079	0.9	262,176	(0.7)
50	Oklahoma City Oklahoman	217,452	(1.9)	320,921	(1.6)
51	Pittsburgh Press	211,527	(8.8)	550,348	(0.7)
52	Seattle Post-Intelligencer	207,941	1.3	—	NA
53	St. Paul Pioneer Press	206,844	2.0	272,367	4.1
54	Los Angeles Daily News	203,948	2.2	223,346	3.6
55	Providence Journal-Bulletin	198,734	(2.7)	266,912	0.6
56	Des Moines Register	198,658	(4.1)	335,496	(3.1)
57	Cincinnati Enquirer	198,475	(0.3)	344,615	0.7
58	Philadelphia Daily News**	197,179	(12.4)	—	NA
59	Dallas Times-Herald	196,714	(10.3)	289,294	(14.6)
60	Memphis Commercial Appeal	194,948	(7.4)	282,358	(2.3)
61	San Antonio Express-News	187,609	1.1	278,135	1.8
62	Dayton Daily News	181,022	(1.4)	230,633	(0.1)
63	Florida Times-Union	178,402	(0.4)	244,475	(0.4)
64	Austin American-Statesman	172,269	(0.6)	225,860	2.7
65	Atlanta Journal	171,983	(10.3)	—	NA
66	Gannett Westchstr-Rckind paper	166,784	1.0	209,291	8.0
67	Asbury Park (N.J.) Press	166,305	4.2	229,056	0.4
68	Milwaukee Sentinel	166,084	(5.9)	—	NA
69	Birmingham News	162,842	(4.0)	211,220	2.0
70	West Palm Beach Post*	162,068	(2.4)	209,335	(0.8)
71	Bergen Co. Record	161,797	1.4	233,921	2.5
72	Riverside Press-Enterprise	158,198	2.2	166,913	2.2
73	Pittsburgh Post-Gazette	156,782	(3.5)	—	NA
74	Virginian-Pilot	156,644	2.3	238,316	(1.3)
75	Akron Beacon Journal	156,297	1.4	224,436	0.7
76	San Antonio Light	155,326	(4.4)	227,151	(2.0)
77	Baltimore Evening Sun	152,676	(8.4)	—	NA
78	Toledo Blade	150,194	(1.8)	211,864	(1.7)
79	Grand Rapids Press	148,615	2.6	194,045	1.5
80	Fresno Bee	148,541	2.3	184,792	2.8
81	Raleigh News And Observer	141,338	(5.9)	181,160	(1.7)
82	Richmond Times-Dispatch	139,351	(2.6)	251,557	(2.9)
83	Allentown Call	136,105	(0.2)	182,041	0.1
84	Rochester Democrat & Chronicle***	135,610	2.3	259,692	(0.2)
85	Nashville Tennessean	135,005	5.5	265,747	0.4
86	Columbia (S.C.) State	134,462	(7.6)	166,185	(2.7)
87	Copley Los Angeles Newspps	131,795	0.7	125,629	1.2
88	Little Rock Gazette	131,595	(2.1)	217,098	1.9
89	San Francisco Examiner	131,253	(3.7)	—	NA
90	Los Angeles Press-Telegram	129,345	0.1	149,712	(2.3)
91	Las Vegas Review-Journal	128,032	(5.4)	201,452	(1.3)
92	Little Rock Democrat	127,164	(0.3)	244,774	9.4
93	Tulsa World	126,888	1.5	237,170	(1.9)
94	Tacoma News Tribune	121,544	3.1	138,183	2.4
95	Lexington Herald-Leader	121,129	(2.3)	160,356	1.6
96	Wilmington News Journal	120,528	(0.1)	140,563	0.5
97	Albuquerque Journal	119,576	(1.2)	159,176	0.7
98	Wichita Eagle	118,511	(1.9)	195,652	(1.6)
99	Worcester Telegram & Gazette	116,767	(1.2)	138,030	1.6
100	Greensboro News & Record	114,847	(1.4)	132,214	0.9

*Switched to Mon.-Sat. from Mon.-Fri. **Switched to a.m. publication. ***Figures are 3-month average.
Source: Audit Bureau of Circulations

Circulation reparation

'Daily News' bounces back from strike; rivals up

By Ira Teinowitz

The New York *Daily News'* circulation has rebounded from strike levels but remains more than 30% below pre-strike levels, while other New York papers held onto some circulation gained at the *Daily News'* expense.

The Audit Bureau of Circulations' latest report shows circulation problems for newspapers in other cities, aggravated by local marketing changes and price hikes spurred by the recession. By comparison, some newspapers that made no changes—including *USA Today* and both Denver dailies—reported circulation gains.

The audit bureau's FAS-FAX report compares circulation for six months ending Sept. 30 with the same period last year.

It's the first major report for the *Daily News* since a strike ended March 12 and the paper was subsequently sold to English publishing baron Robert Maxwell.

The *Daily News* reported circulation fell 30.6% to 762,078. (Estimates placed the paper's circulation well below 500,000 during the five-month strike.) Sunday circulation was reported at 911,684, down 34.9%.

That's below the *Daily News'* guarantees of 800,000 daily and 1 million Sunday circulation. The guarantees, announced by Mr. Maxwell after he assumed control of the paper, were intended to bolster advertiser confidence until the paper's first post-strike audit.

An advertiser rebate plan will be in place this week, said Les Goodstein, VP-advertising director. The paper met its guarantees for September, he said.

"Looking back last March, when we made the decision to go with a rate guarantee, we kind of looked with a crystal ball and came up with 800,000 and 1 million on Sunday," Mr. Goodstein said. "It was very optimistic."

The guarantee was a vital step to bolstering the *Daily News* at a time when people didn't feel the paper had a chance of regaining its pre-strike vitality, said Don Nizen, VP-circulation. He said the paper has rebuilt confidence enough to start carrying News America Publishing's free standing insert packages in January.

While rivals saw some circulation slippage after the labor dispute was settled, all three are up from last year. The *New York Post* reported daily circulation rose 8.2% to 552,227; still, that's down 14.3% since March. *The New York Times* also said circulation rose 0.6% to 1,114,830 daily and 0.8% to 1,700,825 on Sunday, though the paper was down 8.5% daily and 3.6% Sunday from March. While *Newsday* reported daily circulation rose 7% to 763,972 daily and 22.7% to 875,239 Sunday, it also was down 4.1% daily and 8.9% Sunday from March.

The audit bureau's FAS-FAX report contained no breakdown of *Newsday's* New York and Long Island circulations, but the paper said the bulk of the gains were in New York. The paper reported Long Island circulation grew 0.5% to 494,961 daily and 2.7% to 575,917 on Sunday, while *New York Newsday* grew 21.4% to 269,011 daily and 97.4% to 269,011 on Sunday.

Also reporting daily circulation declines was *The Wall Street Journal*, down 3.3% to 1,795,448. The *Journal* raised its newsstand price 50% to 75¢ on Dec. 3.

Other major dailies with circulation declines included the *Detroit Free Press*, *The Detroit News*, *Milwaukee Journal* and *St. Louis Post-Dispatch*, which doubled its newsstand price to 50¢ on April 15.

In Philadelphia, circulation declines for both papers are attributed to the *Philadelphia Daily News'* March 4 switch to morning from evening publication, pitting it against *The Philadelphia Inquirer*. Both are owned by Knight-Ridder. The *Daily News* also raised its single-copy price 43% to 50¢. The *Los Angeles Times* attributed its 1.6% decline in daily circulation to efforts to drop unprofitable circulation in central California and Nevada. Sunday circulation rose 0.8% to 1,529,609, due in part to cable guides tailored to individual cable systems; the paper has offered discounted Sunday subscriptions in the areas where it distributes the cable guides.

Among papers reporting daily circulation increases were *The Washington Post*, *The Dallas Morning News*, *Chicago Sun-Times* and *Chicago Tribune*. □

COVER STORY

By Janice Kelly

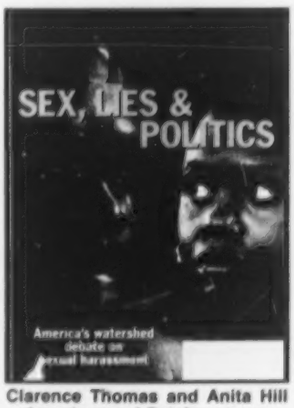
Cover Story is a monthly ranking of celebrities' popularity as reflected by their appearances on the covers of more than 30 of the nation's leading publications.

MEDIA WORKS

Anita Hill and **Clarence Thomas** together topped Cover Story for October with the nation riveted to the Senate Judiciary Committee hearings.

The unlikely couple earned 12 points on the index, which assigns point values to cover appearances based on such factors as the publications' frequency and the prominence of the photos.

The month's main attraction was in Washington, but the balance of cover editors' attention was focused on Hollywood. **Michelle Pfeiffer** took second place with 8.5 points with publicity surrounding her role in the movie "Frankie & Johnny."



Clarence Thomas and Anita Hill shared several October covers.

Third place with 8 points went to actor **Keanu Reeves**, who stars in the film "My Own Private Idaho" and was named one of *US'* "sexiest stars."

Jodie Foster placed fourth with 7 points as cover editors spotlighted her directorial debut with "Little Man Tate." She's already a strong November Cover Story contender, with several appearances on November issues.

Fifth place is a 6-point tie between comedian **Redd Foxx**, who died following a heart attack on the set of CBS' "Royal Family," and **Elizabeth Taylor**, who celebrated her eighth wedding. Groom **Larry Fortensky** tied several celebrities for eighth place with 4 points.

Seventh place went to **La Toya Jackson**, who earned 5 points with her second *Playboy* pictorial and coverage of her book "Growing Up in the Jackson Family."

Rounding out the survey with 4 points each were **Cher, Patrick Swayze, Delta Burke, Roseanne Arnold, Pee-wee Herman, the "Dynasty" cast** and **Katey Segal**. □

MEDIA MIX

News briefs on print, electronic and alternative media.

Turner takes time with samples. Turner Broadcasting System, Atlanta, has postponed its ad-supported cooperative direct mail program, a company source said. The quarterly "Turner Sample Pack" was to launch this month (AA, Aug. 12) but has been delayed to third quarter 1992, the source said. The source said advertisers were interested, but 1991 promotional dollars were locked up when Turner introduced the program in August.

Whittle tunes in to Russia. Channel One, Whittle Communications' ad-supported TV medium in schools, and Pepsi-Cola Co. on Nov. 26 will link students at a Moscow school with students at Centerville, Ohio, High School, for a live discussion about the meaning of freedom. Pepsi is sole sponsor of the one-hour show.

Art title unveiled. Rizzoli International Publications, New York, this month launches *XXIst Century*, an upscale art and culture magazine distributed through bookstores and select newsstands in the U.S., Canada, Europe, Australia and Japan. The three-times-yearly will cost $7.50; initial worldwide circulation is 30,000. Each issue will carry a single corporate sponsor; Philip Morris International is the first.

Joe Mandese coordinates MediaWorks.

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NEWSPAPER

November 11, 1991

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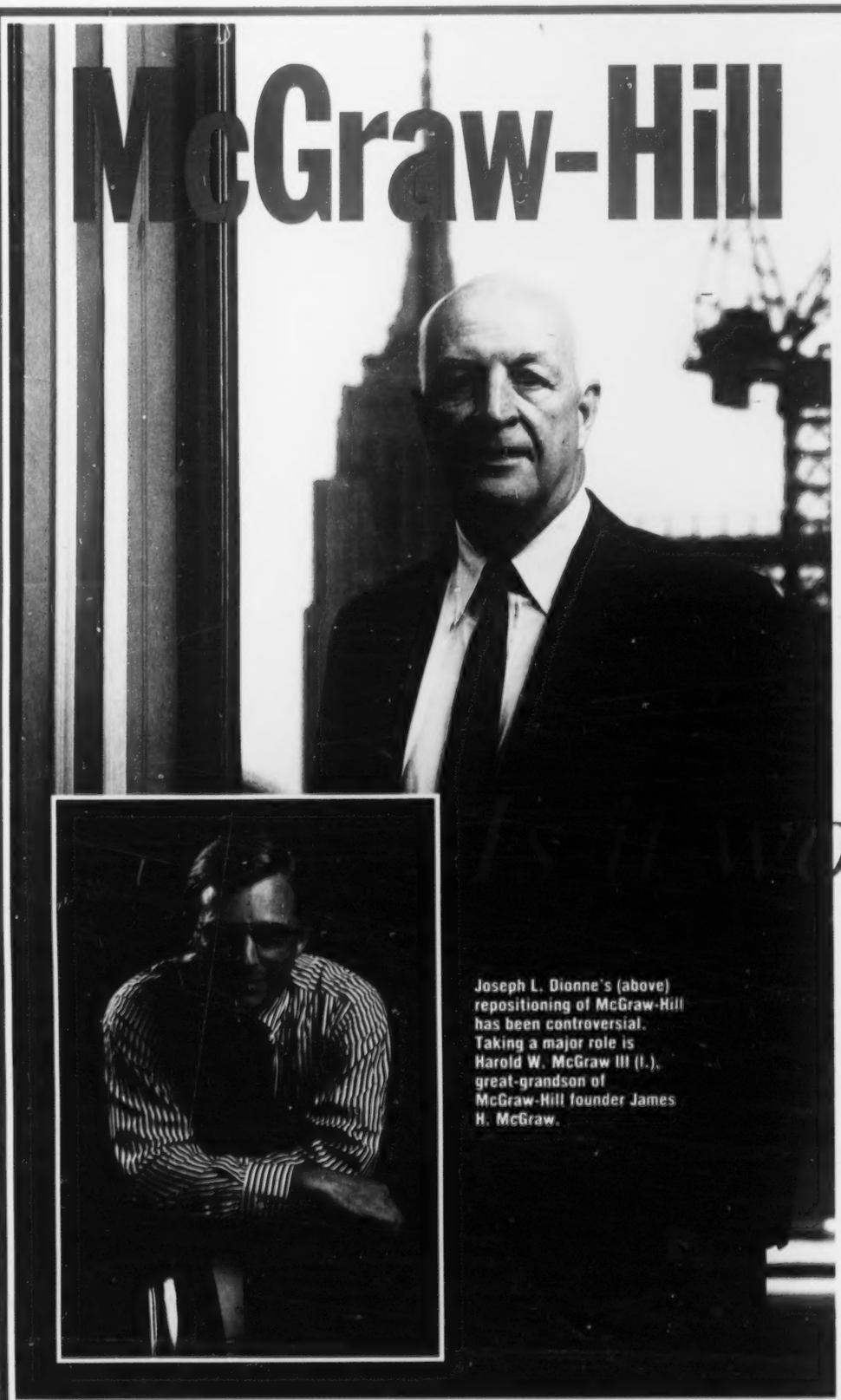


Joseph L. Dionne's (above) repositioning of McGraw-Hill has been controversial. Taking a major role is Harold W. McGraw III (l.), great-grandson of McGraw-Hill founder James H. McGraw.

Photos by Doug Goodman

...working?

By Joseph M. Winski

There was much jubilance at McGraw-Hill headquarters on March 1, 1979.

American Express Co. had let its $1 billion acquisition offer expire. McGraw-Hill, which had fiercely resisted the takeover bid, would remain independent and under effective control of the McGraw family.

But there was also an undercurrent of anxiety, particularly among longtime executives of the company's magazine business.

Just the day before, Harold W. McGraw Jr., chairman-ceo, had named Joseph L. Dionne to the post of exec VP-operations, the second-highest position in the company.

Insiders then knew it was only a matter of time before Mr. Dionne became the next McGraw-Hill chief executive—only the second non-McGraw to run the company in its then 91-year history.

The choice of the former Long Island schoolteacher was neither expected nor widely popular. If history meant anything, the pick would have been Gordon Jones, the gregarious president of

(Continued on Page 16)

The commodity game: Computer makers scramble to break out of the pack. In Special Report

LAST MINUTE NEWS

VW reviews $30M in Japanese business

TOKYO—Volkswagen Audi Nippon is reviewing its account, now split between Meitsu for the $20 million Volkswagen business and Hakuhodo for the $10 million Audi business. Those pitching include the incumbents and Dentsu, Asatsu, I&S and DDB Needham.

Riney responds to harassment suit

SAN FRANCISCO—Hal Riney, his agency and three current or former employees are countersuing a former staffer who filed a sexual harassment suit. Their slander suit, filed in San Francisco Superior Court and seeking unspecified monetary damages, charges that Debby Ann LeBeau and her attorney, John S. Spencer, maliciously released information to the media during the Thomas-Hill hearings in an attempt to "coerce payment of money" from Hal Riney & Partners. The cross-complaint also denies Ms. LeBeau's charges that Riney Senior VP-Director of Creative Services Carol Lee Kelliher was "procuring for her superiors." Ms. LeBeau, terminated in January, was a secretary in the creative department. The countersuit also says Ms. LeBeau has acknowledged former copywriter Jim Papademas, one of those named in her suit, "never attempted to touch her." Ms. LeBeau has said the third person named, copywriter Paul Mimiago, played over the office intercom a recording she had made, but the countersuit says Riney's offices don't have such intercoms. Mr. Spencer said he couldn't comment on the countersuit on the advice of his attorney. Riney's

(Continued on Page 8)

Mennen up for sale; Japan's Kao in lead

By Pat Sloan

Mennen Co., a 113-year-old, family-owned marketer of such familiar toiletries brands as Speed Stick and Skin Bracer, is up for sale.

The sale will include Mennen's core toiletries business as well as its paper party-goods subsidiaries, Paper Art and C.A. Reed, said Leonard Sichel, vice chairman-chief financial officer.

"The [Mennen] family made this decision just recently," Mr. Sichel said, adding that a sale could be negotiated by yearend.

Japan's Kao Corp., through its Kao Corp. of America and Andrew Jergens Co. units, has emerged as the most likely buyer, industry sources say. Other potential buyers include Gillette Co., Colgate-Palmolive Co., Unilever, Procter & Gamble Co., L'Oreal and Henkel Group.

An internal memo distributed to employees at a Mennen unit indicated growing competition in the toiletries market prompted the planned sale.

"You are no doubt aware that in today's marketplace, we face competition whose funds, manpower and facilities are many times greater than those of Mennen and its subsidiaries," the memo said.

"This fact of life will become even more critical going forward. As part of a larger organization, Mennen, Paper Art and C.A. Reed will have the resources they need to compete successfully," the memo continued.

Mennen's investment bank, believed to be Goldman Sachs, last week began sending out books on the company to interested buyers.

Mennen is a multinational company with consolidated sales estimated between $500 million and $600 million, and international distribution, including Mexico, Central America, Venezuela, Canada, France and Italy.

The core toiletries business generates more than $300 million in sales, sources say, with the balance of sales by Paper Art and C.A. Reed.

Industry consultant Allan Mottus speculated that two primary factors are motivating the sale.

"In part, it's a generational thing," Mr. Mottus said. "No

(Continued on Page 70)

Maxwell aftershock:

Owner's death clouds future of 'Daily News,' 'European'

AP/Wide World Photos

Kevin Maxwell, 32 (l.), and his brother Ian, 35, faced the media outside the headquarters of Mirror Group Newspapers in London last week.

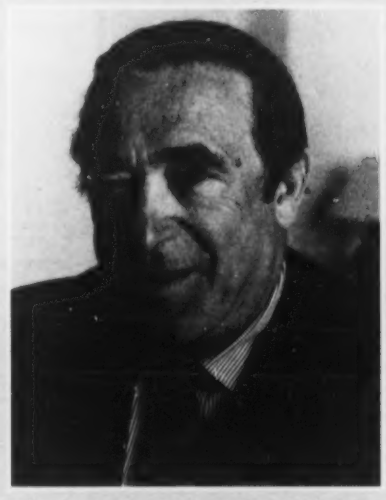
By Scott Donaton and Laurel Wentz

The media properties left most vulnerable by the death of Robert Maxwell may well have been the ones he loved most: New York's *Daily News* and *The European*.

Industry analysts are most concerned about the future of those two properties, uniquely dependent on the flamboyant personality, passion and charisma of Mr. Maxwell. The global media baron was found dead last week in the waters off the Canary Islands after disappearing from his 180-foot yacht during a vacation trip.

Preliminary autopsy results indicated Mr. Maxwell died of a heart attack before apparently falling from the boat.

In the days following his death, observers questioned how long Mr. Maxwell's sons, Kevin and Ian, would continue to endure losses at the *Daily News* and *European* as the two face an acute financial crunch.



Following Robert Maxwell's death, his sons were put in charge.

To dissuade that line of thinking, Kevin Maxwell was on the phone last week assuring advertisers of his commitment to the *Daily News*, much like his father has done in the past.

Despite a spate of asset sales in recent months, expected to continue, Mr. Max-

(Continued on Page 72)

AmEx talks to Time Warner

Deal would include nat'l magazines; city book shopped

By Scott Donaton

NEW YORK—American Express Co. is discussing the sale of a significant stake in its two national magazines to Time Warner.

As part of its continuing search for a partner or buyer for its publishing properties, AmEx is also seeking an outright buyer for *NewYork Woman* and there's speculation the company may try to sell its three other city magazines.

The flurry of activity follows the recent collapse of talks between AmEx and K-III Holdings, which was negotiating to buy a majority stake in AmEx's magazine group.

Time Warner is talking to AmEx about a joint venture that would involve only the highly profitable flagship *Travel & Leisure* and *Food & Wine*, said a source close to the discussions.

AmEx and Time Warner officials declined comment.

Time Warner isn't interested in the city magazines because they're believed to be losing money.

But "the city books are definitely for sale. [AmEx] wants out of the city books," the source close to the talks said.

■ **Bob Garfield reviews new American Express charge card commercials—Page 3.**

AmEx wants to keep a stake in the national magazines, which are closely tied to its charge card business, and is reluctant to allow potential buyers access to its database, used to automatically renew subscriptions.

K-III sources say talks with AmEx collapsed because K-III feared *Travel & Leisure* was too dependent on automatic renewals and its profitability and value would plunge if it was ever separated from the database.

AmEx's city magazines include *NewYork Woman*, *L.A. Style*, *Atlanta* and *D. NewYork Woman* is known to be on the selling block and there are rumors the magazine will be folded if a buyer isn't found.

Fred Drasner, president-ceo of *U.S. News & World Report* and *The Atlantic*, said he had a preliminary meeting with *NewYork Woman* Editor Betsy Carter and a representative of investment banker Wasserstein Perella & Co. about buying the magazine.

"They just came in to give me a pitch," he said. "I really don't know the level of our interest since I haven't seen the numbers."

Mr. Drasner said he was waiting to get financial information on the magazine.

"I think they're trying to sell the city magazines," Mr. Drasner said. "They just came in with *NewYork Woman* but they told me the rest may be available."

He said he wasn't told an asking price for

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FDA may tackle brand names next. **Page 4.**

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ABP MPA

HIV revelation tests Magic's ad appeal

An Advertising Age roundup

The bombshell dropped by Earvin "Magic" Johnson has left marketers featuring him in their ads teetering on a fine line.

The advertisers expressed shock and concern after Mr. Johnson announced he was retiring from the Los Angeles Lakers after testing positive for human immunodeficiency virus, the virus that has been linked to AIDS.

Observers agree it's unlikely he will be featured in future commercial campaigns. But public service spots are another matter, since Mr. Johnson has stated he wants to work with AIDS awareness efforts.

"We've received hundreds of phone calls, from small groups to large groups," said Richard Crasnick, director of marketing and public relations at First Team Marketing, which represents Mr. Johnson. ". . . We'll evaluate all the offers and decide what's the best way to go."

Jack Mariucci, exec VP-executive creative director at DDB Needham Worldwide, New York, and a co-chairman of Ads Against AIDS, said Mr. Johnson will be "a fabulous spokesman. . . . If he wants to get his message out, we're here to help."

Elenore Hangley, Advertising Council exec VP, said Mr. Johnson appeals to the young audience the council wants to reach with its AIDS prevention campaign.

The star's visibility had never been brighter for commercial purposes. He ranks behind only sports superstars Bo Jackson and Michael Jordan and Los Angeles Dodgers manager Tommy Lasorda in a 1991 survey of the most persuasive athletes in TV commercials by Video Storyboard Tests.

Dave Vadehra, president of the research company, said marketers tied to Mr. Johnson face a sensitive issue in deciding whether to stick with him in some way.

Magic shot hoops in a 1990 spot for Slice orange drink.

"It's a real tough call for the advertisers because they do certainly have sympathy," he said. "But having sympathy is one thing; having a national spokesman is something different."

None of the marketers with which Mr. Johnson is most active —Pepsi-Cola Co., Converse and Kentucky Fried Chicken Corp.—is currently running commercials that feature him.

One advertiser for which Mr. Johnson just recently inked a deal, Nestle Chocolate & Confection Co., quickly disassociated itself from published comments from its ad agency.

A report in *The New York Times* quoted John L. Taylor, vice chairman of Jordan, McGrath, Case & Taylor, New York, as saying he doubted commercials featuring Mr. Johnson and promoting Nestle's Crunch candy bar would air as scheduled in January.

Frank J. Arthofer, president of the Nestle USA subsidiary, released a statement calling the quote "not authorized."

Rebecca Madeira, Pepsi-Cola Co. director of public relations, said: "As far as the future is concerned, Earvin and Pepsi will decide together at a more appropriate time."

Mr. Johnson's multimillion-dollar contract to endorse Pepsi's soft drinks was signed in 1989 and expires next July.

Mr. Johnson's involvement with Converse dates to 1979, and also included a joint venture for a line of athletic shoes and activewear called Magic by Converse. But the line has been phased out, and the last ad featuring him ran in June.

Kentucky Fried Chicken used Mr. Johnson earlier this year in a TV and print campaign.

Dick Detwiler, KFC director of marketing communications, said: "It's too soon . . . to say what impact this news might have on any future business." □

Prodigy 'magazine'?

Computer service seeks circulation audit

By Bradley Johnson

LOS ANGELES—Prodigy Services Co., the ad-supported on-line computer service, wants to be classified as a magazine and have its circulation validated by the Audit Bureau of Circulations, in a move to gain advertiser credibility.

Such a move would make Prodigy the first non-print consumer medium tracked by the audit bureau, a precedent that would position the bureau to provide third-party validation for other interactive electronic media.

"As other advertiser-supported electronic services come to the fore, we would stand ready to work with them to verify the auditable aspects," M. David Keil, audit bureau president-managing director, said in an interview at the bureau's annual convention last week.

"I don't see any major impediments," he said of Prodigy's membership application. The audit bureau's board didn't take action last week, however.

Prodigy, developed jointly by IBM Corp. and Sears, Roebuck & Co., lets consumers use home computers to call up news and stock quotes, and do banking and shopping. Ads are sprinkled throughout the system.

Prodigy wants the audit bureau, the primary third-party auditor of magazine and newspaper circulation, to classify it as a magazine.

"We are a magazine," competing for magazine advertising, "only we don't have paper," said Gabe Samuels, Prodigy's trade marketing manager. "Why continue to kill trees?"

A magazine classification would put Prodigy in terms that media buyers would understand, but there was some discussion within the audit bureau's board that Prodigy should be put in a new classification.

Mr. Keil says the audit bureau is looking at how it could validate Prodigy figures.

Prodigy has auditable records of who its customers are and how, when and for what they use the service. But Mr. Keil noted the audit bureau's standard print definitions—paid circulation, pressruns, postal verifications—wouldn't translate well.

"We would be talking a whole new language," he said.

There is a precedent, however. For about two years, the audit bureau has audited Data Transmission Network, an ad-supported farm "magazine" that delivers information on commodities to farmers through computers.

Many publishers, computer marketers and consumer electronics companies see enormous potential in Prodigy-style electronic services delivered over computers and TVs. As new companies move in and traditional magazines and newspapers branch out into such ad-supported services, Mr. Keil said the audit bureau wants to be there.

"If there is a need for auditable information . . . our board will obviously give it very careful consideration," he said. □

LETTERS

BBDO section a highlight

I really enjoyed the 100th Anniversary commemorative insert (AA, Sept. 30). It was one of the highlights of this milestone event in BBDO's history. And I know our people in New York and around the world were very pleased with the issue as well. Thanks.

Phil Dusenberry
Chairman-ceo, BBDO
New York

I just finished reading the commemorative section on BBDO and wish to congratulate you and your staff on some excellent reading! The historical background provided keen insight into one of the top agencies in our business. The only copy that is equal to this profile is the copy in some of the testimonial ads. The copy is some of the cleverest and most humorous I have read in a long time. Kudos to those writers!

Keith T. Gallagher
National sales manager
Network of City Business
Journals, Los Angeles

Congratulations on a super BBDO edition. A humorous recollection of an eight-year BBDOer:

As manager of the BBDO softball team, I had a casual conversation with Jim Jordan. He mentioned he had been a member of a BBDO championship team of the past, but that had been his last playing year. Why? His reply: "My boss asked me if I wanted to be the best softball player at BBDO or the best copywriter."

As it happens, I mentioned that Al Rosenshine, then a new copywriter, was on our present squad and was a good hitter and left fielder. Funny, that was Al's last year as a player. I always wondered if Jim, Al's boss, had the same conversation with Al as his boss had years ago.

Phil Groenewold
Rio Rancho, N.M.

This Week, No One Will Be Getting Screwed On Their Living Room Floor.
30-50% Off Our Most Popular Living Room Rugs Or Carpets.
Giant carpet

Floored by soft porn

Here is an ad we can certainly do without! I wonder why so many sleazy ads come from retail advertising in newspapers. Is it that the subject matter is so dull, they naively try to spice up the ad with a sophomoric, soft-porn headline? This certainly turns me off Giant carpets! Can you believe this ad ran in the good, gray *New York Times*?

I'd also like to comment about your ad in the Sept. 30 *Ad Age*, in which you say that "the Soviets asked *Advertising Age* to organize a seminar to *introduce* them to the basics of communicating and selling" (emphasis mine). It's that "introduce" that gets me! These Soviets are some con artists.

In 1969, these Soviets invited Young & Rubicam to send some people to Moscow to talk to the folks at Vneshtorgreklama, the U.S.S.R. ad agency, about modern communicating and selling. Alex Brody, then head of Y&R Europe, George Gribbin, then president of Y&R, and I went. We put on a three-hour seminar.

We were invited back the following year to do it again, in expanded form, for a large audience including people from their numerous commercial agencies. This time we were joined by Ed Ney, then head of Y&R International. A year later, we learned that another agency had been invited to do likewise, I think it was BBDO. And then a little later, still another agency, perhaps McCann. And all of us trooped dutifully over, at our own expense, to educate them on modern advertising and sales promotion. I'm amused to see the Soviets are still at it.

Virginia Miles
Marketing consultant
Englewood, N.J.

Boomers read more

Your article on the outlook for newspaper advertising was pessimistic enough without compounding it with Kenneth Berents' erroneous data (AA, Oct. 14). The Alex. Brown & Sons analyst's numbers just don't meet the test of reason.

He uses an unconventional definition of 24 million baby boomers starting with age 30. That means he's only considering the 30-to-34 age span. Even assuming two readers per copy, Mr. Berent's claim of 500,000 circulation in this age group would produce only a net reach of 4%. In fact, the 1991 syndicated research of the Simmons Market Research Bureau indicates 58.4% readership levels for daily newspapers and 67.7% for Sunday newspapers in the 30-to-34 age bracket.

Uldis Grava
VP, Newspaper Advertising Bureau
New York

Make reading a joy

As a public librarian, I was struck by Kenneth Berents' statement: "Of the potential pool of 24 million baby boomers age 30 and older in the 1980s, only 500,000 have become newspaper subscribers. . . . Newspapers have to change to bring in the baby-boom generation" (AA, Oct. 14).

I don't believe that newspapers will ever attract more of the baby boom generation than they have now. From personal observation, I would say that steady newspaper readers, for the most part, are people who love to read. They read newspapers for the joy they get out of reading, as much as for the information presented.

In speaking with frequent library visitors I found that most learned to *love* reading before they were 13 or so by reading hundreds, if not thousands, of pleasure-giving books, honing their reading skills and making reading a pleasure rather than a chore.

Schools, in my view, cannot teach the "joy of reading" because in their laudable attempt to measure ability they usually couple assigned reading with the pain of tests and book reports.

I find that the only institution working to create and nuture readers is the public library. Industries that depend on people who enjoy reading should see that local libraries are well supported.

It's too late for the reluctant readers of the baby boomer generation. If they didn't learn to enjoy reading as kids, most of them never will.

FREEZE FRAME

People who have an interest in the future of reading should work toward reader creation in the current generation.

Marvin H. Scilken
Director
Orange (N.J.) Public Library

From the trenches

I was extremely disappointed at your front page article on sexual harrassment (AA, Oct. 21). The women you chose to interview were top executives. Although they are bright and successful women, they are far removed from the activities that go on with those in lower and middle management and clerical positions.

The women you should have interviewed are those still in the "trenches." Those of us who are still struggling to achieve our success in the business world. We are the ones who must put up with the uncalled for sexist comments, attitudes and advances.

Interviewing these women was about as insightful as interviewing male managers. They are not in the position to see the "ugliness" that occurs in the real world.

If you want to know how this is affecting the "average" working woman, ask us. There are a lot of women who are ready to talk about the sexism they have witnessed and received.

Cindy Smartt-Mancini
Bristol, Conn.

Asking senior agency and publishing executives whether the advertising business has a sexual harassment problem is like asking Roger Smith whether the American auto industry has a quality problem. The answer is predictable: 'No, not here.'

By proclaiming a problem, they'd be pointing a finger at themselves.

Andrew Scanland
Ogilvy & Mather
Atlanta

Don't overlook syndication

The Oct. 14 issue of *Advertising Age* included a timely look at the prospects for several major media, including network cable and spot TV, each with a sidebar from Robert Coen. Unfortunately, something was missing:

- A medium which has been the fastest-growing part of TV for over 5 years, and which is expected to remain so through the 1990s.
- A medium in which the top 100 advertisers spend more money than in cable, according to your own magazine.
- A medium which provides almost as much original programming per week as ABC, CBS, NBC and Fox.
- A medium which companies like Disney, Warner Bros. and Paramount are finding more important as a marketplace than network TV.
- A medium which is competing successfully with the networks for precious time periods, forcing them to reduce their program offerings.

I refer, of course, to advertiser-supported syndication. Too often, I'm afraid, your publication overlooks this important medium (1991 revenues: $1.275 billion), even when conducting an overview of the industry. In your 100 Leading National Advertisers issue, for example, there were special breakouts for top network advertisers and cable advertisers . . . but none for syndication.

Your readers need to be informed about what's going on in syndication, because it is affecting the way viewers watch TV (other publications are ahead of you in this regard). Because syndicators deal with local TV stations as well as national advertisers, they understand the drastic changes which are occuring in television, and are bringing about a revolution in the way stations acquire and present programming.

Tim Duncan
Executive director, Advertiser
Syndicated Television Association
New York

Attn. Betty Crocker et al.

I am doing research on trade characters in marketing and advertising. If your company has used or continues to use a character (human or anthropomorphic) at least five years, please contact me.

Martin Siegel
Associate professor
Marketing and sales
University of Akron, C&T
Akron, Ohio 44325

Advertising Age welcomes letters to the editor. Address letters to Advertising Age, Viewpoint Editor, 220 E. 42nd St., New York 10017.

CORRECTIONS & CLARIFICATIONS

- A chart showing the number of Calder-designed National Magazine Awards won per magazine (AA, Oct. 6, P. 36) omitted a design excellence award won by *Conde Nast Traveler* in 1991, when the magazine also won for general excellence in the 400,000 to 1 million circulation category. The magazine thus has won a total of four National Magazine Awards. □

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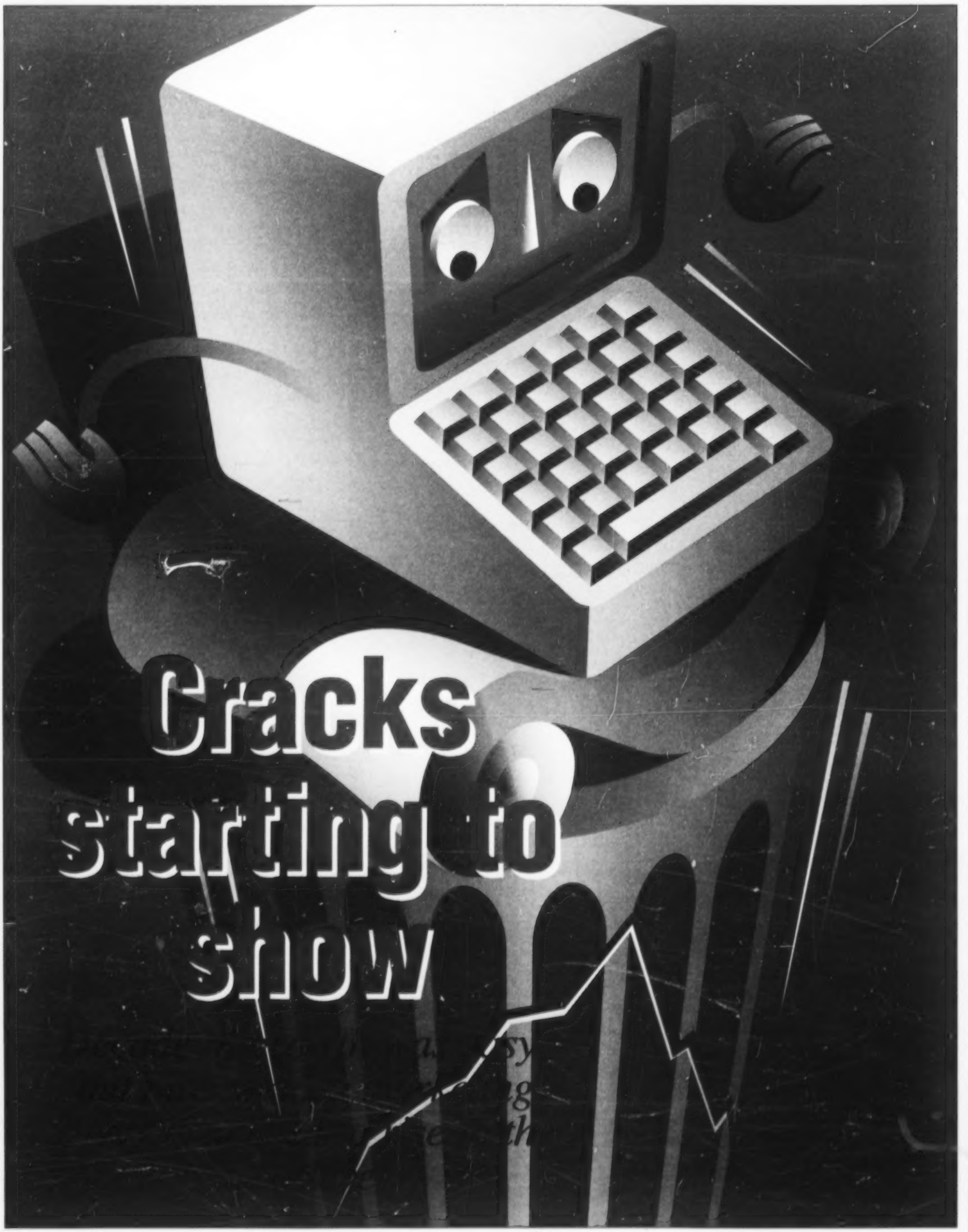


Cracks starting to show

INSIDE

S-3
Marching orders for the '90s
The mandate seems clear: The industry has to expand computer technology to peripheral areas such as telephones and consumer electronics, then tie it all together by learning to communicate.

S-6
Pen pals
In what may turn out as a new battleground, stylus-activated computers are trying to make their mark.

S-9
Dealin'
Discount superstores are making an impact as "People are buying computers like toasters."

S-9
1984 revisited
PC marketers are set for anothe. advertising revolution as they mull a brand-building binge.

S-11
Fuzzy picture
Multimedia PC systems offer great possibilities but at a price, proving they have a long way to go.

S-17
Plugged in
After computer-book shakeouts, the top tier of PC-dedicated magazines wield strength.

S-19
Second look
Is DOS critical to the future of systems? Computer users seem ready to go beyond.

S-21
Schism widens
For emerging computer accounts, the old debate renews as big shops square off with boutiques.

Edited By Junu Bryan Kim

Company, here's how you did last week

Third quarter calendar year 1991 sales and earnings of selected PC marketers and percentage change from third quarter calendar year 1990 ($000,000s)

	Revenues	% chg.	Net income	% chg.
IBM Corp.	$14,430	-5.0%	$172	-84.6%
Digital Equipment Corp.	3,290	6.5	29	9.2
Apple Computer	1,510	11.8	81	-17.6
Compaq Computer Corp.	709	-17.8	-70	*
Dell Computer Corp.**	280	64.2	12	93.8
AST Research	197	44.7	16	44.2

*Compaq reported $124 million net income in the third quarter of 1990.
**For fiscal quarter ending Aug. 4, 1991.
Sources: Company reports

Advertising Age graph: Cynthia Watson

EVERY MARKET HAS A LEADER

...the monthly computer magazine that's fastest growing, has the largest circulation and the lowest CPM.

—Advertising Age
June 24, 1991

We're the publication ideally suited to the way computers are purchased in the 1990's. We deliver more business buyers than any other computer monthly or weekly. 700,000 of them.

What attracts them? An editorial product they simply can't find anywhere else. There is no more efficient way to target these buyers than in the pages of our publication.

Know who we are?

Real optimism reigns —but only if segments learn to communicate

Marching orders for '90s: Expand computers to peripheral areas, then tie it all together

By Bradley Johnson

At a product briefing last month, Apple Computer Chairman John Sculley explained Apple's future by recalling the film "The Graduate."

"You remember how the guy came over to Dustin Hoffman and put his arm around him and said, 'Plastics,' " Mr. Sculley says. "In the 1990s, it's communications. If I were to put my arm around someone I would say, 'Digital communications.' "

Mr. Sculley's advice refers to the growing use of computer technology in non-computer products, such as consumer electronics and telephones, as well as advances in computers' ability to communicate with each other.

The trouble is that the vision of the future may not compute with today's corporate and home PC buyers, who may have learned how to pick a PC but haven't a clue of how to buy digital communications.

The computer industry, striving to energize slowing sales growth, is staking its future on a spate of potentially confusing new products—including operating systems, multimedia wares and pen-based computers.

This confusion, the recession and the PC's inability to further penetrate the home market are taking a bite out of industry sales.

Marketers have waged price wars over clones of IBM Corp.'s PC. These wars have turned the PC into a commodity and decimated industry profits *(see chart on Page S-2)*. In the third quarter of 1991, Compaq Computer Corp. posted a net loss of $70 million, reportedly playing a role in last month's ouster of Joseph Canion, Compaq's president-ceo.

> "If I were to put my arm around someone in the '90s, I would say, 'Digital communications.' "

Although expanding applications into additional areas may confuse consumers, it appears to be a critical component in re-energizing the computer marketplace.

While sales continue to rise, 1990 advances in PC unit sales and revenues marked the smallest growth for the industry, according to market researcher InfoCorp *(see charts on Page S-5)*.

An economic recovery next year would benefit PC sales. But experts disagree over how much better sales could be in this scenario.

InfoCorp predicts double-digit gains in both revenues and units sold for the U.S. PC market.

Bruce Lupatkin, an analyst with investment company Hambrecht & Quist, offers a dissenting opinion. He agrees the U.S. PC market will be healthier next year but still projects a third consecutive year of single-digit gains in both revenues and the number of PCs sold.

"I'm moderately optimistic," Mr. Lupatkin says, noting the PC market could benefit from expected election-year attempts by the Bush administration to jump start the economy.

Some observers feel the economy's influence on the PC industry may be overstated.

InfoCorp analyst David Carnevale says the recession has had comparatively little effect on PC sales.

"Clearly, our numbers don't show that the numbers declined," he says. "The numbers increased." He attributes InfoCorp's predictions of relatively robust growth to an improving economy and new products such as notebook and pen-based computers.

The recession's most obvious impact has been in market-share shifts, as budget-tight computer buyers have redirected purchases from premium brands like Compaq and IBM to cheaper clones like Dell Computer Corp. and AST Research.

With little differentiation between PC brands and a recession that has customers more concerned about budgets, PC marketers are forced to compete on price. A typical clone with hefty memory, a mouse and a color monitor averages $1,214 now, or 21% less than last year, says Steven Lair, VP at Dataquest, a market research company.

"The real winners have been the end-users," Mr. Lair says.

Despite the recent price wars and introduction of lower-cost products—perhaps best exemplified by Apple's release of its $999 Macintosh Classic—the average wholesale price of a PC has risen from $2,700 in 1987 to about $3,000 now. Buyers are spending about the same amount of money but getting more powerful machines.

In a classic example of how a computer marketer has been affected by price wars, Apple closed its fiscal year, which ended Sept. 27, with a 60% increase in unit sales but only a 14% increase in revenues, to $6.3 billion. As a result, net earnings fell 35% to $309.8 million.

Despite the damage to corporate bottom lines, analysts expect price-cutting to continue. As one indication of this trend, Eckhard Pfeiffer, the new president-ceo of Compaq, has a reputation of being someone who will cut both costs and product prices.

More than recession, a lack of compelling new hardware and software currently is hurting PC sales, Mr. Carnevale says.

The heart of a 386SX computer chip-based PC—the

IBM powers media

Ad spending by computers, components and accessories and top spending advertiser per medium, plus top advertiser's share of total category spending in each medium (January-June 1991 vs. January-June 1990, $000s)

	Category spending		Top advertiser	Top advertiser spending		Top advertiser's share of category spending	
	1/91-6/91	1/90-6/90		1/91-6/91	1/90-6/90	1/91-6/91	1/90-6/90
Magazines	$64,619.0	$52,750.6	IBM Corp.	$7,342.1	$5,783.7	11.4%	11.0%
Sunday magazines	2,726.4	947.0	IBM Corp.	2,139.0	251.9	78.5	26.6
Newspaper	17,405.5	28,469.9	Apple Computer	4,283.5	3,278.5	24.6	11.5
Outdoor	826.0	815.9	Sharp Corp.	380.1	231.0	46.0	28.3
Network television	16,781.2	12,589.9	IBM Corp.	4,352.3	1,660.9	25.9	13.2
Spot television	1,491.3	6,157.8	Dell Computer Corp.	392.9	0.0	26.3	0.0
Syndicated television	468.6	79.2	Tandy Corp.	246.7	0.0	52.6	0.0
Cable TV networks	2,652.6	3,272.0	Apple Computer	948.3	1,257.3	35.7	38.4
Network radio	0.0	2,003.2	None	0.0	NA	NA	NA
National spot radio	757.8	4,605.6	IBM Corp.	446.6	0.0	58.9	0.0
10-media total	107,728.4	111,691.1	IBM Corp.	18,979.7	11,284.4	17.6	10.1

Source: LNA/Arbitron Multi-Media Service

Advertising Age graph: Cynthia Watson

standard-issue business computer—dates to 1985. The Apple Macintosh, the primary alternative to the IBM/Intel/MS-DOS world, dates to 1984.

Mac sales are soaring, but that's mainly attributed to the introduction of Apple's low-cost models, not new technology.

But whether the industry could develop a computer that can meet the needs of U.S. offices and homes remains to be seen.

On the home front, in particular, PC marketers simply haven't come up with a compelling reason for consumers to buy unless they need a machine for business or school use.

Although some prognosticators predict the computer eventually will become as ubiquitous as the phone in U.S. homes, the PC is way behind other electronic gadgets in penetrating the home market. The PC is in an estimated one-fourth of the nation's homes, while Nintendo Home Entertainment System, introduced in 1986, is in an estimated one-third of U.S. homes.

Some observers believe multimedia computers, which blend audio and video with the text of current PCs, will help bring the PC into the home. But with a $3,000-plus price tag for a new model and a not-yet-concrete definition of consumers' uses for the technology, multimedia has its share of doubters. *(See story on Page S-11.)*

As for the office, the PC industry is working on a store of new technology—such as multimedia products and pen-based computers, which use a stylus rather than a keyboard to enter information—that could ignite sales.

The expected variety of products contrasts sharply to the '80s, when the main choice was IBM/Intel/MS-DOS vs. Apple Macintosh.

On the plus side, these choices could help differentiate products and foreshadow the decline of the clone-based PC commodity market.

Despite the strength of industry kingpins in this scenario, "no single computer vendor, be it Microsoft, IBM or Apple, can control the market anymore," Mr. Lupatkin says.

Longtime rivals, most notably IBM and Apple, are uniting to concoct what they hope will become industry standards in such areas as operating systems, multimedia and pen-based computers.

But on the minus side, much of this new technology is between six months and several years away, assuming marketers can even deliver on their promises.

More important, the promise of these additional choices could create confusion among buyers or encourage them to put off purchases while they wait for new products based on advanced technology.

IBM users, for example, don't know whether to listen to IBM's ads for OS/2, an operating system whose much-hyped revision has yet to be introduced, or to comments of IBM executives about the wonders of a planned new IBM/Apple operating system—one that could supersede the current product.

"No single computer vendor, be it Microsoft, IBM or Apple, can control the market anymore."

Some analysts say such decisions are largely irrelevant to home and small-business computer buyers and to large companies simply needing to add PCs.

Most users who can justify the need for a computer today probably will buy, says Nancy McSharry, an analyst at market researcher International Data Corp.

But this need to buy could perpetuate the commoditization of the industry, as buyers make purchases on price and not brand identity. If computer buyers can justify that today's proven PCs can boost their productivity, she says, there will be little holding them back—particularly given the falling price tags.

Explains Mr. Lupatkin: "Sometimes it's the more boring products that are the ones that sell."

Still, he notes, this is an industry that thrives on new products.

"The potential is that for the next five years we could go into a period of much greater innovation, more products and more operating systems," says Stewart Alsop, editor in chief of trade journal *InfoWorld*. The problem with that, he says, is it's "more of what's perceived as chaos." □

EVERY MARKET HAS A LEADER

"...dominating its niche like few titles can."

—*Business Marketing*
September, 1991

We were recently identified as one of the five most successful business press launches since 1985...no mean feat in today's magazine marketplace. It requires pinpoint positioning and a solid editorial product. Over 700,000 paid subscribers attest to that success every month.

That makes us the fastest growing, largest circulation, most efficient computer monthly in the industry.

We deliver buyers you can't reach anywhere else with an editorial product they can't find anywhere else.

?

Still don't know who we are?

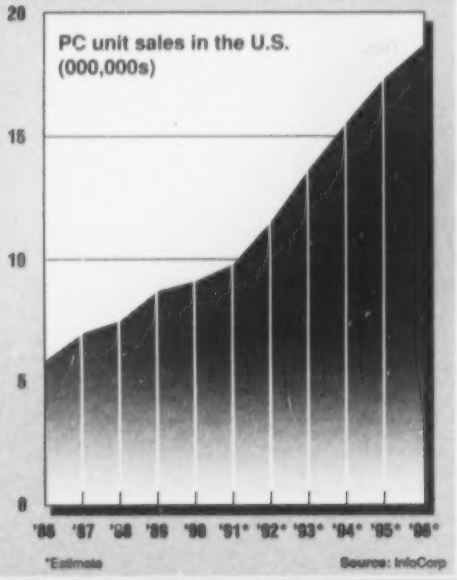
Overseas markets to bolster future PC sales

U.S. PC market loses its power–

Double-digit gains in the number of PCs sold in the U.S. plummeted dramatically from 15.8% in 1989 to 4.7% in 1990 and an expected 8.2% for this year.

Next year's unit sales are expected to improve substantially, up 17.5% over this year.

The double-digit sales bump is expected to last through 1995, when comparatively unhappy days return again with an anticipated 7.9% increase in units sold in 1996.

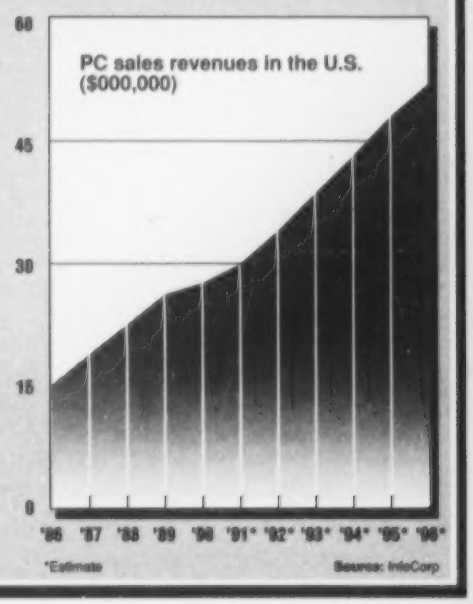


Dollars generated from PC sales in the U.S. predictably have mirrored unit sales.

Last year marked the low point in the industry's growth curve when PC sales revenue advanced only 5.4%, falling from a substantial 16.5% advance in 1989.

This year revenues are expected to increase a more respectable 8.4%, but double-digit growth isn't anticipated to return until 1992's advance of 13.2%.

In 1993, growth is expected to top out at 13.6% before steadily sliding down to 8.9% in 1996.



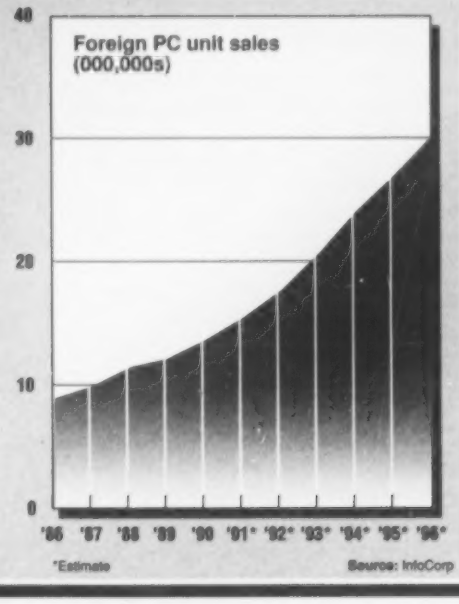
Foreign relief for PC industry

While growth in the U.S. market has slackened, foreign sales of PCs have picked up.

With the exception of 1989's 6.6% growth in foreign unit sales, double-digit jumps have been the rule. In 1990, for example, while U.S. unit sales growth was only 4.7%, foreign unit sales hit 12.3%.

Although U.S. based sales growth is expected to improve next year, it is predicted the growth pace will fall again in the mid-'90s. Foreign sales, however, are expected to grow at double-digit levels through 1996 at least.

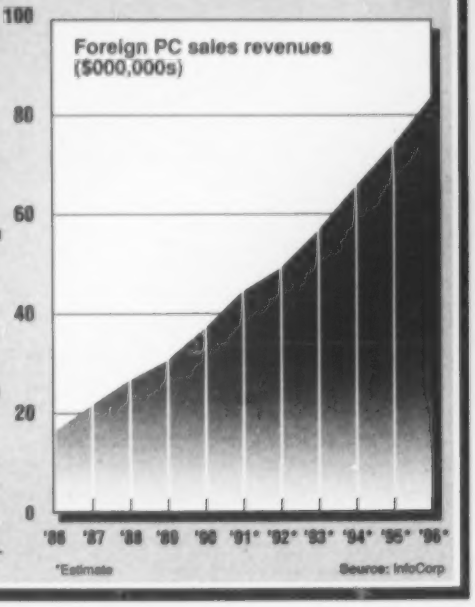
The growth curve is expected to peak in 1993 and 1994, when annual foreign unit sales increases are projected to hit 17.1% and 16.6%, respectively.



While the disparity between U.S. and foreign PC unit sales growth is expected to become more extreme, the gap in revenues generated from U.S. and overseas sales is not as marked.

Revenue growth from foreign sales will not fall into the single digits like revenue growth from U.S. PC sales. But top annual foreign revenue growth will not surpass the 15.7% figure expected in 1994; a far cry from the 21.2% jump in 1990 and this year's anticipated 19.8% rise. In fact, the 13.2% gain in revenues from U.S. sales expected for next year will outpace the 10.6% advance in foreign sales anticipated.

Revenue growth from foreign sales will be more stable over the longterm, however. In 1996, dollar volume increases from U.S. sales will tumble into the single-digits, while foreign sales are expected to advance 13.5%.

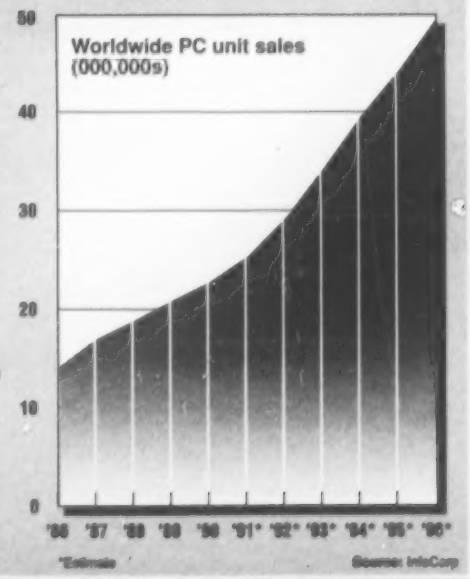


Global picture shows PC market to ram forward

PC marketers' world doesn't look so bleak when viewed globally. The strength in foreign markets has blunted the effects of the softening U.S. market.

Last year tipped the balance of power between the U.S. and foreign markets in terms of PC units sold. U.S. unit sales growth of 15.8% in 1989 helped offset a relatively poor 6.6% advance in foreign sales and generate 10.3% worldwide growth. In 1990, the roles were reversed: A 12.3% gain in foreign unit sales compensated for a soft 4.7% increase in U.S. sales and helped the worldwide market jump 9.1%.

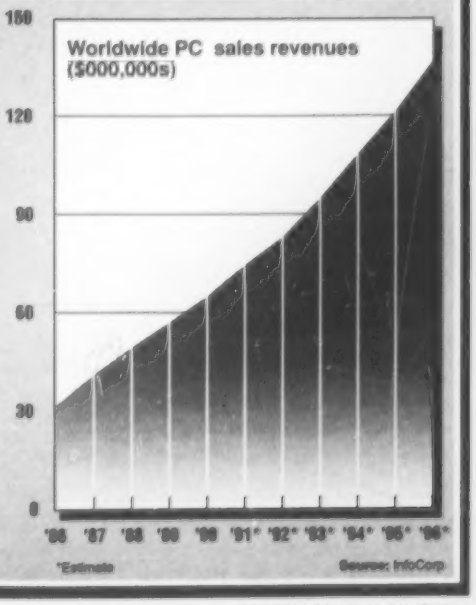
Predicted double-digit annual gains in number of units sold worldwide, peaking at 17.4% in 1993, increasingly will be attributed to foreign market performance in the mid-1990s.



When it comes to ringing the cash register, the worldwide picture looks relatively bright.

Thanks to expectations of marked jumps in foreign revenue, the global PC market's worst performance is expected next year, when revenues will advance 11.6%. Annual dollar growth will resurge to above 14% in 1993 and 1994, before softening to 12.2% in 1995.

The next low point will occur in 1996, when U.S. PC sales revenues will grow only 8.9%. Although foreign revenues are expected to jump 13.5% in 1996, revenue performance from U.S. sales will drive down the worldwide advance to 11.7%.



Advertising Age graph: John Smither

Pen is mightier than . . .

Stylus-activated computers make their mark

By Alan Radding

After battling for the corporate desktop and fighting to establish a beachhead in the home, computer makers are attacking the customer's briefcase next.

Notebook-size pen-based computers represent the newest computing frontier. Pen-based computers, which can run common PC software like Lotus 1-2-3, use an electronic stylus that writes on a special computer screen. The computer responds to marks made on the screen and translates handwriting into computer-readable text.

Currently Grid Systems Corp., a subsidiary of Tandy Corp., is the market leader with about 20,000 units sold since its inception.

But sales of pen-based computers should jump to 125,000 units next year and reach 1 million units by 1995, according to BIS Strategic Decisions, a market research company. Sales generated by this segment will jump from $90 million this year to $2.8 billion by 1995, BIS adds. Other observers, though, have predicted sales of at least 1 million units within the next 12 months.

Industry observers expect an in-progress $2 million print campaign from Momenta to kick marketing of the industry into high gear.

"Until Momenta's campaign, no one spent money advertising pen-computing," says Bill Lempesis, publisher of the newsletter *PenVision*.

Momenta and agency Hal Riney & Partners, San Francisco, are targeting a general computer audience in the current campaign, which includes general business and computer trade publications. The campaign will be expanded to mass consumer media in January, says John Rizzo, Momenta's VP-marketing. Billings for 1992 may reach $8 million to $10 million, he says.

Meanwhile, Grid, which introduced its first pen-based system in 1989, is pitching its PC-compatible computer at vertical markets, says Ken Dulaney, director of marketing-portable computers.

The Grid product replaces clipboards and hand-held devices like bar-code scanners. "We are going for very mission-specific, industrial applications," he explains.

Some industry observers think Grid's marketing strategy may be more sound because the general market may not take an immediate liking to the high-price pen-based computers.

Several developments must

(Continued on Page S-7)

Will there be demand for Momenta's pen-based computer (left)? The marketer is spending $2 million in print ads to generate interest.

EVERY MARKET HAS A LEADER

"...the most stunning performance ...impressive gains across the board...

– subscriptions up 41%

– newsstand up 26%..."

—Media Industry Newsletter
September 4, 1991

We're the only monthly computer publication that's grown dramatically in the last year.

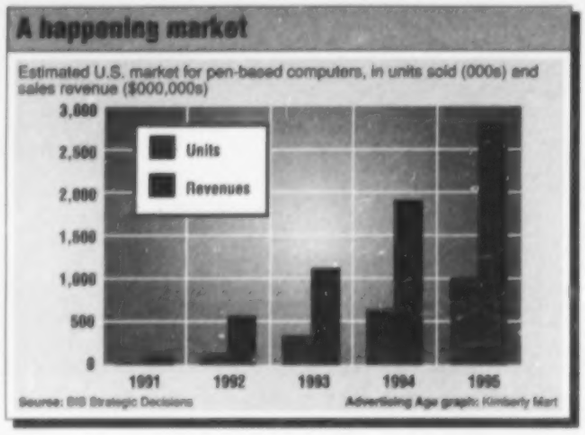
How have we done it?

By producing an editorial product that attracts the most influential microcomputer business buyers. Over 700,000 of them. All ABC audited.

Why do they need us? Because we're ideally positioned for the way computers are being purchased in the 1990's.

?

Isn't it time you knew who we are?



Pen is mightier . . .

(Continued from Page S-6)
occur before the consumer market emerges, according to observers: More popular PC software must be incorporated into the small devices; new software must be developed to take advantage of pen-based technology; and prices must drop from current levels, which can reach $7,000.

When the price differential between a conventional keyboard-operated notebook computer and a pen-based system is within $500, Mr. Lempesis expects the general market to take off. Currently, the Momenta product, which also features a traditional keyboard for conventional text input, lists at $4,995. The average PC clone, including a mouse and a color monitor, runs about $1,200, according to market research company Dataquest, while notebook models start at about $2,000.

Mr. Dulaney doesn't believe the current general computer market will accept the going price for pen-based systems.

"When the price drops below $1,000, you'll see a horizontal market develop," he predicts.

Once the costs come down, Grid intends to release a new product against the low-end electronic pocket organizers from Japanese consumer electronics companies such as Casio and Sharp Electronics Corp.

"We're interested in going after the consumer market through Radio Shack," Mr. Dulaney says.

Although consumers may balk at the initial prices for pen-based computers, the product apparently is important enough to involve all the major computer manufacturers, Mr. Lempesis says.

At last month's Comdex trade show, six marketers introduced pen-based systems. IBM Corp., although not officially announcing a pen-based product, demonstrated a pen-based product currently in development.

IBM bestowed legitimacy on general pen-based computing last year by allying itself with Go Corp., developer of PenPoint, a computer operating system for pen-based computers. Microsoft Corp., the dominant player in PC operating system software, is promoting its own pen-based operating system software, Windows for Pen Computing.

Meanwhile, the alliance of Apple Computer and Sony Corp. of America may produce a pen-based product. The two already have released a notebook-size, keyboard-run Macintosh, and Sony has created a pen-based computer for the Japanese market. NCR Corp., now part of AT&T Co., began limited shipments in September of its $4,675 NCR System 3125, and several Korean manufacturers also are in the game.

"Eventually Toshiba, Compaq, Dell—all the big names—will have something," Mr. Lempesis predicts.

Marketers of palmtop computers, another computer area that's expected to burgeon, eventually may jump into this market.

"Pens are the next major wave in technology, but it is still probably a year away from consumer acceptance," says Robert Owens, director of marketing communications, Poqet Computer Corp. □

Bradley Johnson contributed to this story.

HOW FIFTEEN OF THE TOP TWENTY FORTUNE 500 COMPANIES AVOID BEING PICTURE WISE AND SOUND FOOLISH.

IF the video portion of your teleconference system goes down, you don't have a picture. But if the audio signal fails, you don't have a meeting.

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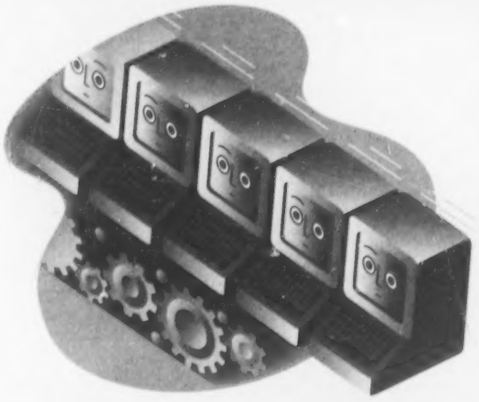
Marketers go color blind



To paraphrase Henry Ford, you can have any color PC you want, as long as it's gray or tan.

Despite the sleek, high-tech images that computer companies try to project, the actual products, with a few notable exceptions, are intentionally bland in appearance.

Some marketers have considered following the lead of radio manufacturers and unveiling PCs in a variety of colors to convey the customer's personality. The thinking is this change, however minor, could help the industry battle the increasing commoditization of the PC.

But computer companies are reluctant to use color for two major reasons: ergonomics and professional appeal.

"In Europe there are very strict workplace standards for ergonomics, and part of those standards call for minimum contrast between the display and the surrounding screen," explains Gary Podwalny, industrial design manager at Hewlett-Packard Co.'s Corvallis division. The result is computers that come in some variation of the gray palette.

There are no such standards in the U.S. But if companies expect to sell their products worldwide without having to adjust their production processes, they voluntarily restrict themselves to a very limited, low-contrast palette, Mr. Podwalny says.

Computers from Next Computer, launched by Apple Computer co-founder Steven Jobs, not only have a futuristic look but come in black—a clear violation of the European ergonomic standards.

"I wonder how Next will do in Europe. They were aware of the issue," Mr. Podwalny says.

Momenta Corp., which recently introduced a pen-based system, hopes to break out of the conventional computer mode with a line of lifestyle cases in a variety of colors and materials, says Paul Braund, president of Braund Creative Design, San Francisco, designer of Momenta's PC shell.

But color is down the road. The initial Momenta machines are, as expected, dark gray.

"The first thing we had to do was to establish an image for the mobile professional. We had to make sure the comfort zone was there," Mr. Braund says.

When Mr. Podwalny designed the HP 95LX handheld computer, he considered a variety of colors. He decided on dark gray not for ergonomic regulations but professionalism.

"We did a lot of research and found that our customers—high-level professionals—expressed some interest in more trendy colors like mauve but then opted for a more professional image," Mr. Podwalny says.

Customers want the handheld computer to look professional, not toylike or trendy.

"Colors are very trendy, going in and out of fashion," he notes.

The computer, Mr. Podwalny adds, has to look like "a tool, not a gadget."

—Alan Radding

EVERY MARKET HAS A LEADER

"PC/Computing's environment really provides the selling atmosphere our clients are looking for."

—David Kasabian, President
DRK Inc., Boston

We're *PC/Computing*. The monthly computer publication that media and marketing professionals are talking about.

"When *PC/Computing* came along, we got the audience we'd been looking for. We knew they were out there... people intensely seeking new applications, new ways to put PCs to work. But reaching them efficiently was tough.

"No other magazine talks to these people like *PC/Computing*.

"It's a hot audience.

"*PC/Computing* is the first publication we look at."

Isn't it time you took a closer look at PC/Computing?

No more cloning around

PC marketers appear ready to go on brand-building binge

By Christy Fisher

Advertising for personal computers is on the verge of another revolution.

Not since the early 1980s has the computer industry seen the creative explosion that marked its early years: IBM Corp.'s Little Tramp, Apple Computer's "1984" spot or Compaq Computer Corp.'s humorous campaign starring actor John Cleese.

Since then, the prevailing theme in PC advertising has shifted from promoting an image to presenting technological breakthroughs to selling on price.

Now, analysts say the profit-ravaged industry is looking to retreat from price wars to its home base: Building the brand image.

Making this strategy shift will be particularly important to clones, which currently have little name identity.

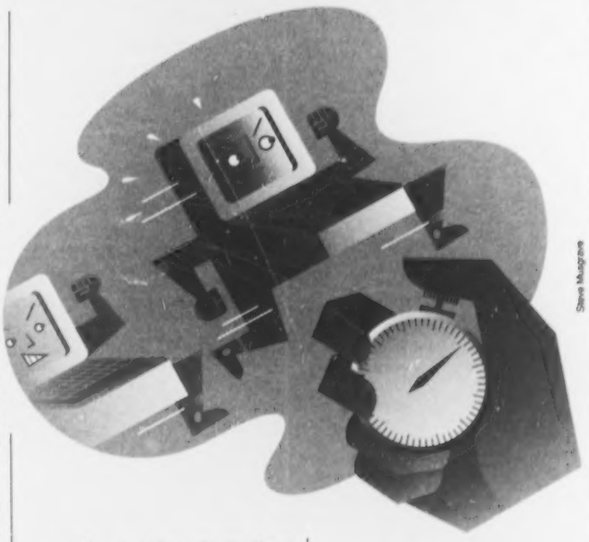
"Now that the PC market is maturing and many products are much the same, computer marketers will have to differentiate their products much the same way Procter & Gamble differentiates its soaps," says Bruce Lupatkin, a computer industry analyst for the investment firm of Hambrecht & Quist.

That bodes well for advertising spending.

"Advertising is going to play a bigger role," says Kevin Bohren, Compaq's VP-corporate communications. "As there are less product and service differences, you will see computer marketers advertise, advertise and advertise.

"Ad spending will be up quite a bit more than the 1980s," he contends.

This shift in marketing focus already has put at least one account in review. Compaq, which has used Ogilvy & Mather, Houston, since the marketer's inception in 1982, is considering several agencies, including the incumbent, for its estimated $20 million to $30 million North American account.



Steve Musgrave

IBM advertising, which has been criticized for being drab and not reflective of Big Blue's leadership, may be headed in new directions for the 1990s.

"There will be another level adopted by us and others of adding value with service and support, and not comparing box to box," says Jim Garrity, IBM's director of U.S. advertising.

"The whole industry is in a flux right now," Mr. Lupatkin says. "All are stepping back and evaluating."

So far this year, marketers of PCs, peripherals and accessories have slowed ad spending.

These marketers have spent $107.7 million in advertising during the first half of the year, according to LNA/Arbitron Multi-Media Service. This figure represents a 3.5% drop from the same period last year.

But marketers' plans for the short-term future appear to include spending increases.

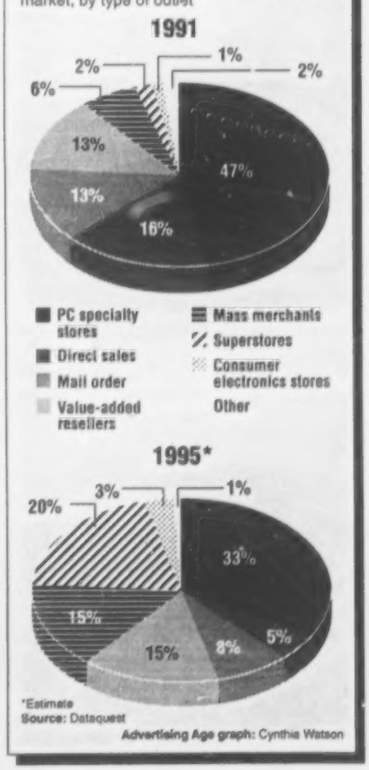
After abstaining from TV advertising this year, Compaq plans to return to TV in 1992 "to try to differentiate itself from the pack," Mr. Bohren says. Building the Compaq brand is one of the company's key goals, he says. Compaq uses a premium positioning themed "It simply works better."

Major players, which have been hard hit by low-priced clones, are expected to emphasize value and affordability, while marketers of clone machines work on name-rec-

'People are buying computers like toasters'

PC purchases not so special

Percentage of PC units sold to the business market, by type of outlet



*Estimate
Source: Dataquest
Advertising Age graph: Cynthia Watson

By Christy Fisher

The discount superstore is changing computer retailing, just as it did the automotive, building materials, consumer electronics, general merchandise and office supply segments.

Now that PCs are considered more a commodity than a novelty, consumers and corporations are shopping for them much the same way they shop for a TV, CD player or VCR.

Instead of seeking assistance and expert advice from a traditional computer dealer, home and business computer purchasers are looking for bargains from mass merchandisers and computer superstores.

"People are buying computers the same way they buy blenders and toasters," says Douglas Kass, senior analyst for Dataquest, a market researcher. "One product has more or less essentially the same features as another. Price has become more important."

Both business purchasers and home PC users have flocked to these lower-priced outlets, which cut prices but don't offer the service and support of a higher-end outlet.

Computer superstores, such as CompUSA and CompuAdd Corp., by 1995 are expected to sell 20% of all PCs to the corporate market, up from 2% in 1990, according to Dataquest. Mass merchants also will gain share from 6% currently to 15% of unit sales.

The superstores' gains primarily will be made at the expense of traditional computer dealers. These resellers still sell the most PCs, but their share of the market will drop from 47% in 1990 to 33% by 1995, Dataquest says.

Although value-added resellers will post increases, mail order and direct sales also will suffer share declines. Mr. Kass says buyers will seek the "instant gratification" of purchasing a low-price product at a computer superstore or retailer rather than wait for the product to come in the mail.

Similar trends are under way in the home PC market.

Dataquest estimates mass merchants will claim the largest share of computer purchases by 1995, overtaking traditional computer dealers.

This shift in retailing trends is causing computer marketers and retailers to scramble to meet a changing market that is being polarized between high-end specialty business systems applications and low-end discount sales.

Apple Computer, Compaq Computer Corp. and IBM Corp., which have long dominated business systems sales, are opening up distribution channels and making some of their products available to mass-merchandising outlets that previously enjoyed considerable success selling clones.

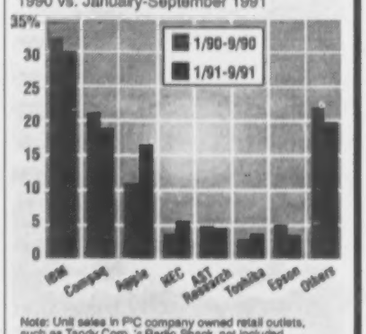
IBM introduced its PS/1 home computer with an alliance with Sears, Roebuck & Co. and regional department stores. Dell Computer Corp., which traditionally has relied on mail order, now makes its wares available at superstore chains, such as CompUSA, and office-supply chains, such as Staples Inc.

Superstores, meanwhile, are enjoying explosive growth.

CompUSA, with projected fiscal

Apple a bigger hit at core retailers

Share of PC units sold through computer stores and retailers, January-September 1990 vs. January-September 1991



Note: Unit sales in PC company owned retail outlets, such as Tandy Corp.'s Radio Shack, not included.
Source: Storeboard/Computer Intelligence
Advertising Age graph: Kimberly Mart

ognition and upgrading their quality image, analysts say.

"The margin charged for a logo ain't what it used to be," says William Zachmann, president of Canopus Research, a market researcher.

But, he adds, marketers will emphasize their brand names.

"The Apples and IBMs of the world will become much more competitive on price in response to loss of market share. The up-and-coming brands will work to establish a brand and image."

Apple, which has kept a strong image, is putting its focus on its product line and competitive pricing. New TV, newspaper and magazine ads broke last month for its Macintosh-compatible notebook computers themed "The revolution continues" from BBDO Worldwide, Los Angeles. "The power to be your best" is the tagline.

"If you look at the companies that have done well in 1991 in a recession, whether it has been tacos or soft drinks or hotel rooms or airlines or computers, it's been those companies that have been most aggressive in pricing," says John Sculley, Apple chairman-ceo. "So we put a major focus on pricing and . . . on new product development."

"There may be a temporary move by the big guys toward price orientation, but it can't be sustained," says Jim Rose, VP-account supervisor on the Compaq business for O&M.

The price difference between premium-name PCs and clones has fallen from about 50% to about 15% now, but the big-name marketers can't undercut the competition, Mr. Rose says. As a result, he says, major computer marketers have to move toward more established brand orientation or give the market to low-cost producers.

"Compaq, IBM and everyone else has to explain why they are better," he says.

"Our national advertising will be focused more on the IBM logo. . . . [There will be] a regrouping around the IBM brand," Mr. Garrity says.

For clone marketers to compete against the premium-name marketers' messages, they'll have to establish their products' value.

Analysts point to Dell Computer Corp.'s success in breaking out of the IBM-compatible clone pack with a hard-hitting comparative campaign targeting rival Compaq that broke in September 1990.

With bold spread ads headlined "Top of the mark" over the Dell products and "Top of the markup" over the Compaq products, Dell was able to put itself in the same league as Compaq, but position itself with a price advantage.

Dell presently is being sued by Compaq and has backed off from the campaign, although it denies the lawsuit is the reason for doing so.

The key for other clone makers will be to establish in PC buyers' minds that their brand names convey an impression of quality, despite carrying a lower price.

"Name recognition is important for the smaller, new players," says Bruce Stephen, an analyst with market researcher International Data Corp. "There are a number of Asian, Taiwanese companies with no solid brand image. They need to upgrade their image from a clone-maker to a quality provider of systems to the corporate marketplace." □

1991 sales of $600 million, has 20 stores now and ambitious plans. The company plans to open 20 stores a year until it serves major U.S. markets and then move abroad.

CompuAdd, a computer manufacturer, mail-order house and retailer, now has 115 stores of varying sizes nationwide and expects to have 200 stores by the end of 1992.

Tandy Corp., the parent of the 7,000-store Radio Shack chain, is increasing its already considerable retail presence by expanding into the superstore segment. By yearend, it will open eight Computer City Super-Centers, which will sell Tandy, Apple, Compaq and IBM computers. It plans to open 15 to 20 new stores a year and sees sales possibly reaching $1 billion by 1995, according to company estimates.

Mass merchandisers, consumer electronics chains and office supply superstores also continue to bolster their computer offerings. PCs now are regularly advertised by mass merchandisers and by consumer electronics chains, such as Best Buy Co. and Highland Superstores. Office supply chains, such as BizMart, Office Club, Office Depot and Staples also are

(Continued on Page S-11)

EVERY MARKET HAS A LEADER

"Not recommending PC/Computing could be a serious professional error."

—Iain Woolward, Chairman
Woolward & Partners, San Francisco

PC/Computing is the magazine Woolward & Partners turns to month after month to reach 700,000 business buyers for their client, Logitech.

"Our job is to say 'no' to most publications. We find we can't say 'no' to *PC/Computing*. It pulls quite well for us.

"And in readership studies, we've seen that the readers are involved with the advertising.

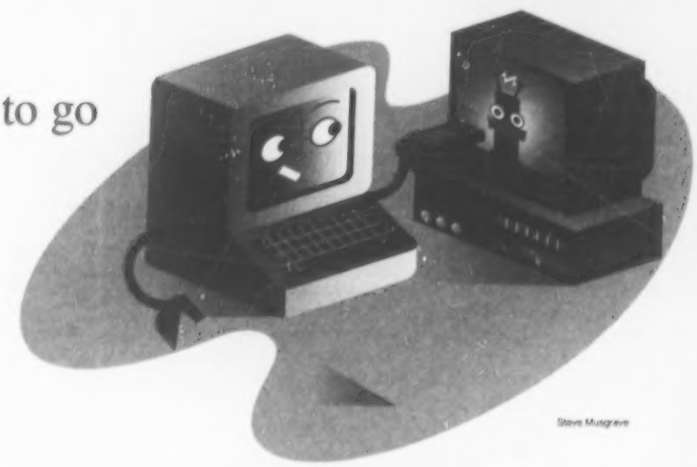
"Plus, you can't beat the efficiency. With the lowest CPM of all computer books, how can we not be in *PC/Computing*?"

PC/Computing is the most successful, most preferred, most applauded monthly magazine in the PC marketplace.

How can you not be in PC/Computing?

Fuzzy picture

Multimedia PC systems have long way to go



Steve Musgrave

By Junu Bryan Kim

Supporters of multimedia computers say this innovation has to be seen—and heard—to be believed. But they also hope it'll be purchased.

As the PC turns into a lower-profit commodity, marketers see multimedia computing as the sparks for sales of new PCs and upgrade kits—and the profits that come with them. But if and when this happens—especially with new multimedia-ready PCs selling for about $3,000—remains to be seen.

"In the long term, this will have a large impact on the industry," says Michael Miller, editor of *PC Magazine*. But, he cautions, "things are just beginning to happen. You don't get overnight success [in this industry]."

Multimedia computers incorporate still pictures, video and audio with the text that's used in current PCs. For instance, an encyclopedia software package might feature video, graphics and sound accompanying the text. To be multimedia-ready, a PC must have a CD-ROM drive, which reads data stored on compact discs; an audio board to reproduce sounds; and certain memory, speed and graphics specifications.

The combination of pictures and words is what makes multimedia computing an industry buzzword. In fact, although neither Apple Computer nor IBM Corp. currently produces multimedia PCs, one of their joint venture companies, Kaleida, is working to develop software and propose technical standards.

Although multimedia PCs have been unveiled only within the last few months, the system's enthusiasts have touted the apparatus as being a more powerful communications device and an easier way to gain access to more information for businesses and consumers.

"The problem now with computers is that it's mainly presented text. But multimedia can present a message in various media," allowing the recipient to interpret the audiovisual features of an object or event, says Nick Arnett, president and chief analyst at Multimedia Computing Corp., a market researcher and publisher.

"Information will no longer need to be in a static form. It can be made alive with animation, graphics and multimedia applications," says Marc Miller, director of multimedia for NEC Technologies.

Multimedia computers can be used in school classrooms to enliven lessons.

"It's a way to take a class to Mt. Everest," Mr. Arnett says.

In business, multimedia computers can be used to create presentations, train employees and provide data to consumers through interactive store kiosks, observers say. These uses will help boost sales of multimedia PC equipment to the corporate sector from $4.7 billion this year to $22 billion in 1995, according to estimates from computer consultancy Inteco Corp. By that year, the most sales of multimedia equipment will go to businesses, for use in presentations and desktop publishing, and schools.

In the home, observers see multimedia computers being used similarly to the current PC: entertainment, learning and at-home work.

But the $3,000-and-up price tag for a new multimedia PC makes some wonder whether these advances will help boost PC penetration of the consumer market past its current 25% figure.

"To those on the edge [of buying a PC], this may convince them," Mr. Arnett says. But multimedia computer uses "are not applications that will motivate people to buy millions of computers."

Marketers respond by saying the existing computer-owning market is ripe for multimedia upgrades, which cost about $800.

"The main misunderstanding about multimedia is that people are assuming that this is a $3,000 purchase decision, and that only people who can afford to buy one to a dozen of these new $3,000 computers are going to be interested," says Ed Juge, director of market planning for Tandy Corp.'s Radio Shack.

The key element hinges on having an abundance of software applications. Just as word processing and spreadsheet applications spurred interest in the PC at the office and at home, multimedia marketers need practical home and office applications for their products. Buyers won't snap up these products solely for the love of the technology; they need to know what the technology can offer them.

"It's very easy to understand what a camcorder or a VCR does. It's difficult to explain what a multimedia interactive system does," Mr. Arnett says.

Currently there are 60 software applications titles available, but next year there should be another 100 titles on the market, according to Marc Miller.

One of the better-known packages is Microsoft Corp.'s "Multimedia Beethoven: The Ninth Symphony," which lets users listen to this work while analyzing its four movements, or read about what was happening in the composer's life while he wrote the piece.

But whether a software application will emerge to spur multimedia sales the way word processing boosted PC sales remains to be seen. For instance, observers figure a presentation or training package will bolster multimedia use in the office. But, Michael Miller says, "I can't say there's something [like that] out now."

If the software library grows, marketers expect big things from the multimedia market.

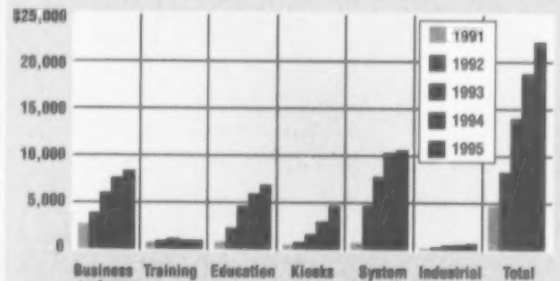
"It's going to be mainstream within three to five years," Mr. Juge says. "By then, finding a PC without multimedia will be like trying to find a new car in Texas without air conditioning."

But Mr. Arnett warns marketers not to expect too much too soon.

"People have high short-term expectations and low long-term expectations" for multimedia, he says. □

Mega-revenues from multimedia

Projected sales of multimedia equipment to U.S. business sector, by market type/application ($000,000s)



Note: Business system uses include presentations, business modeling, desktop publishing; training refers to employee training uses; kiosks involve on-site or in-store information, sales or entertainment listings; industrial includes on-site worker guidance at industrial, medical and repair locations.
Source: Inteco Corp.

Advertising Age graph: Kimberly Mart

Superstore

(Continued from Page S-10)

boosting floor space to accommodate computers and adding name brands.

"We position ourselves as a complete office product superstore," says Ron Stegall, ceo of BizMart, which is adding Apple, Compaq, IBM and Toshiba products to its stores. "Computers are an office product, too."

These changes spell potential problems for traditional computer dealers, unless they adapt to the changing marketplace.

Some local players, such as Computers Etc. in Peabody, Mass., are transforming themselves into superstores by cutting prices and expanding product offerings.

All the major players of the 1980s—Businessland, Computerland and Intelligent Electronics—are repositioning themselves for the 1990s.

JWP Businessland, the end result of JWP's acquisition of Businessland this year, has abandoned the retail market altogether.

Instead, it's focusing on value-added services, such as a direct sales force that focuses on systems integration and sales of equipment to large corporate and government clients.

The chain is the No. 2 reseller in the market, according to *Computer Reseller News*, with over $2 billion in sales projected for 1991. Last year, the publication estimates JWP and Businessland generated a total of $1.9 billion in revenues.

Computerland, which has 644 branches worldwide, also is consolidating operations. It has closed stores in major markets and is using a direct sales force to court the business market.

The company, which *Computer Reseller News* estimates as being the top reseller in the market with $2.5 billion in revenues projected for 1991, also opened its first superstore in Atlanta this year.

"If [computer resellers] can maintain their focus and service accounts with their technical expertise, then their future is bright," Mr. Kass says. "But if they try to be all things to all people, it's not." □

IBM, Apple, EDS top ad spending list

Leading magazine spenders by parent company	First half 1991	First half 1990	% chg.
1. IBM Corp.	7,342.1	4,641.6	58.2
2. Compaq Computer Corp.	6,810.5	839.0	711.7
3. Hewlett-Packard Co.	6,773.4	3,425.9	97.7
4. Intel Corp.	5,071.2	621.6	715.8
5. Digital Equipment Corp.	4,591.5	1,908.8	140.5
6. General Motors Corp.	3,823.5	0.0	N/A
7. Apple Computer	3,429.1	1,606.0	113.5
8. Tandy Corp.	3,302.3	1,786.8	84.8
9. Groupe Bull	2,413.7	1,311.7	84.0
10. Toshiba Corp.	2,341.4	1,736.0	34.9
11. Eastman Kodak Co.	1,753.9	0.0	N/A
12. Unisys Corp.	1,674.7	1,563.3	7.1
13. Fujitsu	1,520.7	1,159.7	31.1
14. Sun Microsystems	1,520.4	410.2	270.6
15. NEC Corp.	1,367.3	700.9	95.1
16. Sharp Corp.	996.7	218.6	355.9
17. Commodore International	977.2	64.8	1,408.0
18. Dell Computer Corp.	898.0	129.6	592.9
19. Intergraph Corp.	872.5	567.0	53.9
20. Texas Instruments	826.5	559.0	47.9
21. Data General Corp.	705.0	98.5	615.7
22. Wyse Technology	590.0	0.0	N/A
23. Matsushita Electric Industrial Co.	581.8	527.1	10.4
24. Motorola	535.5	641.8	-16.6
25. Oki Electric Industry Co.	408.4	1,582.3	-74.2

Leading newspaper spenders by parent company	First half 1991	First half 1990	% chg.
1. Apple Computer	4,283.5	3,278.5	30.7
2. IBM Corp.	4,100.0	3,209.9	27.7
3. Hattori Corp.	3,162.5	3,014.7	4.9
4. Canon Inc.	1,733.7	0.0	N/A
5. Compaq Computer Corp.	784.8	37.2	2,009.7
6. Tandy Corp.	632.4	1,119.6	-43.5
7. Digital Equipment Corp.	441.8	764.0	-42.2
8. Data General Corp.	378.8	6.6	5,639.4
9. Hewlett-Packard Co.	321.9	4,663.1	-93.1
10. Dell Computer Corp.	256.3	0.0	N/A
11. Fujitsu	196.6	2.4	8,091.7
12. Hayes Microcomputing Products	184.1	0.0	N/A
13. AT&T Co.	116.8	763.5	-84.7
14. TV Answer	115.4	0.0	N/A
15. Mitsubishi Electric Corp.	101.8	2,052.2	-95.0
16. NEC Corp.	91.1	159.4	-42.8
17. Lexmark International	84.4	414.9	-79.7
18. Groupe Bull	68.9	855.5	-89.5
19. Next Inc.	51.0	0.0	N/A
20. Uniq Tech Inc.	35.1	31.9	10.0
21. Intel Corp.	32.3	0.0	N/A
22. Hyundai Group	27.7	45.3	-38.9
23. Eastman Kodak Co.	26.0	0.0	N/A

Leading 10-media spenders by parent company	First half 1991	First half 1990	% chg.
1. IBM Corp.	18,979.7	10,137.8	87.2
2. Apple Computer	11,945.1	17,041.5	-29.9
3. General Motors Corp.	9,007.2	6.6	136,372.7
4. Compaq Computer Corp.	7,595.3	2,636.9	188.0
5. Hewlett-Packard Co.	7,200.0	13,547.6	-46.9
6. Tandy Corp.	6,565.8	4,068.2	60.6
7. Digital Equipment Corp.	5,203.5	3,362.2	54.8
8. Intel Corp.	5,103.5	2,508.3	103.5
9. Hattori Corp.	3,167.0	3,491.2	-9.3
10. Sun Microsystems	2,591.5	438.7	490.7
11. Groupe Bull	2,486.1	3,700.1	-32.8
12. Toshiba Corp.	2,440.3	2,503.5	-2.5
13. Lexmark International	2,211.6	3,766.8	-41.3
14. Canon Inc.	1,914.5	378.8	405.4
15. Unisys Corp.	1,826.9	1,734.7	5.3
16. Fujitsu	1,783.3	1,198.2	48.8
17. Eastman Kodak Co.	1,779.9	93.8	1,797.5
18. Data General Corp.	1,715.2	105.1	1,532.0
19. NEC Corp.	1,708.3	979.8	74.4
20. Dell Computer Corp.	1,548.0	129.6	1,094.4
21. Sharp Corp.	1,379.4	449.6	206.8
22. Commodore International	977.2	918.7	6.4
23. Intergraph Corp.	872.5	567.0	53.9
24. Texas Instruments	826.5	559.0	47.9
25. Wyse Technology	590.0	0.0	N/A

Leading magazine spenders by brand	Parent Company	First half 1991	First half 1990	% chg.
1. Digital Equipment Corp. general promotion	Digital Equipment Corp.	4,308.0	1,772.8	143.0
2. Electronic Data Systems Corp. general promotion	General Motors Corp.	3,823.5	0.0	N/A
3. Apple printers	Apple Computer	2,415.5	0.0	N/A
4. Hewlett-Packard peripherals	Hewlett-Packard Co.	2,391.3	0.0	N/A
5. Intel Corp. general promotion	Intel Corp.	2,294.9	130.4	1,659.9
6. Intel computer components	Intel Corp.	2,075.0	459.4	351.7
7. IBM Corp. general promotion	IBM Corp.	1,918.4	1,165.5	64.6
8. IBM PS/2 computer	IBM Corp.	1,895.5	1,255.6	50.9
9. Hewlett-Packard Apollo SER 700 workstation	Hewlett-Packard Co.	1,869.5	0.0	N/A
10. Compaq Deskpro 286 & 386 computers	Compaq Computer Corp.	1,837.4	0.0	N/A
11. IBM PS/1 computer	IBM Corp.	1,730.0	0.0	N/A
12. Hewlett-Packard workstation	Hewlett-Packard Co.	1,667.2	60.1	2,674.0
13. Unisys Corp. general promotion	Unisys Corp.	1,535.8	1,551.7	-1.0
14. Fujitsu general promotion	Fujitsu	1,520.7	1,159.7	31.1
15. Compaq computer systems	Compaq Computer Corp.	1,448.0	839.0	72.6
16. Toshiba portable computers	Toshiba Corp.	1,428.1	969.4	47.3
17. Compaq portable computers	Compaq Computer Corp.	1,420.8	0.0	N/A
18. Bull HN Information Systems	Groupe Bull	1,398.1	960.3	45.6
19. Commodore Amiga 500 computer	Commodore International	969.1	0.0	N/A
20. Kodak printer & computer interface	Eastman Kodak Co.	932.4	0.0	N/A

Leading newspaper spenders by brand	Parent Company	First half 1991	First half 1990	% chg.
1. Apple Computer systems	Apple Computer	4,061.6	3,239.9	25.4
2. IBM computer systems	IBM Corp.	3,999.9	3,073.0	30.2
3. Epson computer systems	Hattori Corp.	1,845.8	2,126.1	-13.2
4. Canon printers	Canon Inc.	1,281.6	0.0	N/A
5. Epson printers	Hattori Corp.	1,115.2	888.6	25.5
6. Compaq computer systems	Compaq Computer Corp.	784.8	37.2	2,009.7
7. Tandy computer systems	Tandy Corp.	632.4	1,119.6	-43.5
8. Digital Computer systems	Digital Equipment Corp.	441.8	764.0	-42.2
9. Data General computer systems	Data General Corp.	378.8	6.6	5,639.4
10. Canon Navigator computer	Canon Inc.	325.6	0.0	N/A
11. Hewlett-Packard computer systems	Hewlett-Packard Co.	286.3	641.8	-55.4
12. Dell computer systems	Dell Computer Corp.	256.3	0.0	N/A
13. Epson computer systems & printers	Hattori Corp.	201.5	0.0	N/A
14. Fujitsu printers	Fujitsu	196.6	2.4	8,091.7
15. Apple computers & printers	Apple Computer	141.5	0.0	N/A
16. Canon personal computer systems	Canon Inc.	126.5	0.0	N/A
17. Hayes microcomputer products	Hayes Microcomputing Prod.	122.8	0.0	N/A
18. TV Answer	TV Answer	115.4	0.0	N/A
19. Mitsubishi computers	Mitsubishi Electric Corp.	101.8	2,052.2	-95.0
20. IBM Corp. general promotion	IBM Corp.	100.1	136.9	-26.9

Leading 10-media spenders by brand	Parent Company	First half 1991	First half 1990	% chg.
1. Electronic Data Systems Corp. general promotion	General Motors Corp.	9,007.2	6.6	136,372.7
2. Apple Computer systems	Apple Computer	6,346.5	4,105.5	54.6
3. IBM Corp. general promotion	IBM Corp.	4,796.2	1,899.8	152.5
4. Digital Equipment Corp. general promotion	Digital Equipment Corp.	4,478.2	1,975.9	126.6
5. IBM computer systems	IBM Corp.	4,114.2	3,091.0	33.1
6. IBM PS/1 computer	IBM Corp.	3,667.4	20.9	17,447.4
7. IBM PS/2 computer	IBM Corp.	3,255.9	2,684.0	21.3
8. Tandy 1000 computer system	Tandy Corp.	3,216.6	2,453.8	31.1
9. Apple Macintosh	Apple Computer	2,596.7	10,835.3	-76.0
10. Apple printers	Apple Computer	2,415.5	0.0	N/A
11. Hewlett-Packard peripherals	Hewlett-Packard Co.	2,391.3	0.0	N/A
12. Intel Corp. general promotion	Intel Corp.	2,294.9	130.4	1,659.9
13. Compaq computer systems	Compaq Computer Corp.	2,232.8	2,636.9	-15.3
14. IBM Lexmark printers	Lexmark International	2,211.6	3,766.8	-41.3
15. Intel computer components	Intel Corp.	2,075.0	2,346.1	-11.6
16. Hewlett-Packard Apollo SER 700 workstation	Hewlett-Packard Co.	1,869.5	0.0	N/A
17. Epson computer systems	Hattori Corp.	1,850.3	2,145.3	-13.8
18. Compaq Deskpro 286 & 386 computers	Compaq Computer Corp.	1,837.4	0.0	N/A
19. Hewlett-Packard workstation	Hewlett-Packard Co.	1,691.4	60.1	2,714.3
20. Sun Microsystems general promotion	Sun Microsystems	1,666.0	0.0	N/A

Notes: Dollars are in thousands. Ten-media totals include newspaper, magazine, newspaper distributed Sunday magazine, outdoor, network cable TV, network TV, spot TV, syndicated TV, national spot radio and network radio. Ad Age Graphics by Jean Bremner

Source: LNA/Arbitron Multi-Media Service

Magazines defend their niches

After shakeouts, top tier of books wield strength

By Scott Donaton

The rich will get richer and the poor will get poorer in computer publishing in the coming years, industry observers say.

Despite at least two major shakeouts in the last decade and a thinning out of the field, the computer segment remains one of publishing's most crowded with an estimated 200-plus trade and consumer magazines and newspapers.

The emergence of several titles as leaders of the entire field could spell trouble for the smaller, more specialized titles.

The leading PC magazines that survived shakeouts in the field in 1984 and 1989 now are solidifying their niches within the field.

As their efforts succeed and overall growth in the computer book segment cools, observers say many of the smaller, more specialized computer books—especially those that duplicate the editorial missions of established counterparts—are likely to get squeezed out.

"All of the magazines are very different, and they're different by design."
Ronni Sonnenberg
publisher, PC Magazine

"Differentiation is always a problem in a crowded marketplace," says Ken Norton, senior sales promotion manager for Interface Group, a high-tech agency in Needham, Mass. "There is a limit to the market's ability to support dozens of these publications."

"It's not uncommon when an industry segment that has mushroomed the way the computer field has for publishers to look and say, 'Wow, here's an opportunity to make a few dollars,' " says Curtis Wright, president of Battenberg, Fillhardt & Wright in San Jose, Calif.

"That's well and good if the book serves a real editorial purpose," he says. "But as time goes along, the less meaningful ones will fall by the wayside. I think we'll see a shakeout before the end of '92."

The strain of a crowded stable of titles is starting to show.

Ad pages in computer publications were down 3% in the first half of 1991 compared with the same period last year, the first decline in volume since 1988, according to a study of 72 computer books by Adscope, which tracks ad pages in computer titles.

But PC-specific books, which have been successful at communicating their individual personalities, saw ad page volume rise 16% in the first half of 1991, according to Adscope.

PC Magazine, the clear category leader, focuses on comparative product reviews. *Byte* is a more technical read. *PC World* is management-oriented. *PC Week* and *InfoWorld* are controlled. *PC Computing* focuses on computer solutions to business problems.

But beyond the PC category and a handful of other titles, the results aren't as promising.

Ad pages in data processing/management information systems titles were down 16%, and the engineering/scientific field was down 5% in the first half of

These days, technology has to serve everybody. The trouble is, everyone wants technology to do something different.

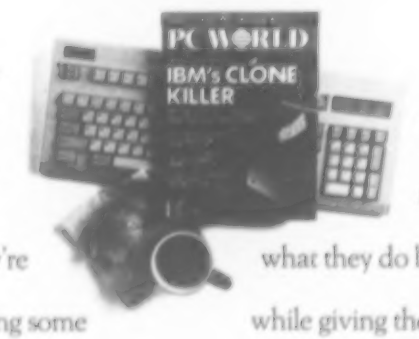
IS managers, for instance, are apt to put a very strategic spin on things. That's because they're charged with delivering information throughout the enterprise, integrating the company's computing and communications resources.

If there were only one kind of computer buyer, we'd only have one computer publication.

CIO's tend to look at the whole enterprise another way. After all, they're tackling some of the very trickiest issues in business. Like how to best use technology to produce the greatest business management gains.

Department managers, on the other hand, have to focus on doing just what their name implies. So they're more concerned with the productivity issues in their own backyard, their local area networks, and generally making sure their department is happy and humming along.

End users, however, have a different perspective entirely. They see the world from their desktop. They want whatever helps them do what they do better—while giving them access to the rest of the workgroup or a mainframe.



the year. Titles disappearing in 1991 included *Computer Design News, Computer Publishing, Macintosh Aided Design* and *Netware Technical Journal.*

In addition, industry observers say readers are hard-pressed to differentiate among the rest of the pack.

Mark Evans, partner at Santa Clara, Calif.-based Bricker Evans, says focus groups conducted by the agency show "there seems to be a hard time for people to differentiate, and we see this as a concern."

Most computer buyers are deluged with specialty computer publications but don't have the time or inclination to read them all, he says.

In a crowded field of computer books, publications like *PC Magazine, PC World, PC Computing* and *Byte* are trying to corner specific areas of the computer-user market.

"They're overloaded with magazines, they get many of them for free and they don't seem to have loyalty to any one magazine. It's very overwhelming to them," he says.

Mr. Evans says the agency's research has found most volume buyers receive four or five computer publications on a regular basis.

But, he says, he doubts there will be a shakeout in the field as long as advertisers continue to support many of the existing books.

"The pressure can only come from advertisers, and there's no pressure from that end," he says. "Advertisers' budgets are not focused. They're scattering their budgets, and that helps a lot of marginal players stay in business."

PC magazine publishers, however, dismiss study group findings that show readers can't tell one computer magazine from the other.

"That is in contrast to everything I've seen everywhere," says Ronni Sonnenberg, publisher of *PC Magazine*. "All of the magazines are very different as far as I'm concerned, and they're different by design."

While *PC Magazine's* studies indicate many readers do receive more than one computer publication, she says there is little audience duplication among the bigger-circulation, general interest PC publications.

"I'm not sure that anecdotal research, which you get with focus groups, is a good way to judge questions of overall magazine readership," says Patrick Kenealy, publisher of *PC World*. "The actual demographic research and circulation results of the bigger PC books say the readerships are becoming more distinct."

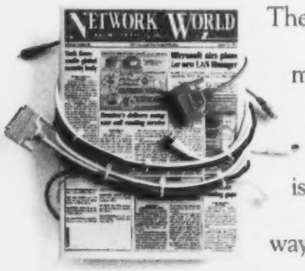
He, too, believes the strong will continue to get stronger in PC publishing in the '90s while marginal titles will fall by the wayside.

"The survivors have survived and now they have to differentiate themselves," he adds. "I don't think you're going to see many of the big magazines go out of business anymore."

But at least one media buyer believes more titles may be better and that the proliferation of computer books will continue.

"I think we'll see a lot more magazines come out in the field, a lot of niche players and specialization, more vertical books," says David Yoder, VP-media director at Anderson & Lembke, San Francisco, a business-to-business division of Chiat/Day/Mojo.

He says the agency's research has found that "people who read a lot of publications influence [buying decisions] more. Your power readers are the ones who are buying more product." □



Then there's senior management. To them, technology is one of the best ways to gain a strategic, competitive advantage. Or, at least, it better be.

The point is, everybody's involved. All these groups influence each other. That's why, today, there's no one person who's responsible for buying technology for the many. Instead, in the networked corporation, there is a network of people who are responsible for buying and implementing technology, each responding to different needs and demands.

That's why they all need different kinds of information, presented in different ways, to help them do their jobs. And why we have more than one kind of computer publication.

In fact, IDG has more ways to reach more of your market than anyone. We also know more than anyone about how information technology is bought, having just completed the largest independent study of the buying process ever conducted.

It's called, "Buying IT in the 90s: The People, Patterns, and Process." And we'd like to share it with you. Just call Erica Baccus, our V.P. of Marketing, at 1-617-534-1210, for a free copy of the Executive Summary.

And find out why nobody knows more about how to reach more of your market than we do.

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The World of Information Technology

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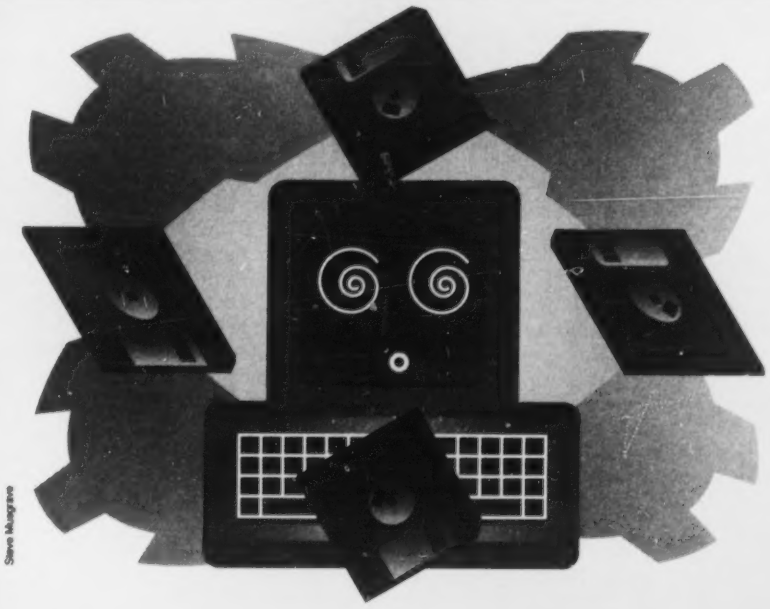


Steve Musgrave

Operating systems get 2nd look

Is DOS the future? Users seem ready to go beyond

By Junu Bryan Kim

Three letters have helped contribute to the phenomenal growth of the personal computer industry: D-O-S.

The prominence of Microsoft Corp.'s MS-DOS operating system, which along with its enhancement program—Windows—today owns an estimated 90% of the operating system market, has facilitated PC use.

But the emergence of other operating systems could lead to the fragmentation of this market. At that time, not only must users bet on a system, but so must PC marketers.

When other operating systems besides DOS become entrenched in the PC market, "People are going to have to line up on one side or the other, especially if there are hardware implications," says Joe Taglia, VP-Americas territory at Digital Research, a software company.

The operating system is the software program that controls a computer's basic functions. Because software applications are written to run on certain operating systems, and because not all operating systems are compatible with all computers, PC marketers want their wares to support an operating system that provides consumers with a sufficient selection of applications.

History has shown the operating system plays a role in determining the success of a computer marketer.

■ When Compaq introduced its advanced Systempro computer system in late 1989, the company offered to equip it with whatever operating system a customer wanted.

"But they didn't align themselves, and it hurt them," says Stewart Alsop, editor in chief of the trade journal *InfoWorld*. "There's no real evidence that customers want that sort of choice; they'd look at it as chaos."

■ Because PC clones run on DOS, just as the original PCs made by IBM Corp. did, clone makers could offer a product that worked just like IBM's and promote their lower prices.

"Because of the fact that DOS worked across multiple manufacturers' machines, there are Compaq, Dell, AST Research, Gateway and the rest," says Michael Miller, editor of *PC Magazine*.

■ Apple Computer carved out its slice of the PC market with its Macintosh operating system, which is more user-friendly than DOS.

"The company that's done the best job in selling itself based on its operating system is Apple. It's done that by not being compatible," Mr. Miller says.

Aside from MS-DOS, the competing operating systems include IBM Corp., whose much-ballyhooed OS/2 2.0, an update of the current OS/2 product, won't be released until early next year, several months behind schedule; variants of Unix, a powerful operating system originally developed by AT&T Co. and adopted by various companies for use mainly in workstations; and Digital Research's DR DOS, a version of MS-DOS.

Also seen as competitors are various DOS "shells," such as Windows and GeoWorks' GeoWorks Ensemble, that turn DOS into a "point-and-click," graphic-based system, like Apple's Macintosh system. These programs aren't true operating systems—they can't run software without DOS—but because software writers have created applications to be used on them, they're considered operating system competitors.

Microsoft has sold 6 million copies of Windows 3.0 since its debut in spring 1990; IBM has sold about 600,000 copies of OS/2 since its '87 debut.

PC marketers currently favor DOS inclusion in their wares because the market demands it. "A lot of [PC makers] want to be lined up with Microsoft. They want Microsoft's operating system because that's what customers want," Mr. Miller says.

In fact, the concept of fragmentation within the operating systems market assumes one point: that users will switch from DOS.

Some observers claim users have invested too much money in DOS applications and too much time learning these programs to switch from DOS. "I question the premise that there will be a big breakup in the preference of operating systems," says Ed Juge, director of market planning for Tandy Corp.'s Radio Shack.

Any operating system developer looking to solidify a share of this market will have to create a product that's compatible with DOS, observers say.

"Full-scale fragmentation would only be possible if the operating systems were interchangeable," says Cheryl Currid, president of computer consultancy Currid & Co.

Despite DOS' power over this market, other insiders say users are outgrowing DOS' capabilities. A sudden switch from DOS to something else might be improbable, but the need for another system is emerging.

A recent survey commissioned by *PC Magazine* found that the percentage of businesses maintaining DOS as their single operating system will drop from 46% this year to 36% next year. Meanwhile, the percentage of companies that will use two or more operating systems as their standards will jump from 27% to 34% in the same period.

Because of Windows' success, "There's clearly a market for something better than DOS," Mr. Miller says. "[DOS] works and will be around forever, but it's no longer what people want. People want a graphical user interface, they want multitasking [the ability to run multiple programs at once], they want something that's point and click and easier to use. Windows is a step in that direction."

The popularity of Windows forces PC vendors to make their first real decision on operating systems.

Conceivably, if the demand for Windows is that great, a PC marketer could establish an advantage by "bundling" or installing Windows into its PCs in the factory. But because most operating-system developers will license their product to whomever wants it, any advantage achieved can't be considered permanent.

"If you want Windows and you can get a temporary advantage by bundling it, that's great. But the next thing you know, someone else will bundle it," Mr. Miller says.

But future decisions on operating systems could involve more choices for PC marketers, as they try to anticipate the wishes of their customers.

Many corporate buyers are likely to put the decision on whether to adopt a new operating system on hold for six months or a year while they evaluate prospects for the IBM/-Apple joint venture, says Nancy McSharry, an analyst at market researcher International Data Corp.

"Making the wrong decision: That's what [buyers] are nervous about," says Esther Dyson, editor and publisher of the computer newsletter *Release 1.0*.

Microsoft won't be toppled from its dominant position in the operating systems market for at least two years, Mr. Alsop predicts. But the IBM/Apple joint venture could produce a formidable competitor. The operating system goal of this venture is to create an object-oriented operating system that would simplify the process of users creating their own software. However, its release isn't expected until mid-decade.

"If you're talking five or six years down, I think it's possible, and that's what Apple and IBM are doing," Mr. Alsop says.

Still, computer manufacturers can distinguish their products in more tangible ways than promoting an operating systems allegiance, Mr. Miller says. His suggestion: promote performance, service and technical support.

"The bigger challenge is to come up with new and better ways of using computers. That's the issue, not what operating system people are going to use, because I don't think people care that much. They care about applications and solutions, not operating systems," Mr. Miller says. □

Bradley Johnson contributed to this story.

Microsoft takes biggest bite

Software market share leaders (revenues in $000,000s)

	Market share*	1990 revenues	1989 revenues	% chg. ('89-'90)
Microsoft Corp.	25.4%	$1,447.8	$952.8	52.0%
Lotus Development Corp.	12.0	684.5	556.0	23.1
Novell Inc.	8.9	510.0	430.0	18.6
WordPerfect Corp.	7.5	430.3	276.0	55.9
Autodesk Inc.	4.2	237.9	177.0	34.3
Ashton-Tate Corp.**	4.0	230.5	265.3	-13.1
Borland International**	3.3	190.8	104.2	83.2
Adobe Systems	3.0	168.7	121.4	39.0
Software Publishing Corp.	2.7	153.5	110.4	39.0
Aldus Corp.	2.4	135.0	98.6	36.9
Others	26.1	1,485.0	1,030.3	44.1

*Market share based on combined 1990 revenues of top 100 software companies.
**Borland International acquired Ashton-Tate in October 1991.
Source: SoftLetter
Advertising Age graph: Cynthia Watson

Agency schism widens

For emerging computer accounts, the old debate renews as big shops square off with boutiques

By Laurie Freeman

The current campaign for Momenta Corp.'s pen-based computer has not only introduced a new type of technology, it's reheated a brewing debate among high-tech and mainstream ad agencies.

Representatives of both specialized, high-tech agencies and mainstream shops feel their respective businesses are better suited to create ads and buy space for computer clients.

Specialized agencies complain mainstream agencies don't know anything about computer books.

"Their eyes glaze over because they don't understand the industry," says Mark Evans, a partner at high-tech agency Bricker Evans, Santa Clara, Calif., which handles B.T. North America.

Meantime, mainstream agencies claim specialized agencies wear blinders when it comes to placing computer ads.

Those bigger shops claim the specialists often look no further than niche media when buying media.

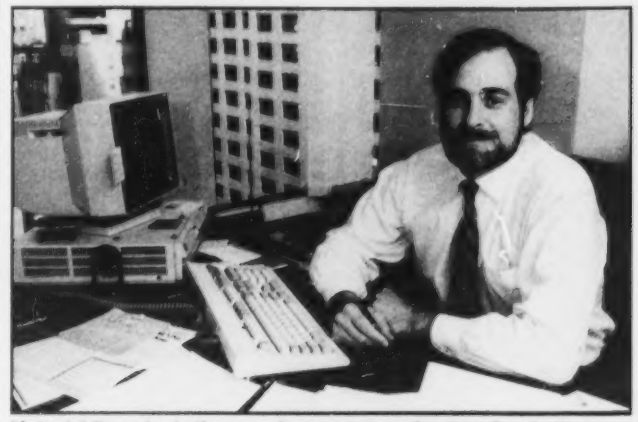
"Mainstream agencies don't come to the business with so many preconceived notions about what you can and cannot do," notes Curtis Wright, president, Battenberg, Fillhardt & Wright, San Jose, Calif., which handles the MacVision Macintosh video scanning system, along with agribusiness, bank and hospital accounts.

The schism between mainstream and specialized agency media buyers has reemerged with the current $2 million print campaign for Momenta, which selected Hal Riney & Partners, San Francisco, as its agency of record.

John Rizzo, Momenta's VP-marketing, interviewed both specialty technology agencies and broader-based consumer agencies. He says he opted to go with a consumer agency because he was not looking to duplicate what his company already knew about the computer marketplace.

"We chose to place our investment in educating the agency about technology, not [educating them about] consumers," Mr. Rizzo says. "We need to add people to our team that have skills that we don't have. Why do we need someone who knows everything we know?"

Whether Momenta and Riney's initial print strategy, which includes ads in *The Wall Street Journal*, brings in eager buyers is yet to be determined. But mainstream agencies view this media decision as one that will be copied by more and more high-tech companies. For example, Novell Inc., the leader in PC networking, has placed spreads for its NetWare networking software



Lintas' J Kosanke believes mainstream agencies "are in a better position to understand what to do with" computer information.

HOW TO GET THIS PERSONAL WITH 4 MILLION PEOPLE.

IMPROVE YOUR IMAGE. INKJET IT.

KODAK.

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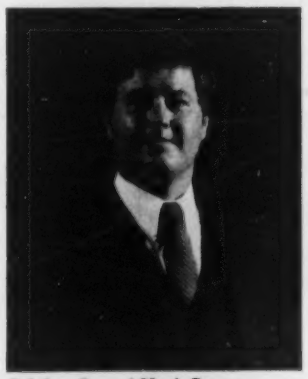
not only in recent issues of business books, but also in *Time*.

"As computers become more common, you run the risk of talking to yourself if you rely exclusively on people who specialize in the tech computer industry. You need breakthrough thinking," says J Kosanke, senior VP-group media director, Lintas:New York, which handles the IBM Corp. account.

The smart companies already know that, Mr. Kosanke contends, and they are interested in working with advertising agencies that are keen to pursue new media strategies.

"There certainly are more opportunities to advertise computers other than the high-tech magazines, and it does make it more difficult to isolate who your target [audience] is. But a mainstream agency would be in a better position to understand that and understand what to do with that information," he says.

Yet specialized agencies argue their mainstream counterparts truly do not understand the complexities and intricacies of computer industry print media.



Bricker Evans' Mark Evans contends big agency employees' "eyes glaze over because they don't understand the industry."

"Only an intimate knowledge of those print vehicles that are very targeted can make a small budget work," asserts Ken Norton, senior sales promotion manager of specialist shop Interface Group, Needham, Mass. "Those kinds of trade publications tend to change rapidly, and you need to have your ear to the ground to know which are losing ground and which are the hot books."

That kind of attention, Mr. Norton argues, can be found only at the specialized high-tech agencies.

Another gripe of the specialized agency heads is that mainstream agencies care only about the numbers—costs per thousand and circulation—and not the editorial direction of these magazines.

As a result, they say, smaller-book publishers looking to get some of these big-client dollars are increasing circulation—and, consequently, ad rates—beyond what's affordable for many small and midsize computer companies.

"The publications are doing this. They're pumping up their circulations and rates because they know that's what the larger, mainstream agencies are looking for," Mr. Evans says.

"Mainstream agencies have beginner media buyers who are crunching numbers, and the publishers are reacting to that," he adds.

While that may be the case at some agencies, other mainstream agencies have recognized buying computer media demands additional expertise. At Riney, having a group of people concentrate on one specific area, like computers or travel, helps overcome the knowledge gap.

"It's tough to get 120 planners up to speed on high-tech media, but it's possible to put together a team like we have, who are high-tech fluent," says David Verklin, senior VP-corporate media director at Riney.

Realizing high-tech accounts require some particular skills, Mr. Kosanke has kept people on the IBM account longer than the agency might on other accounts.

"It takes more time to understand the field and its publications, but this is not an insurmountable problem," he says.

And for some agencies, it's simply a case of finding the right people to handle high-tech accounts.

"To me, it depends more upon the expertise of the planner on the account rather than the agency itself," says Connie White, media director at Evans/Salt Lake City, which handles WordPerfect Corp., a software company.

"Mainstream shops generally have one or two people who specialize in a particular industry, doing research and keeping on top of developments in the field," she says.

"And that's what you need to be successful." □

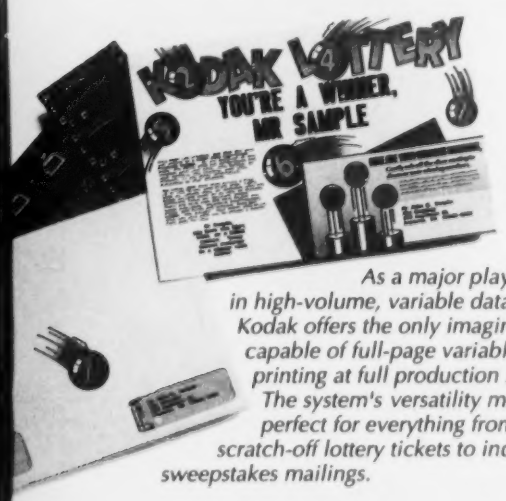
Laurie Freeman is a freelance writer based in Ann Arbor, Mich. Bradley Johnson contributed to this story.

Ink makes it personal. There was a time when the most sincere notes and the most important documents were written and individually signed by hand using quill and ink. Since then, ink has been the long standing and classic means of expressing personal involvement in a message. Time has also proven ink to be a most powerful means of eliciting a personal response.

Now, Kodak combines the potential of advanced technology with the powerful personal touch of ink. Here are only a few examples of how high-quality, Kodak ink-jet technology can bring innovative solutions to personal printing.

If you're interested in improving your image and getting more personal with your customers, call (513) 259-3100, or write Eastman Kodak Company, Dayton Operations, 3100 Research Boulevard, Dayton, Ohio 45420-4099.

With direct mail ink-jet imaging not only avoids the perils of paper labels, but also provides greater versatility and improved response rates. Kodak ink-jet gives you the highest quality imaging for addressing and the flexibility to position personalized messages practically anywhere. You also get bar codes with tested readability rates of 100%. All Kodak products have received US Postal Service POSTNET bar code certification.



As a major player in high-volume, variable data imaging, Kodak offers the only imaging system capable of full-page variable-data printing at full production speeds. The system's versatility makes it perfect for everything from instant scratch-off lottery tickets to individualized sweepstakes mailings.

Dual image, ink-jet synchronization lets you move from conventional addressing to creative addressing. For catalogs you can address as well as deliver personalized messages both inside and outside. And, you can address and code inside order forms to solicit response and speed fulfillment. For magazines, Kodak's Selective Imaging and Gathering means ads can be selectively bound in and personalized. Individualized messages can be imaged both inside and outside for maximum impact and reader involvement.

The new vision of Kodak

Kodak

Pared budgets by McDonald's, other pacesetters, thwart ad growth of Top 200.

THE TOP 200 BRANDS

Belt-tightening takes toll on leading brands

By R. Craig Endicott

Like a McLean Deluxe at McDonald's restaurants, ad spending by the nation's Top 200 Brands is slimming down.

The elite group, ranging from largest advertiser McDonald's $195.2 million in first-half national media spending to Winn-Dixie Stores' $14.6 million, boosted its ad outlays to $7.4 billion, up 3.6% compared with the prior-year period but down from a 6.2% increase first quarter.

Second-quarter returns—5.8% below same-period 1990 levels that were particularly strong—put the Top 200 Brands in the same downward spiral other advertisers felt in the first half.

Yet, the group is still the fulcrum on which the nation's media hang in the balance. Its first-half growth far outdistanced the decline of 7.8% to $18.4 billion in media for all advertisers, according to *Advertising Age's* Top 200 Brands listing based on 10 measured media supplied by LNA/Arbitron *(see full chart on Page 42)*.

The sudden erosion in Top 200 spending stems largely from the top five brands. Collectively, the brands, representing 11% of Top 200 spending, cut $178.5 million from media compared with the first half of 1990. Remove the top five in both years and the rest of the Top 200 boosted spending 7.1%.

Ad volume for each of the top five brands declined. As if dining on its new menu, McDonald's first-half totals fell 10.9%; No. 2 Kellogg breakfast foods dropped 13.2%; No. 3 Ford cars slipped 2.8%; No. 4 AT&T telephone services slumped 27.4%; and No. 5 Sears, Roebuck & Co. stores plunged 28.1%.

Of these media cuts, $165 million alone came out of network TV, which traditionally claims about half of the media budgets behind these five brands. As a result, network TV dropped 2.4% to $3.03 billion for the Top 200.

Among the Top 200, Kellogg, the network TV leader, sliced its network total 28.7% to $113.7 million in the first half. The 200's three biggest ad volume categories—food, restaurants and automotive—were down 15%, 14% and 9%, respectively, in network TV.

By contrast, the Top 200 carried spot TV, contributing $1.4 billion in first-half spending, up 2.9% compared with a 6.2% decline to $4.1 billion for all advertisers. Conversely, spot TV showed growth in food, restaurants and automotive categories among the Top 200.

The Top 200 similarly did well by magazines, boosting their spending in that depressed medium by 5.7% to $941 million, compared with a 5.6% decline to $3.1 billion by all advertisers. For newspapers, the Top 200 may have kept the dike from bursting. They supported the medium with $845.7 million, down 2.7% but still far better than the 21.7% shortfall to $3.3 billion recorded for all national newspaper spenders.

Syndicated TV continued its impressive expansion, attracting $498 million from the Top 200 in the first half, up 33.6%. All ad spending in the medium grew 23.8% to $899.8 million. All major ad categories showed gains in syndicated TV, a medium that includes Fox Broadcasting Co.

Expenditures from Detroit and Tokyo automakers reflected reduced auto showroom traffic as first-half spending for the 29-brand category rose only 2.7% to $1.69 billion. The quarterly trend line, however, went from plus 6.8% in the first quarter to minus 2.4% in the second, compared to prior-year levels.

Detroit, after revving up spending 17.9% in the first quarter, cut media outlays 1.6% in the second for an overall 7.5% gain to $901.2 million in first-half spending. With first-half spending at $630.5 million, up 0.2%, the Japanese edged into the plus column because of their 2.7% gain in second-quarter spending. They had a 2.3% first-quarter decline.

The 13 brands' retail category plunged 16.8% to $575.3 million, largely due to a 25.1% decline in newspapers, down to $238 million. The food category also grew lean as spending for 23 brands dropped 3% to $840.3 million.

Philip Morris Cos. led all advertisers during the period with $646.4 million in media spending, down 1.4% for all its brands, some $130 million more than runner-up GM. PM's nine brands among the 200 contributed 69.2% of its total, while GM's eight Top 200 brands accounted for 94.5% of its total. Procter & Gamble Co., third in total advertising, cut media outlays by 12.7% to $499.6 million.

New product activity and recession-oriented products added a new mix to the list. The drug category, with growth of 39.8% to $214.6 million, was new-product-driven, largely by two vaginal yeast creams—Johnson & Johnson's Monistat-7, ranked No. 147, and Schering-Plough's Gyne-Lotrimin cream, ranked No. 145. □

Top 10 parent companies by first-half ad spending

Rank	Company	Total measured ad spending 1991	1990	% chg	Ad spending by brands in 200 1991	1990	% chg	Number of brands
1	Philip Morris Cos.	$646.4	$655.6	(1.4)	$447.1	$439.2	(1.4)	9
2	General Motors Corp.	515.4	466.0	10.6	486.9	431.4	10.6	8
3	Procter & Gamble Co.	499.6	572.5	(12.7)	162.1	169.4	(12.7)	7
4	PepsiCo	314.8	291.3	8.1	258.5	236.4	8.1	4
5	Ford Motor Co.	244.4	237.0	3.1	218.9	200.3	3.1	2
6	Sears, Roebuck & Co.	226.8	310.1	(26.9)	203.4	279.7	(26.9)	3
7	Unilever NV	217.4	255.9	(15.0)	64.2	46.9	(15.0)	3
8	Chrysler Corp.	203.8	232.6	(12.4)	195.3	206.8	(12.4)	4
9	Toyota Motor Corp.	201.0	168.1	19.6	200.3	167.3	19.6	2
10	General Mills	201.0	194.4	3.4	97.6	107.2	3.4	4

Notes: Dollars are in millions. Source: LNA/Arbitron Multi-Media Service

Top 10 categories among top 200 brands for first-half 1991

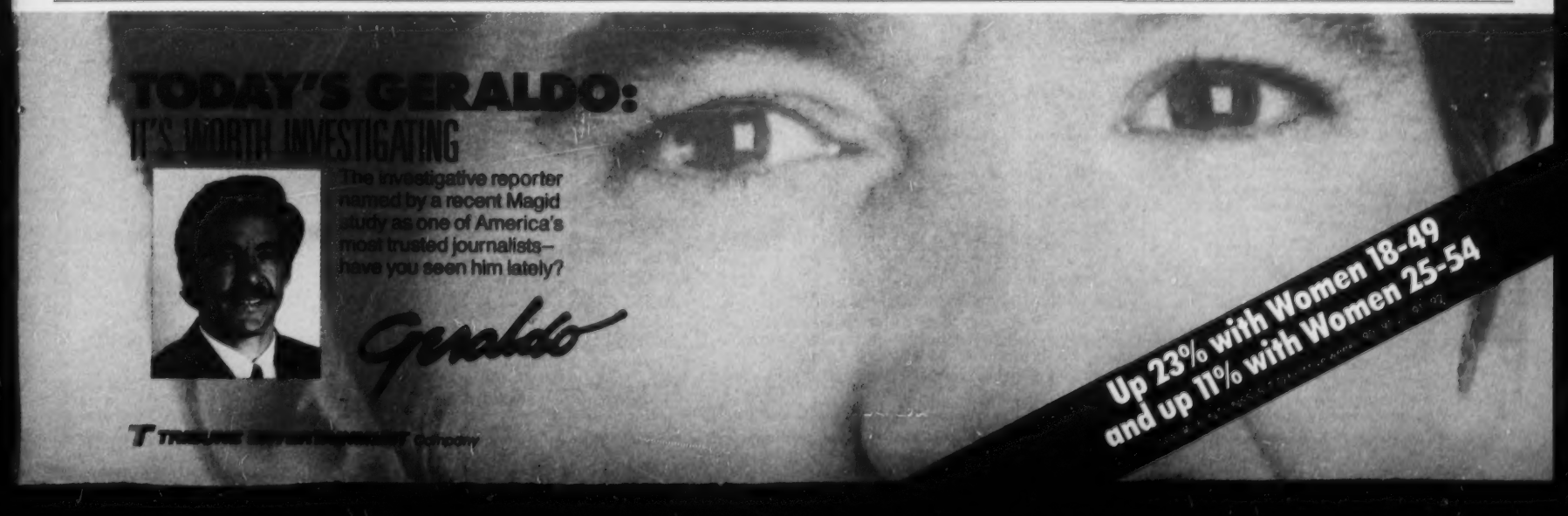
Rank	Category	Measured ad spending 1991	1990	% chg	Ad spending by media Print	Broadcast	Outdoor	Number of brands
1	Automotive	$1,689.4	$1,645.7	2.7	$495.9	$1,187.2	$6.2	32
2	Food	840.3	866.2	(3.0)	89.0	750.4	0.9	23
3	Restaurants	598.6	609.3	(1.8)	4.9	586.9	6.8	10
4	Retail (nonfood)	575.3	691.2	(16.8)	262.9	312.0	0.4	15
5	Entertainment & media	554.9	507.6	9.3	179.4	371.8	3.7	15
6	Beverages	371.2	366.6	1.3	18.4	351.1	1.8	10
7	Toiletries	342.5	299.7	14.3	100.2	242.3	0.0	15
8	Telephone	295.4	318.1	(7.1)	37.2	257.4	0.9	5
9	Beer	267.7	222.3	20.4	11.9	248.5	7.4	3
10	Airlines	263.9	265.2	(0.5)	159.4	101.9	2.6	7

Notes: Dollars are in millions. Totals include only brands from within the top 200 in 1990. Source: LNA/Arbitron Multi-Media Service

Measured media spending in first-half 1991

Rank	Media	All measured brands 1991	1990	% chg	Top 200 brands 1991	1990	% chg
1	Network TV	$4,810.4	$5,177.2	(7.1)	$3,032.5	$3,107.3	(2.4)
2	Spot TV	4,099.1	4,385.4	(6.5)	1,439.3	1,398.1	2.9
3	Newspaper*	3,718.0	4,727.6	(21.4)	845.7	868.9	(2.7)
4	Magazine	3,060.9	3,257.1	(6.0)	941.0	890.0	5.7
5	Syndicated TV	899.8	726.4	23.9	498.0	372.7	33.6
6	Cable TV networks	589.5	529.2	11.4	240.6	186.3	29.1
7	National spot radio	542.4	501.4	8.2	176.3	145.8	21.0
8	Network radio	385.6	368.1	4.8	181.0	136.5	32.6
9	Outdoor	327.3	327.1	0.1	93.7	82.1	14.2
	Subtotal print	6,778.9	7,984.7	(15.1)	1,786.7	1,758.9	1.6
	Subtotal broadcast	11,326.8	11,687.8	(3.1)	5,567.7	5,346.8	4.1
	Total	18,433.0	19,999.5	(7.8)	7,448.2	7,187.8	3.6

Notes: Dollars are in millions. * includes newspaper-distributed Sunday magazines. Source: LNA/Arbitron Multi-Media Service. AA charts: Kevin Brown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IT'S WORTH INVESTIGATING
The investigative reporter named by a recent Magid study as one of America's most trusted journalists— have you seen him lately?
Geraldo
Up 23% with Women 18-49
and up 11% with Women 25-54

Top 200 mega-brands by first-half ad spending

Rank '91	Rank '90	Brand, product, service & parent company	Total measured ad spending 1991	1990	% chg
1	2	**McDonald's restaurants**, McDonald's Corp.	$195,174.2	$218,959.9	(10.9)
2	4	**Kellogg breakfast foods**, Kellogg Co.	177,671.1	204,620.4	(13.2)
3	5	**Ford cars**, Ford Motor Co.	171,884.2	176,904.2	(2.8)
4	1	**AT&T telephone svcs**, AT&T Co.	164,612.8	226,648.4	(27.4)
5	3	**Sears, Roebuck & Co. stores**, Sears, Roebuck & Co.	154,744.1	215,351.0	(28.1)
6	7	**Toyota cars, trucks & vans**, Toyota Motor Corp.	147,790.0	127,213.5	16.2
7	6	**Chevrolet cars & trucks**, General Motors Corp.	140,566.1	127,742.8	10.0
8	11	**Miller beer**, Philip Morris Cos.	123,615.3	88,102.2	40.3
9	8	**Kraft foods**, Philip Morris Cos.	122,937.3	124,643.3	(1.4)
10	15	**Budweiser beer**, Anheuser-Busch Cos.	97,595.7	82,084.7	18.9
11	9	**Nissan cars & trucks**, Nissan Motor Co.	87,008.2	115,523.8	(24.7)
12	18	**Coke & Diet Coke beverages**, Coca-Cola Co.	85,619.6	79,228.7	8.1
13	24	**Dodge cars, trucks & vans**, Chrysler Corp.	83,932.5	59,285.2	41.6
14	12	**Pepsi & Diet Pepsi beverages**, PepsiCo	82,898.2	87,743.7	(5.5)
15	19	**Honda cars, motorcycles, equip**, Honda Motor Co.	77,814.1	74,535.3	4.4
16	31	**Disney cable TV, resorts, shows**, Walt Disney Co.	76,778.8	56,276.9	36.4
17	21	**American Airlines**, AMR Corp.	72,734.5	65,778.5	10.6
18	20	**General Motors cars**, General Motors Corp.	69,187.0	70,414.2	(1.7)
19	13	**Burger King restaurants**, Grand Metropolitan	68,247.6	83,187.5	(18.0)
20	23	**Oldsmobile cars & vans**, General Motors Corp.	68,091.8	60,051.5	13.4
21	14	**American Express financial svcs**, American Express Co.	67,008.5	82,464.6	(18.7)
22	30	**Tylenol remedies**, Johnson & Johnson	66,627.1	56,294.2	18.4
23	35	**Pizza Hut restaurants**, PepsiCo	66,478.8	52,568.9	26.5
24	34	**Delta Air Lines**, Delta Air Lines	66,192.7	52,727.3	25.5
25	22	**Macy's department stores**, R.H. Macy & Co.	65,176.0	64,580.4	0.9
26	10	**Chrysler cars**, Chrysler Corp.	61,802.9	91,313.0	(32.3)
27	17	**Kmart stores**, Kmart Corp.	60,924.6	79,847.0	(23.7)
28	48	**Columbia movies, records, video**, Sony Corp.	59,734.2	41,787.4	42.9
29	28	**Kentucky Fried Chicken restaurants**, PepsiCo	59,638.9	57,232.6	4.2
30	26	**Buick cars**, General Motors Corp.	59,207.2	58,434.4	1.3
31	58	**Acura cars**, Honda Motor Co.	58,430.3	39,151.7	49.2
32	39	**Warner pictures, video, records**, Time Warner	57,475.8	49,758.5	15.5
33	36	**Post cereals**, Philip Morris Cos.	55,520.4	52,478.4	5.8
34	96	**MCI telephone svcs**, MCI Communications Co.	54,912.7	25,751.5	113.2
35	16	**Mazda cars & trucks**, Mazda Motor Corp.	54,840.7	80,706.5	(32.0)
36	52	**Lexus cars**, Toyota Motor Corp.	52,514.7	40,057.6	31.1
37	67	**Nike footwear & apparel**, Nike Inc.	51,659.4	36,215.1	42.6
38	33	**Nabisco foods**, RJR Nabisco	50,756.9	53,849.7	(5.7)
39	60	**Taco Bell restaurants**, PepsiCo	49,490.3	38,852.1	27.4
40	119	**20th Century fox videos, movies**, News Corp.	48,664.3	21,251.1	129.0
41	25	**Universal City Studios**, Matsushita Electric Industrial Co.	48,358.7	58,599.7	(17.5)
42	41	**Wrigley's gums**, Wm. Wrigley Jr. Co.	47,069.7	49,086.0	(4.1)
43	111	**Mercury cars**, Ford Motor Co.	47,045.0	23,366.2	101.3
44	37	**Coors beer**, Adolph Coors Co.	46,531.8	52,143.1	(10.8)
45	45	**Mercedes-Benz cars**, Daimler Benz AG	46,305.7	44,912.1	3.1
46	63	**Circuit City Stores**, Circuit City Stores	45,917.4	37,231.1	23.3
47	42	**Ultra Slim-Fast**, Slim-Fast Food Co.	45,579.9	46,915.7	(2.8)
48	44	**Marlboro cigarettes**, Philip Morris Cos.	45,506.0	45,057.3	1.0
49	66	**L'Oreal cosmetics**, Nestle SA	44,394.1	36,320.6	22.2
50	27	**J.C. Penney stores**, J.C. Penney Co.	44,250.5	58,149.3	(23.9)
51	NA	**Saturn cars**, General Motors Corp.	44,076.2	0.0	NA
52	49	**Wendy's restaurants**, Wendy's International	44,047.4	41,719.7	5.6
53	70	**Prudential ins. & financ'l svcs**, Prudential Insurance Co.	42,799.7	33,611.9	27.3
54	62	**U.S. dairy farmers**, U.S. dairy farmers	41,182.7	37,378.4	10.2
55	79	**Cadillac cars & leasing**, General Motors Corp.	38,799.8	30,284.7	28.1
56	29	**Pontiac cars, trucks & vans**, General Motors Corp.	38,202.9	56,372.0	(32.2)
57	64	**Hallmark stationary**, Hallmark Cards	38,084.0	36,839.0	3.4
58	32	**Touchstone films**, Walt Disney Co.	37,686.4	55,366.8	(31.9)
59	51	**Folgers coffees**, Procter & Gamble Co.	37,158.9	40,790.1	(8.9)
60	65	**Time-Life books, records, video**, Time Warner	36,721.8	36,402.2	0.9
61	57	**Domino's Pizza**, Domino's Pizza	36,608.3	39,159.6	(6.5)
62	50	**Hyundai cars**, Hyundai Group	36,189.4	41,224.9	(12.2)
63	38	**United Airlines**, UAL Corp.	35,860.5	50,136.2	(28.5)
64	104	**Isuzu cars & trucks**, Isuzu Ltd.	35,665.2	24,856.1	43.5
65	91	**Franklin Mint**, American Protection Industries	35,240.6	26,994.6	30.5
66	71	**US Sprint telephone svcs**, United Telecommunications	35,042.8	32,930.5	6.4
67	108	**HBO cable TV**, Time Warner	34,873.6	24,470.2	42.5
68	55	**Cheerios cereal**, General Mills	34,228.9	39,618.5	(13.6)
69	46	**Paramount pictures & video**, Paramount Communications	33,966.0	43,653.4	(22.2)
70	81	**Mitsubishi cars**, Mitsubishi Motors Corp.	33,475.1	30,202.9	10.8
71	72	**Gillette shaving products**, Gillette Co.	32,732.3	32,668.8	0.2
72	53	**Citibank financial svcs**, Citicorp	32,467.2	39,854.5	(18.5)
73	73	**Advil & Coadvil remedies**, American Home Products Corp.	32,319.7	32,056.6	0.8
74	101	**Lucky Food stores**, American Stores Co.	32,228.1	25,474.6	26.5
75	243	**Hooked on Phonics study**, Gateway Educational Products	32,093.5	2,914.9	NA
76	94	**Kodak cameras & duplications equip**, Eastman Kodak Co.	31,969.8	25,918.9	23.3
77	61	**Subaru cars**, Subaru of America	31,967.0	38,130.6	(16.2)
78	164	**Purina pet foods**, Ralston Purina Co.	31,683.6	16,420.4	93.0
79	40	**Maxwell House coffees**, Philip Morris Cos.	31,433.8	49,694.7	(36.7)
80	190	**Johnson & Johnson toiletries**, Johnson & Johnson	31,136.6	14,413.4	116.0
81	92	**United Parcel Service**, United Parcel Air Freight	30,372.1	26,826.4	13.2
82	84	**Cover Girl cosmetics**, Procter & Gamble Co.	30,325.3	29,470.4	2.9
83	131	**Dr Pepper beverages**, Dr Pepper/Seven-Up Cos.	29,908.4	19,141.9	56.2
84	196	**Reebok sporting footwear**, Reebok International	29,604.4	13,921.5	112.7
85	237	**Federal Express air cargo**, Federal Express Corp.	29,111.9	7,758.1	284.0
86	87	**Geo cars & trucks**, General Motors Corp.	28,790.0	28,114.1	2.4
87	134	**Johnson polishes, waxes, cleaners**, S.C. Johnson & Son	28,580.4	18,760.6	52.3
88	93	**Little Caesar pizza**, Little Caesar Enterprises	28,170.8	26,380.7	6.8
89	43	**Montgomery Ward stores**, Montgomery Ward & Co.	28,080.2	45,127.6	(37.8)
90	83	**Orion pictures**, Orion Pictures Corp.	27,923.8	29,552.7	(5.5)
91	54	**Allstate insurance**, Sears, Roebuck & Co.	27,908.4	39,812.4	(29.9)
92	75	**Jeep trucks & vans**, Chrysler Corp.	27,904.5	31,765.3	(12.2)
93	68	**Goodyear tires & svcs**, Goodyear Tire & Rubber Co.	26,989.9	35,880.6	(24.8)
94	88	**Tri-Star pictures**, Sony Corp.	26,898.4	28,054.7	(4.1)
95	59	**Tide laundry products**, Procter & Gamble Co.	26,842.9	39,034.5	(31.2)
96	112	**Canon copiers, cameras, video, faxes**, Canon Inc.	26,725.8	23,288.2	14.8
97	78	**Red Lobster restaurants**, General Mills	26,418.2	30,427.9	(13.2)
98	137	**Kleenex tissues & paper products**, Kimberly-Clark Corp.	26,330.3	18,567.1	41.8
99	121	**Continental Airlines**, Continental Airlines Holdings	26,230.3	21,015.1	24.8
100	76	**May Co. stores**, May Department Stores Co.	26,191.2	30,980.8	(15.5)
101	144	**Vons markets**, Vons Cos.	$26,060.3	$17,887.2	45.7
102	69	**Du Pont products**, Du Pont Co.	25,989.6	34,820.4	(25.4)
103	129	**Alka-Seltzer remedies**, Bayer AG	25,849.8	19,465.9	32.8
104	114	**7UP & Diet 7UP beverages**, Dr Pepper/Seven-Up Cos.	25,692.5	22,764.7	12.9
105	85	**Midas Muffler shops**, Whitman Corp.	25,556.2	29,379.7	(13.0)
106	115	**Keebler snacks & cookies**, United Biscuits (Holdings)	25,482.9	22,727.1	12.1
107	139	**Wal-Mart stores**, Wal-Mart Stores	25,010.1	18,379.9	36.1
108	89	**Clairol haircare products**, Bristol-Myers Squibb Co.	24,676.9	27,586.3	(10.5)
109	160	**Hertz rent-a-car system**, Park Ridge Corp.	24,576.1	16,615.6	47.9
110	98	**True Value stores**, Cotter & Co.	24,514.9	25,629.0	(4.3)
111	166	**USAir**, USAir Group	24,420.7	16,324.2	49.6
112	124	**Hardee's restaurants**, Imasco Ltd.	24,287.2	20,824.8	16.6
113	NA	**Dynatrim diet drink mix**, Thompson Medical Co.	24,203.8	0.0	NA
114	126	**Vaseline toiletries**, Unilever NV	24,047.5	20,131.6	19.5
115	205	**Lipton foods**, Unilever NV	23,824.3	13,177.0	80.8
116	90	**Campbell's soups**, Campbell Soup Co.	23,246.7	27,137.9	(14.3)
117	161	**Texaco gasoline & oil**, Texaco Inc.	23,152.2	16,594.4	39.5
118	122	**Visa credit card services**, Visa International	22,998.8	20,973.3	9.7
119	125	**Tropicana juices**, Seagram Co.	22,808.7	20,381.2	12.0
120	195	**State Farm insurance**, State Farm Auto. Ins.	22,772.9	13,928.5	63.5
121	100	**Newport cigarettes**, Loews Corp.	22,255.5	25,544.1	(12.9)
122	221	**Del Monte foods**, Del Monte Corp.	21,954.8	10,895.8	101.5
123	113	**Lysol cleaners**, Eastman Kodak Co.	21,801.2	22,926.6	(4.9)
124	99	**Broadway department stores**, Carter Hawley Hale Stores	21,795.3	25,616.8	(14.9)
125	152	**Neutrogena toiletries**, Neutrogena Corp.	21,716.5	16,962.8	28.0
126	109	**Plymouth cars & trucks**, Chrysler Corp.	21,671.8	24,417.6	(11.2)
127	86	**Pan Am Airlines**, Pan American World Airways	21,599.1	28,640.6	(24.6)
128	189	**IBM computers & IBM Lexmark**, IBM Corp./Lexmark	21,191.3	14,496.9	46.2
129	163	**GTE telephone svcs**, GTE Corp.	21,154.5	16,433.1	28.7
130	105	**Jell-O food products**, Philip Morris Cos.	21,023.9	24,854.7	(15.4)
131	178	**Mattel toys**, Mattel Inc.	21,018.1	15,466.1	35.9
132	197	**Sprite & Diet Sprite beverages**, Coca-Cola Co.	20,886.2	13,797.6	51.4
133	106	**Discover credit card service**, Sears, Roebuck & Co.	20,792.2	24,532.5	(15.2)
134	202	**Florida citrus products**, State of Florida	20,689.6	13,470.9	53.6
135	218	**Pillsbury foods**, Grand Metropolitan	20,636.3	11,777.7	75.2
136	116	**Royal Caribbean cruise line**, Royal Caribbean Cruise Line	20,488.1	22,256.3	(7.9)
137	182	**7-Eleven food stores**, Southland Corp.	20,389.6	14,885.9	37.0
138	82	**BMW cars**, BMW AG	20,053.7	29,956.1	(33.1)
139	132	**Total cereal**, General Mills	19,765.4	19,069.0	3.7
140	167	**Pacific Bell telephone svcs**, Pacific Telesis Group	19,717.5	16,299.5	21.0
141	171	**Blue Cross/Blue Shield insurance**, Blue Cross/Blue Shield	19,656.6	15,990.9	22.9
142	147	**Mennen toiletries**, Mennen Co.	19,125.4	17,856.9	7.1
143	215	**Andersen doors & windows**, Andersen Corp.	19,060.6	12,145.2	56.9
144	180	**Minute Maid juices & drinks**, Coca-Cola Co.	18,950.6	15,178.8	24.8
145	NA	**Dyne-Lotrimin cream**, Schering-Plough Corp.	18,939.1	0.0	NA
146	156	**Holiday Inn hotels**, Bass PLC	18,872.4	16,823.8	12.2
147	NA	**Monistat 7 vaginal yeast cream**, Johnson & Johnson	18,817.8	0.0	NA
148	135	**Crest toothpaste**, Procter & Gamble Co.	18,762.3	18,739.7	0.1
149	56	**Stouffer foods & hotels**, Nestle SA	18,697.2	39,395.3	(52.5)
150	150	**Excedrin pain relievers**, Bristol-Myers Squibb Co.	18,686.3	17,082.2	9.4
151	102	**Nutri/System weight loss centers**, Nutri/System Inc.	18,684.8	25,378.4	(26.4)
152	185	**Blockbuster videos**, Blockbuster Entertainment Corp.	18,554.8	14,685.5	26.3
153	103	**Hershey foods**, Hershey Foods Corp.	18,473.1	24,970.0	(26.0)
154	198	**Camel cigarettes**, RJR Nabisco	18,425.3	13,690.3	34.6
155	107	**Weight Watchers International**, H.J. Heinz Co.	18,338.8	24,514.8	(25.2)
156	95	**GE appliances & products**, General Electric Co.	18,013.5	25,867.3	(30.4)
157	220	**Bradford Exchange collectibles**, Bradford Exchange	17,980.5	9,205.9	95.3
158	242	**Xerox electronics**, Xerox Corp.	17,916.1	3,086.1	480.5
159	240	**Sony electronics**, Sony Corp.	17,689.3	4,132.5	328.1
160	133	**NBC-TV network**, General Electric Co.	17,598.7	18,920.9	(7.0)
161	151	**Oil of Olay creams & lotions**, Procter & Gamble Co.	17,477.8	16,963.6	3.0
162	141	**Betty Crocker foods**, General Mills	17,217.0	18,069.9	(4.7)
163	177	**Volvo cars**, Volvo AB	17,134.0	15,594.4	9.9
164	194	**Home Depot do-it yourself store**, Home Depot	17,133.3	14,096.0	21.5
165	186	**Polaroid cameras & accessories**, Polaroid Corp.	17,030.2	14,553.7	17.0
166	199	**Anacin pain reliever**, American Home Products Corp.	17,027.6	13,679.1	24.5
167	77	**Northwest Airlines**, NWA Inc.	16,881.6	30,598.9	(44.8)
168	217	**Ralph's food stores**, Ralph's Grocery Co.	16,847.1	11,787.1	42.9
169	201	**Jenny Craig weight loss centers**, Jenny Craig	16,825.1	13,477.4	24.8
170	47	**Volkswagen cars**, Volkswagen AG	16,774.6	43,476.2	(61.4)
171	110	**Pearle visions centers**, Grand Metropolitan	16,712.0	23,783.8	(29.7)
172	191	**Avis rent-a-car system**, Avis Inc.	16,636.8	14,333.3	16.1
173	136	**Beef Industry Council**, Beef Industry Council	16,608.3	18,685.0	(11.1)
174	192	**Amtrak rail system**, U.S. Government	16,549.9	14,250.1	16.1
175	176	**Oscar Mayer meats**, Philip Morris Cos.	16,409.7	15,644.5	4.9
176	173	**Clorox cleaners**, Clorox Co.	16,403.6	15,808.7	3.8
177	200	**Ragu sauces**, Unilever NV	16,375.6	13,626.0	20.2
178	181	**Upjohn Co. general promotion**, Upjohn Co.	16,313.6	14,948.0	9.1
179	179	**Mobil gasoline & oil**, Mobil Corp.	16,290.6	15,281.1	6.6
180	239	**Old Spice men's toiletries**, Procter & Gamble Co.	16,283.0	6,177.4	163.6
181	207	**Alamo rent-a-car system**, Alamo Rent-A-Car Inc.	16,208.0	12,833.3	26.3
182	183	**Estee Lauder cosmetics**, Estee Lauder Inc.	16,190.8	14,879.0	8.8
183	118	**Kroger Co. food stores**, Kroger Co.	16,097.2	21,323.9	(24.5)
184	235	**Winston cigarettes**, RJR Nabisco	16,039.0	8,022.1	99.9
185	146	**General Foods coffees & foods**, Philip Morris Cos.	15,880.7	17,858.9	(11.1)
186	222	**Ziploc food storage bags**, Dow Chemical Co.	15,648.6	10,811.4	44.7
187	188	**NutraSweet sweetener**, Monsanto Co.	15,444.6	14,503.1	6.5
188	157	**Colgate toothpaste & toothbrushes**, Colgate-Palmolive Co.	15,439.7	16,809.7	(8.2)
189	140	**Head & Shoulders haircare**, Procter & Gamble Co.	15,250.0	18,249.0	(16.4)
190	172	**Mervyn's department stores**, Dayton Hudson Corp.	15,246.2	15,950.3	(4.4)
191	187	**Carnival Cruise Lines**, Carnival Cruise Lines	15,194.4	14,515.4	4.7
192	162	**Nestle foods**, Nestle SA	15,130.9	16,558.9	(8.6)
193	153	**New Line Cinema movies**, New Line Cinema Corp.	14,914.4	16,919.2	(11.8)
194	209	**Helene Curtis toiletries**, Helene Curtis Industries	14,904.7	12,486.9	19.4
195	142	**Lens Crafters opticians stores**, U.S. Shoe Corp.	14,852.3	18,022.2	(17.6)
196	145	**Infiniti cars**, Nissan Motor Co.	14,805.6	17,864.1	(17.1)
197	123	**Virginia Slims cigarettes**, Philip Morris Cos.	14,770.5	20,875.4	(29.2)
198	138	**Walgreen drugs**, Walgreen Co.	14,738.7	18,481.2	(20.3)
199	216	**Publisher's Choice products**, National Syndications	14,711.2	11,885.9	23.8
200	184	**Winn-Dixie food stores**, Winn Dixie Stores	14,589.1	14,779.9	(1.3)

Notes: Dollars are in thousands. Measured media spending includes magazine; Sunday magazine; newspaper; outdoor; network, spot and syndicated TV; cable TV networks; national spot radio and network radio. **Source:** LNA/Arbitron Multi-Media Service. See story on Page 41. **AA chart:** Kevin Brown

Radio fights recession

KYW-AM seeks ads from other local stations

PHILADELPHIA—Group W Radio's top-rated KYW-AM, an all-news station, is soliciting advertising from an unexpected source: other stations.

VP-General Manager Roy Shapiro contacted local AM and FM stations of all formats, offering exclusivity to a single station advertising on KYW.

He said a non-exclusive arrangement might be offered if advertising stations didn't object.

"It's an opportunity for our station to realize additional revenues," Mr. Shapiro said. "This was a source of revenue we never sought. . . . We think there is risk involved. But we looked at all the variables and thought the positives more than outweigh the negatives."

KYW is the only all-news station in the market.

Five stations have inquired, but no deal has been signed yet, he said.

Ad rates would be higher for other stations, and "we reserve the right to make a judgment on [the content] of their commercials," Mr. Shapiro said.

"It would be perfect for our radio station because we share a lot of listeners with KYW," said Meg DeLone, general manager of WEAZ-AM/FM, which has beautiful music and adult contemporary formats, respectively. "But I wouldn't pay that kind of money."

KYW is asking "probably double" what it charges other advertisers, Ms. DeLone said.

"What they are asking in terms of price, I don't see how we could justify it," she said.

KYW ranked No. 1 in the market with a 7.5 quarter-hour share among listeners 12 and older, according to Arbitron Co.'s summer 1991 ratings book. □

Regional radio revenues

Radio ad revenues declined the most in the economically strapped East. The Midwest and Southwest are recovering more quickly. The index is based on revenues for stations in 115 markets.

Region	National revenue % chg from 1990	Local revenue % chg from 1990
East	−4.9%	−4.4%
Southeast	−2.0%	−4.0%
Midwest	−1.2%	−1.8%
Southwest	−2.3%	−0.6%
West	−0.2%	−3.5%

Source: Radio Advertising Bureau

Radio's ad revenue slide slows down

NEW YORK—The radio industry may be pulling out of the recession. National and local ad revenues through third quarter were down only 3% from the same period for the year before, an improvement over the 5.2% decline for the first quarter and 3.9% decline for the first half.

Local radio ad revenues for January to September were down 3.2% from the year before; national revenues were down 2.1%.

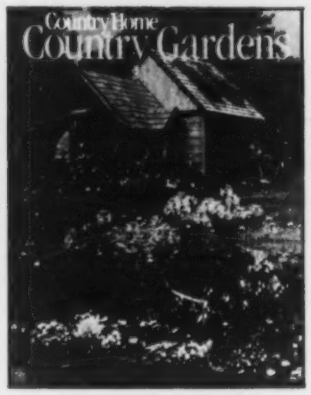
While radio ad revenue is still down, the medium is improving at a faster rate than most other major media, with the exception of cable TV. □

LAUNCHING PAD

New publication launches.

'Country Gardens'

Meredith Corp., publisher of *Country Home*, introduces with a March issue *Country Gardens*, an annual on styles of gardening. The title will be sold on newsstands; rate base is 300,000. A b&w page is $8,000; a color page is $10,000. Terry McIntyre is publisher, Jean LemMon is editor and Daniel Lagani and Peter Payerli are ad directors. Offices are at 1716 Locust St., Des Moines, Iowa 50336. Phone: (515) 284-3000.



'MPC Magazine'

IDG Communications, publisher of *PC World* and *MacWorld*, introduces with a February issue *MPC Magazine*, an every-other-monthly for users of IBM or compatible personal computers. Rate base is 100,000. A b&w page is $9,000; a color page is $11,250. Jonathon Epstein is publisher, Richard Landry is editor and David Fales is ad director. Offices are at 501 Second St., San Francisco 94107. Phone: (415) 243-0500.

'NFL Exclusive'

NFL Properties and Costacos Publishing will launch with a March issue *NFL Exclusive*, an every-other-yearly for season ticket holders. Covering two seasons per issue, the magazine gives a season review/draft preview and a season preview; it will be mailed directly to season ticket holders for all 28 National Football League teams. Controlled circulation is 420,000. A color page is $31,500. Jim Heckman is publisher; Craig Olson is ad director. Offices are at 1001 Klickitat Way S.E., Suite 201, Seattle 98134. Phone: (206) 464-1500.

'Treasury'

The Economist Group introduced with a fall issue *Treasury*, a quarterly spinoff of *CFO*, targeting corporate treasury officers. Controlled circulation is 45,000. A b&w page is $7,000; a color page is $8,900. *CFO* Publisher David J. Laird is publisher, Maile Hulihan is editor and David S. Greenough is marketing director. Offices are at 253 Summer St., Boston 02210. Phone: (617) 345-9700.

'Japanese Lifestyle/USA'

Meadow Publications, publisher of *Spotlight*, introduced with an October issue *Japanese Lifestyle/USA*, a Japanese-language quarterly targeting Japanese nationals living in the U.S. Initial circulation is 50,000. A b&w page is $10,000; a color page is $15,000. Susan Meadow is publisher and editor; Eric Meadow is ad director. Offices are at 126 Library Lane, Mamaroneck, N.Y. 10543-9973. Phone: (914) 381-4740. □

Anti-AIDS ads draw top efforts

By Jon Lafayette

NEW YORK—Just nine months after its start-up by a committee of top ad executives, Ads Against AIDS last week unveiled the winners of its competition.

The challenge, to create ads that will build concern about the AIDS epidemic, was met because the industry "decided to go out and do something," said Jack Mariucci, exec VP-executive creative director at DDB Needham Worldwide and co-chairman of the group.

The winners, chosen from more than 1,000 entries, represent top-notch talent who donated millions of dollars in time, Mr. Mariucci said.

Voice-overs were done by actors James Earl Jones, Brian Dennehy and John Turturro and singer Tom Waits. Production companies included Giraldi/Suarez, RSA/-USA and Kira/H Films, all New York, and Tim Bieber Productions, Chicago.

Mr. Mariucci said he was surprised by the willingness of production companies to shuffle paying jobs and reach into their own pockets to finish the AIDS spots.

"Next year, maybe we can produce more," he said.

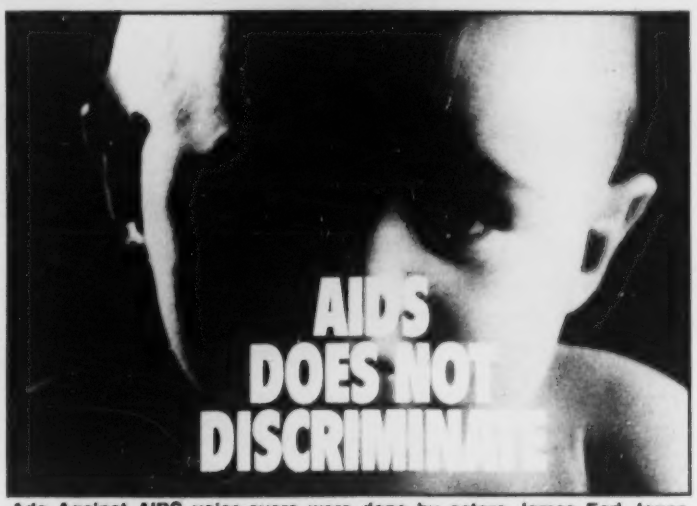
A media committee is now working to secure what organizers estimate as $30 million in TV, radio and print time and space.

The campaign strategy is to convince the adult target audience that the AIDS epidemic is of great concern to all and that everyone should donate time and money.

A TV spot created by Bill Yamada and Peter Bregman of Wells Rich Greene BDDP shows the small communities of Calhoun County, W. Va., and Lake County, Mich., where AIDS cases have been reported, to make the point that "No place is immune."

Demaine, Vickers & Associates, a small shop in Alexandria, Va., contributed a spot showing names disappearing from a phone book. "To AIDS, you're just another number," the spot says.

"Babies," a spot from Mark Fredericks and Steve Luzzatto of Warwick Baker & Fiore, superimposes words people associate with most victims of AIDS, such as "Junkie," "Queer" and "Slut" over the faces of newborns. "AIDS does not discriminate," the ad says.



Ads Against AIDS voice-overs were done by actors James Earl Jones, Brian Dennehy and John Turturro, and singer Tom Waits.

A spot by Eric David and Morleen Novitt of N W Ayer depicts a small town beset by a killer that no one is doing anything to stop.

"It's closer to home than you think" is the tagline.

A spot created by DDB Needham's Bob Adsit and Tom Baginski juxtaposes scenes of the homeless and junkies with "normal" people caring for relatives and worrying about their children.

Winning print ads were created by Gordon Bennett and Steve Landsberg of Calet, Hirsch & Spector, and freelancers David Thall and Robert Shulman.

"Baseball, hot dogs, apple pie and AIDS" was the headline for the Calet ad, while one of Messrs. Thall and Shulman's winning efforts was themed "Ten dangerous lies people tell themselves about AIDS."

Winning radio campaigns came from Leo Burnett USA, Chicago, and Stupid Radio, Studio City, Calif.

The entries were judged by a committee composed of Mr. Mariucci; Helayne Spivak, Young & Rubicam exec VP-executive creative director; Neil Calet, Calet co-chairman; Jerry Della Femina, Della Femina, McNamee chairman; Phil Dusenberry, BBDO Worldwide vice chairman; Phyllis Robinson, president, Phyllis K. Robinson Inc.; and Robert Star, DDB Needham VP-associate creative director. □

What young adults buy

Participants were asked: "Which of the following have you purchased in the past three months?"

Product	% in U.S.	% in Australia	% in Brazil	% in Germany	% in Japan	% in U.K.
Soft drinks	96	90	93	83	91	94
Fast-food	94	94	91	70	86	85
Athletic footwear	59	40	54	33	30	49
Blue jeans	56	39	62	45	42	44
Beer*	46	50	60	46	57	57
Cigarettes*	24	33	30	38	39	40

*Among adults 18+. Source: Yankelovich Clancy Shulman

Global spending patterns emerge

By Nancy Giges

NEW YORK—The lifestyles and spending habits of people ages 14 to 34 are similar around the globe, a new study found.

The study, commissioned by MTV: Music Television, was conducted by Yankelovich Clancy Shulman in Australia, Brazil, Germany, Japan, the U.K. and the U.S.

"While these are exciting times, they are also confusing and frightening, especially for young adults," said Marshall Cohen, MTV exec VP-research and strategic planning. The study "was conducted to gauge how this age group is responding to dramatic events occurring worldwide and to better understand how this age group conducts its everyday life."

The average person surveyed spent about $60 a week on discretionary items, ranging from $56 in the U.K. to $89 in Brazil. Total discretionary spending power of the age group in those countries was more than $14 billion annually.

A majority of those questioned in every country but Brazil had a savings or checking account or both, and almost two out of three U.S. and Japanese young adults had a credit card.

The percentage of those who had bought soft drinks in the past three months ranged from 83% in Germany to 96% in the U.S.; the U.S. and Australia led in fast-food consumption, 94%, with Germany the lowest, 70%. As for cigarette consumption, the U.K. led with 40% while the U.S. was the lowest with 24%. Beer consumption ranged from 60% in Brazil to 46% in the U.S. and Germany. Only those 18 and older were asked about beer and cigarette consumption.

Among other findings: TV ownership is virtually universal in all countries; stereo equipment and portable stereo ownership is close behind; and ownership of VCRs and compact disc players is relatively common.

Yankelovich surveyed 750 young people in the U.S. and 250 in each of the other countries last May and June via random telephone and personal interviews. The margin of error for the U.S. was plus or minus 4%; elsewhere it was plus or minus 6%. □

Clorox recycles bottles

By Bradley Johnson

Clorox Co., betting consumers will like mixing clean and green, is introducing recycled plastic packaging for four of its top brands.

The household goods marketer this month starts selling its signature chlorine bleach in bottles made of 20% recycled plastic. Clorox is also readying recycled packaging for Pine-Sol, Soft Scrub and Formula 409.

The new bleach bottle looks like the old one but contains a center layer of plastic reclaimed from milk and water jugs, said Sandy Sullivan, manager of marketing communications.

The launch will be supported by a free standing insert and limited print advertising in seven cities—Buffalo, N.Y.; Cincinnati, Cleveland, Columbus and Toledo, Ohio; Detroit; and Pittsburgh. Other regions will be phased in.

Foote, Cone & Belding, San Francisco, handles Clorox bleach advertising. Creative Source, Boise, Idaho, created the FSI.

Clorox in February will begin marketing Pine-Sol cleaner in clear bottles made of 100% recycled plastic recovered from soda bottles. Ad plans aren't set; Young & Rubicam handles.

In the next year, the company will start marketing Soft Scrub cleanser and Formula 409 spray cleaner in bottles made of partially recycled plastic, said Michael Riley, Clorox director of environment marketing.

DDB Needham Worldwide, Chicago, handles Soft Scrub; FCB is 409's agency.

Clorox is following the lead of Procter & Gamble Co., which began marketing Spic & Span Pine in 100% recycled plastic in November 1988. P&G introduced 25% recycled detergent bottles in mid-1989.

This isn't Clorox's first move into environmental packaging. Recycled materials already account for about 17% of the company's packaging, Mr. Riley said. Recycled materials are used in shipping cartons as well as Hidden Valley Ranch salad dressing glass bottles and Clorox 2 dry bleach boxes. Mr. Riley said Clorox will continue to make only limited on-package claims about recycled content so as not to run afoul of regulators. □

Alice Z. Cuneo and Jennifer Lawrence contributed to this story.

Yellow Page ratings closer

By John P. Cortez

The Yellow Pages industry is taking steps to address national advertiser demands for Nielsen-like ratings research.

Two leading Yellow Pages marketing research companies have reached agreement to combine their syndicated audience measurement services, extending the larger company, the National Yellow Pages Monitor, into 56 major markets nationwide.

In the deal, National Yellow Pages Monitor bought the syndicated research arm of Advertising Research Corp.

Many industry insiders feel the emergence of National Yellow Pages Monitor as the apparent vendor of choice will cause previously undecided publishers to contract for syndicated research. That could ultimately lead to an increase in national advertiser business for Yellow Pages.

"Having one leader will be beneficial to the industry," said Larry Small, VP-marketing for the Yellow Pages Publishers Association.

The National Yellow Pages Monitor's growth and flexibility in methodology make it attractive to publishers, Mr. Small said.

The addition of Advertising Research Corp.'s 13 markets for 1991 measurement brings the Monitor's total to 56, covering eight publishers collectively representing more than 700 directories.

The merger "makes the research industry less fragmented, bringing us one step closer to a national ratings system," said Mary Ann Packo, Monitor president.

The next step, she said, is to reach more markets and add more publishers. Markets where research is particularly sparse include Chicago, New York and New England, she said.

National advertisers represent a large source of potential revenue for Yellow Pages publishers, and they want proof of usage before committing ad dollars, said Mary Kay Schuck, manager for market research at Southwestern Bell.

Like Nielsen ratings, National Yellow Pages Monitor uses a diary format in which a Yellow Pages user records all use for seven days. Different sample groups are used continuously throughout the year, and results are reported every six months.

The YPPA has changed its stance on the research, Mr. Small said. The association had thought research was an unnecessary expense that would merely cause a reallocation of existing revenue.

But today, Mr. Small said, syndicated research is "a cost of doing business. Our position changed because the advertising and media environment has changed." □

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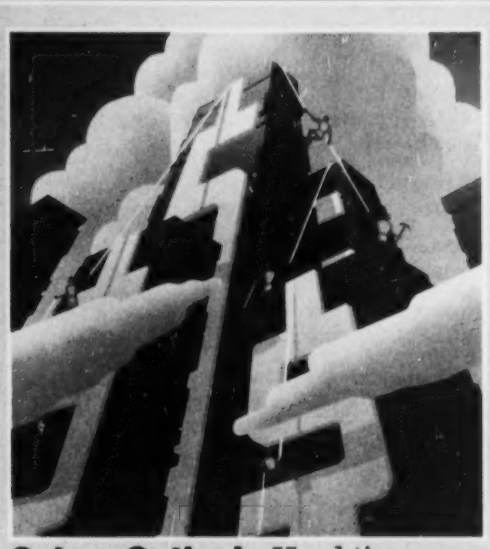

Thomas Lochray/This Image Bank

Salary Outlook: Hard times unsettle salaries. **After Page 24.**

GM units link in West

Divisions huddle to plot strategies in California

By Raymond Serafin and Cleveland Horton

General Motors Corp. has formed an unprecedented multidivisional task force that's focusing on California, the nation's biggest new-vehicle market.

GM officials refused comment, but sources say the project covers everything from advertising to inventory control.

The collaboration among divisions is unprecedented because individual brand identities are jealously protected at GM.

Those familiar with the project say it represents an important psychological and philosophical change in the auto marketer's approach that may eventually be applied to other regions.

Automakers, like other marketers, consider California an important bellwether for national trends.

"We're looking at California, but what works here may be picked up elsewhere," a source said.

The collaboration includes both GM corporate officials and representatives from the company's six vehicle-selling divisions. There have been three meetings so far, with as many as 50 participants.

"We're looking at California, but what works here may be picked up elsewhere."

The goal is to identify 10 basic marketing and sales strategies common to all GM divisions. Each division can then devise its own strategy and budget.

These budgets will include recommendations for corporate advertising funds to be spent in California.

It's expected that some significant marketing and promotional programs could emerge next year, if corporate officials approve funding.

One aspect involves Chevrolet, Pontiac, Buick, Oldsmobile, Cadillac and GMC Truck each working to identify key vehicles with upside potential for California sales without cannibalizing other GM divisions.

"We all agree that every division should have just a couple of core cars, opportunity cars for real volume," said a source who's attended meetings.

To date, GM subsidiary Saturn Corp. hasn't officially joined the project, though a Saturn representa-

(Continued on Page 48)

Caught in-between

Midsize shops suffer; Levine shuttered

By Gary Levin

Midsize ad agencies are rapidly becoming victims as advertisers continue to shift business to both bigger and smaller shops.

Levine, Huntley, Vick & Beaver, New York, last week was shut down and absorbed by parent Grey Advertising, a few months after the loss of its ceo and two of its biggest clients, Subaru of America and Frito-Lay.

■ **Who will go after the $100M Mercedes-Benz account—Page 4.**

McCaffrey & McCall's largest account, Mercedes-Benz of North America, last week put its estimated $100 million account up for review. That represents 33% of the agency's business and comes in the midst of another review by client Bacardi Imports.

Those moves underscore a growing concern that midsize shops—defined by the American Association of Advertising Agencies as $75 million to $500 million in billings—are on dangerous ground and could be headed for a shakeout.

Advertisers seem to prefer the resources of a multinational network or, alternatively, the entrepreneurial, hands-on approach of creative boutiques, say industry executives.

Midsize shops are neither and are more

(Continued on Page 48)

RJR siphons ad $ from magazines

By Judann Dagnoll and Scott Donaton

In another blow to the recession-plagued magazine industry, R.J. Reynolds Tobacco Co. is cutting its media advertising budget and abandoning yearlong ad schedules in magazines for 1992.

RJR is also dropping long-term commitments to outdoor companies and will shift savings from both moves to point of purchase and consumer promotions.

Under the new policy, RJR will make more selective magazine buys on a quarter-by-quarter or issue-by-issue basis, depending on the brand being advertised, the company confirmed.

"Given the high probability of change in brand advertising activity, both in scope and timing, we will not be releasing annual schedules for any brand at this time," Dan Pearson, RJR senior media director said in a recent letter to publishers. "Instead, we will communicate individual brand schedules to you throughout the year as they are confirmed."

Starting this week, RJR is meeting with publishers to discuss the new policy. Publishing companies believed to be af-

(Continued on Page 46)

LAST MINUTE NEWS

Weight Watchers goes to Ally

PITTSBURGH—H.J. Heinz Co.'s Weight Watchers moved its estimated $30 million Weight Watchers Foods frozen entree account, plus the national launch of Ultimate 200 frozen entree and sandwich line, to Ally & Gargano, New York, from DDB Needham Worldwide, New York. Company President Brian Ruder said the move was only for January through April, but other sources said the move is permanent. DDB Needham lost the $30 million Weight Watchers Weight Loss System account earlier this year. Ally already has $10 million in other Weight Watchers' foods. Ultimate 200 will be supported by network TV spots, themed "Total indulgence. Zero guilt," breaking Dec. 31. Spot TV and radio and national magazine ads start early next year.

Volvo, Chrysler spar over ad

ROCKLEIGH, N.J.—Volvo officials said they won't withdraw a controversial new spot despite a complaint by Chrysler. Chrysler issued a statement Friday calling the commercial *(see Page 4)* "deceptive

(Continued on Page 8)

INSIDE

Condom marketers get ready to advertise. **Page 47.**

Garfield checks out new ads for Budweiser. **Page 49.**

Unhappy New Year

Publishers see no ad rebound in January

By Scott Donaton

Magazine publishers have had their first glimpse of 1992, and for most of them, it looks an awful lot like 1991, or worse.

Publishers of monthly and every-other-monthly titles have closed or are about to close their January issues, and most said they see no sign of a rebound in ad pages.

In fact, several said January was softer than expected following a relatively healthy fourth quarter.

"Basically, we're looking at more of the same," said Gregory Dunn, publisher of *Redbook*. "In general, the tone, the mood, the close-to-the-vest planning, the lack of commitment are pretty consistent with what I've been used to for the last year and a half."

He said the Hearst Corp. monthly's ad pages were flat in January, compared with the same issue in 1991, a statement many other publishers wish they could make.

"I was hoping we'd come even with last year," said Carl Portale, publisher of *Harper's Bazaar*, where ad pages fell 16% for the January issue. "I don't want to finish 1992 16% off, [but] I think the market is going to stay soft."

January is traditionally a weak month for magazine ad sales, and publishers have said they don't expect an end to the industry's two-year slump before mid-1992. Still, many said they're surprised by the depth of the decline for January 1992.

"January was lousy. It's the only way

(Continued on Page 46)

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NEWS SUMMARY

■ **General Motors** has formed a multidivisional task force to develop strategies for the California market. 1

■ **R.J. Reynolds Tobacco Co.,** cutting its media ad budget, will drop yearlong ad schedules in magazines. 1

■ **Campbell Soup Co.** will reposition LeMenu frozen dinners as LeMenu New American Cuisine; the 12-item line will be introduced in January. 3

■ **Henkel** may fire Euro RSCG from its $100 million European account; the newly merged agency has conflicting Procter & Gamble business. 3

■ **Kevin Maxwell,** new publisher of New York's *Daily News*, expressed confidence the paper will survive. 3

■ **Condom commercials** focusing on disease prevention are OK to most network-affiliated station managers. 3

■ **Mercedes-Benz** of North America is reviewing agencies for its account, including incumbent McCaffrey & McCall. 4

■ **Chrysler Corp.** may consolidate some of its brands, a move that could affect the carmaker's agencies. 4

■ **McCann-Erickson** has been selected to handle the introduction of General Motors' electric car. 4

■ **Trans World Airlines** this week will introduce a business-flier bonus club and new lower fares. 6

■ **Meredith Corp. and CBS** Television Stations have formed a cross-media ad sales alliance. 6

■ **Movie marketers** are readying a flock of new movies for the holidays, hoping to reverse a box office slowdown. 12

■ **TV viewing by blacks** is 48% higher than all other households, according to an analysis of Nielsen data. 28

■ **Sales promotion budgets** for marketers are likely to be higher in 1992, according to a survey by the Council of Sales Promotion Agencies. 30

■ **Three cigarette companies** have received patents for "smokeless" cigarette concepts. 37

■ **Procter & Gamble** set up a direct marketing unit. 37

■ **'New York Post'** is seeking cross-media alliances with other local media to attract national advertisers. 37

■ **Telemundo Group,** the Spanish-language TV network, will start offering affinity credit cards. 37

■ **Fox Broadcasting Co.** said it will accept certain condom advertising, and CBS and NBC said they will review their policies prohibiting the ads. 47

■ **'Magic' Johnson** may appear in AIDS awareness public service spots backed by the marketer of the drug AZT. .. 47

■ **Whittle Communications** named Douglas Greenlaw president of its "Channel One" in-school TV network. 49

■ **Persian Gulf War** will be a viable ad topic in the 1992 election campaign, Republican strategists believe, based on a test in a congressional race in Virginia. 49

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The LeMenu New American Cuisine line features unusual side components.

LeMenu goes American

Campbell hopes new line heats up frozen dinner sales

By Judann Dagnoli

Campbell Soup Co. is repositioning LeMenu frozen dinners with a new line styled after casual eateries such as Bennigan's, Houlihan's and T.G.I. Friday's.

The company will introduce nationally LeMenu New American Cuisine, a 12-item premium line, in January backed by $18 million in advertising.

New American Cuisine takes a page from casual restaurants and offers such non-traditional frozen dinner "side components" as rice and black bean medley, spinach and mushroom gratin, and cranberry cornbread stuffing.

Media support from Ogilvy & Mather, New York, includes network TV, radio and couponing starting in mid-February.

With New American Cuisine, Campbell "plans to break through the clutter in the freezer case once again by drawing on current food and restaurant trends as the inspiration," said Murray Kessler, premium meals business director for Campbell.

The original LeMenu line, introduced in 1982, was modeled after dinners found in white-tablecloth French restaurants.

The new varieties appear to run counter to the current trend in the $1.26 billion frozen dinner category toward more home-style, mainstream offerings. But Mr. Kessler maintained New American Cuisine combines the best of both worlds.

The main courses are mostly tried-and-

(Continued on Page 45)

Henkel could exit Euro RSCG over P&G

By Laurel Wentz and Dagmar Mussey

Henkel is considering firing Euro RSCG from its $100 million European account to pre-empt the agency from resigning its business in order to keep Procter & Gamble Co., sources say.

Henkel is said to be tired of Euro RSCG's prolonged maneuvering to keep both P&G's U.S. business at Tatham/RSCG and Henkel's European account at Eurocom in the wake of last month's merger of Eurocom and Roux Seguela Cayzac & Goudard.

"The feeling of the Henkel management is we're not going to sit here and wait to be ousted by an agency network," said a source familiar with Henkel.

"The feeling of the Henkel management is, we're not going to sit here and wait to be ousted by an agency network."

Euro RSCG officially hasn't decided what to do yet, but agency sources say the balance is swinging from Henkel toward keeping P&G, also a $100 million account.

Agency sources say P&G refuses to remain in the same group as Henkel because of its conflict policy.

"We at Henkel are aware of the new situation of the Euro RSCG network," said Juergen Seidler, the manager responsible for the German detergent and cleanser business. "We have had many talks but nothing has been decided yet. However, a decision

(Continued on Page 46)

Poll: Condom ads OK

Affiliates endorse network anti-disease spots

By Joe Mandese

Station managers affiliated with the Big 3 TV networks overwhelmingly believe condom commercials focusing on disease prevention should be accepted by the networks, according to an informal *Advertising Age/Electronic Media* poll.

But they're opposed to condom spots promoting contraception.

The poll was taken among station managers in the top 50 markets and conducted with the assistance of the Info-Edge Media Network, an electronic information management and communications company.

While 85% of the 27 station managers responding to the fax survey said they think their network should accept disease-related spots, 82% said they shouldn't accept condom spots focusing on contraception. The survey was sent to 170 station managers, with 16% replying.

The survey was conducted in response to Fox Broadcasting Co.'s decision last week to start accepting condom commercials that focus on disease prevention. The other networks currently prohibit any condom spots.

However, the Big 3 allow their owned & operated stations to air condom spots locally, based on their own assessment of local community standards on the topic.

Of the stations responding to the survey, 15% said they had aired condom spots locally.

NBC stations appeared to be most progressive on the topic, with 30% of the NBC respondents saying they had aired condom spots locally. Only 11% of the ABC respondents said they had aired condom spots locally, while none of the CBS stations said they had done so.

▪ Magic Johnson assesses his options while condom companies go to market—Page 47.

"This issue came up several years ago. A number of stations did agree to take condom ads in terms of disease prevention. A few spots were produced, and since that time, I am unaware of any requests for time for this product," said Dow Smith, VP-general manager of NBC affiliate WVTM, Birmingham, Ala.

He said he couldn't recall ever being approached to run a condom commercial on his station.

"I don't know what all the fuss is. It looks like a publicity effort by Fox," Mr. Smith said.

"We accept advertising for legal products, provided it is in good taste," said Gil Buettner VP-general manager for CBS affiliate

(Continued on Page 47)

How station managers view condom commercials

Survey of network affiliates in top 50 markets.

	Disease prevention spots		Contraception spots		Stations that have aired condom spots
	Agreed network should air	Agreed network should not air	Agreed network should air	Agreed network should not air	
CBS	71%	29%	14%	86%	0%
Total	85%	15%	18%	82%	15%

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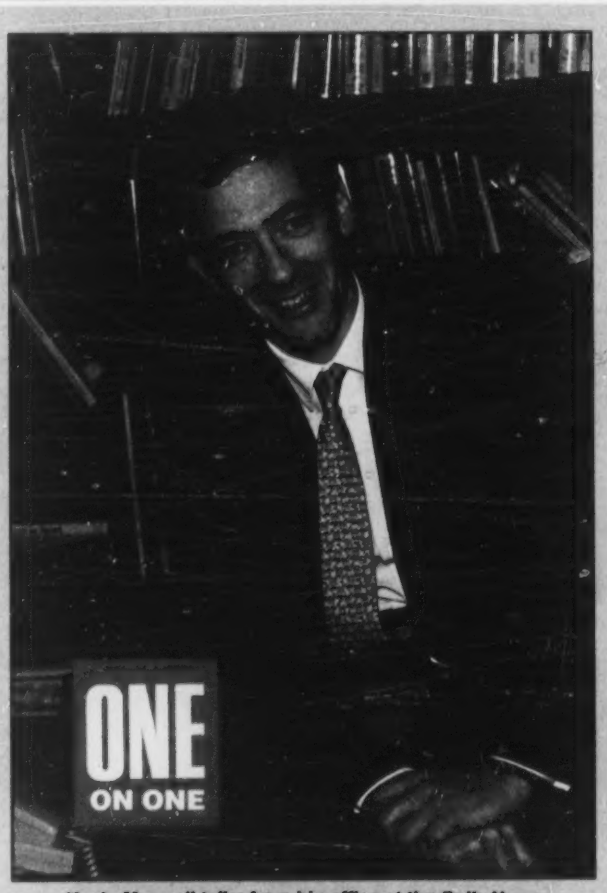


Kevin Maxwell talks from his office at the *Daily News*.

Doug Goodman

'If there's blood on the street, it won't be ours'

The day after the mysterious death of London-based media baron Robert Maxwell, his son Kevin, 32, was named chairman of Maxwell Communication Corp. and chairman and publisher of New York's Daily News.

In an exclusive interview in his office at the Daily News *last week, Kevin Maxwell spoke with* Advertising Age *Reporter Scott Donaton about the future of the newspaper and the Maxwell empire.*

Advertising Age: *Your father's death raised the question of how committed you are to keeping the* Daily News *alive.*

Mr. Maxwell: The level of commitment is as high as you can get. The *News* is a great franchise; it's in our core business, which is newspaper publishing, and it's got all the ingredients necessary for success. It's got a great readership; the market is there . . . and it's come back from the strike. Now what we need to do is to make it cash-generative.

"I've already told the unions there's no Sword of Damocles."

AA: *When do you expect the paper to be profitable?*

Mr. Maxwell: In '92, absolutely.

AA: *And if it isn't?*

Mr. Maxwell: If the paper

(Continued on Page 45)

Meredith, CBS offer package deal

Involves local spots, promotions

By Scott Donaton and Joe Mandese

Meredith Corp. and CBS Television Stations have formed a cross-media ad sales alliance, the latest in a flurry of marketing partnerships that link print and TV.

The companies plan to pitch packages that combine national advertising in Meredith magazines, spot TV buys on CBS-owned stations and local promotions.

"It makes a very powerful combination," said William Murphy, director of Meredith Custom Marketing. "Suddenly, we're in the business of localizing major national advertising efforts."

CBS operates stations in New York, Los Angeles, Chicago, Philadelphia and Miami, which together reach just under 25% of U.S. TV households.

Meredith publishes 13 consumer magazines, including *Better Homes & Gardens, Ladies' Home Journal* and *Metropolitan Home*. The media company also owns seven TV stations, including CBS affiliates in Syracuse, N.Y., and Bay City, Mich.

While the exclusive deal is initially limited to CBS-owned stations, there's an option to expand to the national network.

Meredith, among the more aggressive media companies in the area of integrated marketing, also has exclusive marketing alliances with Washington Post Co.'s *Newsweek* and Actmedia.

Those partners will be able to participate in the Meredith-CBS deal. Actmedia in particular will play a role in developing and implementing local in-store promotions.

For example, the partners could develop a program for a food company that would include ads in Meredith magazines and the publication of a custom cookbook with recipes using the marketer's product, said Phil Press, VP-sales and marketing for the CBS-owned stations.

Meredith could then publish sponsored recipe booklets to be distributed in supermarkets and promoted by local TV spots.

If advertisers want to expand the programs, other CBS affiliates and Meredith-owned stations could be added on an ad hoc basis through spot-TV rep companies, Mr. Press said.

The station group was approached by other publishers interested in forming similar alliances, Mr. Press said. But Meredith's women's and home service titles fit well with CBS' programming, which skews more heavily toward women than the other broadcast networks, he said.

The deal is believed to be the first formal alliance between a publisher and a major broadcast network.

Meredith itself tried to put together packages linking its magazines and TV stations several years ago, but the effort collapsed after Meredith sold its MMT Sales rep company.

Meredith and CBS Television Stations will start making presentations to ad agencies and marketers in the coming weeks.

Agency media buyers said it's difficult to determine the value of the alliance now.

"I'm intrigued by it and a little puzzled by it at the same time," said Joseph Ostrow, New York-based exec VP-worldwide media director of Foote, Cone & Belding.

"The idea's a good one if they can do it, but it seems much more natural to have the CBS network and Meredith," he said. "It would be awfully coincidental if [an advertiser] in Meredith just happened to need the CBS markets to heavy up. I don't know what's so magical about the CBS [owned & operated] markets."

"Conceptually, it brings some new opportunities to us," said Abbie Auerbach, senior VP-director of local broadcast for Ogilvy & Mather. "The implementation and the actual use of it and how it fits our needs have yet to be determined." □

Rival spots cluttering TV

By Joe Mandese

Competitive clutter within a single prime-time hour is emerging as a problem for network TV advertisers.

Two out of every five commercials in the average Big 3 prime-time hour face at least one direct competitor's message, an *Advertising Age* analysis of a week of prime-time commercial data found.

Of the 57 commercials that ran in an average prime-time hour, 24, or 42%, faced at least one competitor.

The findings are significant because research shows TV ad effectiveness plummets when a rival's spots are present.

"The advertising industry tends to look at the issue of overall clutter, when the important issue is what kind of clutter it is," said Robert Kent, a marketing professor at Drexel University, Philadelphia. Mr. Kent has conducted several studies on the effects of competitive clutter.

Based on a 1989 study he conducted among University of Cincinnati undergraduates, Mr. Kent said exposure to two competitive commercials decreased brand name recall by more than 25% and ad claim recall by roughly 40%.

"That's a bigger effect than I expected to see," he said. "It suggests that rather than looking at general clutter levels, the levels of competitive clutter are a more significant issue."

Mr. Kent recently monitored an episode of ABC's half-hour prime-time series "Coach" and found competitive spots for three cars, two light beers and two feminine hygiene products, plus eight other, non-competitive spots.

According to *Ad Age's* analysis of logs from Arbitron's Broadcast Advertisers Reports for the week of Oct. 14 to 20, NBC was the most competitively cluttered network. Nine, or half of the 18 spots during NBC's average prime-time hour, faced a direct competitor.

While CBS had the lowest level of competitive spots scheduled per average hour—38%—it had the most commercials overall per average hour, 21.

About 39% of the 18 commercials in ABC's average prime-time hour faced a competitor.

The BAR data reported only network spots, not local commercials, so the number of competitive messages could actually be higher. Since local stations are strapped for local and national spot revenues, they rarely turn away competitors' commercials for high-demand categories, particularly automotive, currently the most cluttered category.

The networks generally provide competitive protection within a commercial pod to advertisers that buy 30 seconds or more in the pod, but the protection doesn't extend beyond that period.

The monitored week's most competitively cluttered hour was during CBS' World Series coverage from 9 p.m. to 10 p.m. (ET) Oct. 20. During that hour, 67% of the 24 spots were competitive, including seven automotive, three computer, two financial services, two cold/cough products and two telecommunications corporate spots. The week's least competitive hour came during NBC's "Sisters" between 10 p.m. and 11 p.m. Oct. 19. None of the 14 commercials faced a competitor.

Such swings aren't unusual because competitors, seeking the same demographic targets, gravitate toward the same shows, said Arnie Semsky, exec VP-worldwide media director at BBDO Worldwide, New York. Also, some categories spend more during specific seasons, he noted. □

The competitive clutter situation

Advertisers' messages are getting lost in a sea of competitive ads: 42% of the ads scheduled during the average prime-time hour had one or more competitors present.

Network	Average no. of ads per hour	Competitive ads per hour	% of competing ads
ABC:	18	7	39%
CBS:	21	8	38%
NBC:	18	9	50%
Big 3 total:	57	24	42%

Numbers of ads are averages per hour during prime time. Source: Advertising Age analysis of data from Arbitron's Broadcast Advertisers Reports for the week of Oct. 14-20.

JWT wins $50M PM biz

By Dagmar Mussey and Judann Dagnoli

Philip Morris Cos. subsidiary Jacobs Suchard last week moved as much as $50 million in European coffee business to J. Walter Thompson Co. from Saatchi & Saatchi Advertising.

The move of the Suchard coffee brands, acquired by Philip Morris in September 1990, was expected since Saatchi isn't a core Philip Morris shop.

But the switch unexpectedly included two Kraft General Foods International coffee brands, Kaffee Hag and Kenco in the U.K., both previously handled by Young & Rubicam, with a combined $5 million to $10 million in billings.

The realignment gives Kraft General Foods three core coffee agencies: Y&R, JWT and Ogilvy & Mather.

The moves involved five coffee brands in Germany, Switzerland and Austria, and followed Kraft General Foods' shifting of $150 million in U.S. business last year when it created a broad incentive-based compensation system.

The switch also raised questions about O&M's hold on the $60 million-plus Maxwell House account in the U.S., prompting rumors the domestic account would also go to JWT, O&M's sister within WPP Group.

Maxwell House President Charles Phillips denied that speculation.

"Frankly, if we were to move the [U.S.] business, it would not go to Thompson," Mr. Phillips said.

He also said Maxwell House is "very happy" with O&M's work.

O&M has had the account since winning it back in October 1990—after losing it in May 1989—but only recently broke its first TV spot, a montage of old creative.

The decision to pull out of Saatchi was made by Philip Morris executives in New York and wasn't greeted enthusiastically by Suchard, said Albert Freese, general manager of Suchard's coffee business in Bremen, Germany.

Mr. Freese said the account shift was a "forced marriage."

But a source at the domestic company said the decision was made not by Philip Morris but by Kraft General Foods as part of the realignment.

The primary work on the realignment is spearheaded by Kraft General Foods corporate VP-Marketing Eric Strobel.

JWT is no stranger to the account, having lost Suchard's coffee business to Saatchi three years ago.

Saatchi's Frankfurt office is the big loser, having handled $25 million of the European account. Saatchi agencies in Austria and Switzerland lost the rest of the business. □

Business-flier bonus

TWA club to lure higher-paying travelers

By Jennifer Lawrence

Trans World Airlines this week plans to introduce a business-flier bonus club to boost its share of higher-paying passengers.

The Business Saver Bonus Club will award points toward items including refundable tickets, vacation packages, cruises, hotel stays, car rentals and dining. Points worth $15 toward those items will be awarded for every $100 spent on TWA's Business Saver fares, non-stop coast-to-coast flights and trans-Atlantic travel.

Reduced fares from coast-to-coast and to Europe will accompany the club's introduction.

Passengers will be offered first-class seats for coach prices on those routes; business-class service to Europe for a coach fare; and upgrades on low-end Business Saver fares with the TWA frequent-flier gold card or similar cards from competing airlines.

Introductory advertising is estimated at $3 million to $5 million via Avrett, Free & Ginsberg, New York.

A newspaper ad breaking Nov. 20 is headlined: "The greatest awards for the business traveler since frequent flier miles." Copy says: "The only club that pays you to join."

A 30-second TV spot is expected to air by the end of the week on the East and West coasts. A radio :60 is also part of the mix, and outdoor advertising may follow.

"We honestly feel that it's about time business travelers stop supporting the low-end leisure traveler," said Sheldon Kravitz, TWA VP-advertising/consumer marketing. "Because of our cost-efficiencies, we can pass along our savings to the business traveler. This program is a long-term strategy."

S. Kravitz

TWA's promotion comes as the entire airline industry is struggling. The nation's No. 7 carrier is hoping to win business travelers with unrestricted low fares on long-haul flights.

"This is a creative marketing approach, but fundamentally it will not do what TWA wants it to do," said Daniel Kasper, director of transportation practice at Harbridge House, a consultancy. "It won't save TWA, and it will almost certainly be matched."

TWA's Mr. Kravitz, however, said the new program can't be matched quickly or easily, since it involves issuing members a credit-type card for use at travel-related companies participating in the award program.

Separately TWA in the next two weeks plans to break a TV and print campaign for leisure travel to Europe. □

FORUM

Men (finally) beginning to redefine roles

By Susan Hayward

The new edition of the Yankelovich Monitor reveals that after three decades of redefinition of the roles and goals of American women, there are signs that a similar transformation may have begun among men.

Since the early years of the women's lib movement, women have changed not only their own lives but also the functioning of most of the major institutions of American society. They have moved beyond their position of housewives and mothers and into the workplace, politics and other previously male-dominated areas. In fact, the intensity of the response to the Thomas/Hill controversy and the broad attention paid to it suggest that the unique point of view of women has begun to compete successfully in arenas of thought such as politics and law historically defined by the male experience.

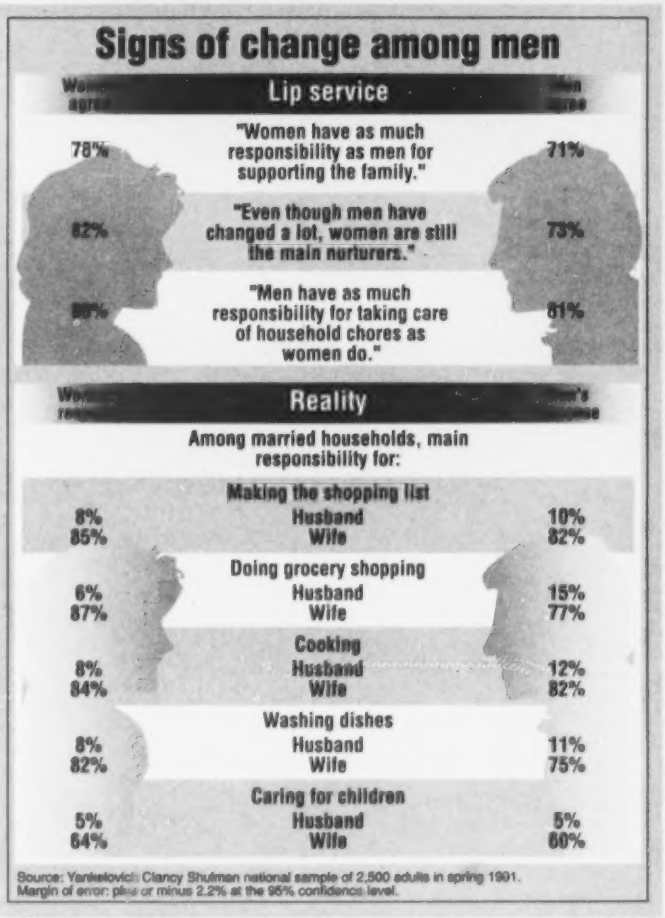
While women were reshaping their lives, they attempted to convince, coerce or even force men to make complementary changes, to become more "sensitive," cooperative and especially more equal partners in households tasks. They apparently believed that if women assumed (nearly) half the burden of income production (men's work), then men would be willing to shoulder some share of women's work in the home.

Men responded to the changes in the social and family environments in a variety of ways, ranging from ridicule to genuine efforts to help. But with no incentive and little real pressure to change, most men have not assumed major responsibility for any part of the work traditionally assigned to women. They help, when asked, but don't assume full responsibility, and they admit it.

Around 1985, women faced reality: They are responsible for the maintenance of home and family, they will have to maintain paid employment and men are not likely to fulfill their fantasy of the perfect mate. Recognizing the impossibility of the fantasy of the perfume ad ("Bring home the bacon, fry it up in the pan and never, never let him forget he's a man") they began to streamline the list of tasks for which they could accept responsibility. One of the casualties may have been women's support of traditional, stereotypical male myths.

Until this year, men operated under the guidelines of self-definition, expectation and responsibility in force since the 1950s or before: man as breadwinner, head of household, responsible for the well-being and protection of wife and children. In 1991 there is evidence, reinforced by the recent focus books defining the problems faced by male consciousness-raising sessions (often accompanied by drumming), that men may be feeling somewhat uncomfortable with the stereotypes. Census data suggest that almost one-third of single men between ages 24 and 34 are still living at home, perhaps because they have no clear idea of what comes next.

The Yankelovich Monitor data suggest that men may be experimenting with new roles, interests and self-images. In several areas, men and womem appear to be exchanging traditional positions. Men are becoming more interested in personal appearance (chest development, hair coloring, fashion), in romance and fantasy, in rituals and tradition. They are less likely to focus on the importance of money and of family and less likely to feel responsible for providing for the needs of others. The direction of women's interests is in each case the reverse of men's, leading to the conclusion that men and women may be, however temporarily, changing places. Women seem to become more practical and results-oriented, while men are moving in the direction of self-absorption and dependency.



JOHN SMITHER

While the outcome of these changes is not yet clear, it appears that men may have begun the same kind of odyssey of redefinition that women have been living through for decades. While this may create some confusion and turmoil in the near term, it augurs well for the longer term as movement toward a future social system in which men and women are again in agreement about the nature of their partnership. □

Ms. Hayward is senior VP at Yankelovich Clancy Shulman in Westport, Conn.

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(Ad Age, May 21st)

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Who needs planners?

A good researcher should know creative

By Louis Cohen

In recent *Advertising Age* articles, two account planners, George Creel and Rob White, and a researcher, Erich Rupprecht, discussed planning and advertising research and gave their views on the relationship between the two.

However, they didn't attempt to answer what is to me the $64,000 question: Why does the advertising researcher need the planner, a third party, to translate research findings to creative?

Indeed, that advertising researchers need planners to translate for them has always seemed to me to be damning evidence of a major problem in advertising research. If researchers can't understand creative well enough to communicate with them, how can they do rich advertising research that comes up with insights and ideas that creative finds valuable in developing advertising?

I believe that in order for advertising researchers to come up with rich input for creative, they need to develop their own ability to plan. They need to be able to utilize their research findings to come up with advertising ideas for creative.

I think that most of us have been around a really strong advertising researcher, someone whose research and analysis could be counted on to come up with ideas that creative loved. Invariably, the strong advertising researcher is someone who understands advertising as well as research. Practically by definition, a strong advertising researcher is also a good planner. As the song goes, "You can't have one without the other."

How can advertising agencies carry out the goal of developing advertising researchers who have planning ability?

1) Expect researchers to understand advertising and how it is developed.

2) Offer seminars to help researchers learn how advertising is developed, so they can learn to translate research findings into ideas for creative.

3) Offer advertising researchers seminars on how to use clues from copy research and other sources to find out specifically what is not working in the advertising and, thus, what needs to be fixed. Creative needs to know this.

This should prove to be an excellent start toward "plugging in" advertising research to the advertising development process at the agency. □

Mr. Cohen is president of Louis Cohen Research in New York.

SALARY OUTLOOK

Gender gap, 'right-sizing' add to pessimism for '92

By R. Craig Endicott

Even though employees at advertising agencies and their clients expect 7.6% growth in salaries, to an average $58,651 in 1992, they don't seem to be cheering.

The buying power of ad industry salaries continues to flatten as the recession nears the two-year mark, and "right-sizing," a new euphemism for scaling down to a lean-and-mean efficiency, is making more people spend longer hours at work and toil harder for less pay, according to *Advertising Age's* first annual salary survey.

The survey, which drew 493 responses from agency and client personnel to a questionnaire printed in *Ad Age*, also found a gaping gender gap in which men on average earn 1.6 times more than women at essentially the same tasks, a chasm that in time may narrow now that more women are in the marketplace.

That gap will narrow in 1992 if the respondents get the pay increases anticipated: men by 7% to an average $71,037, and women by 9.1% to an average $45,167.

The survey also found that moving to another job—perceived as the best way to increase pay by most respondents—did just the opposite. The 16% of the respondents who made a job switch since 1990 did show an increase in salary, but not at the growth rate of those staying put.

The ever-present recession is taking the optimism out of the client side.

In the last two years client personnel have been more positive about their ability to maintain their standard of living than have agency personnel. Now, about half the client respondents believe their standard of living will not rise in 1992—virtually matching the response from agencies.

Should this more pessimistic view reflect corporate ad spending, agencies that live off that spending may be in for continued tough times.

Gender gap's key barometer

The gender gap's most telltale evidence is salary level. Men maintain a huge lead in salary, making about $25,000 more on average than their female counterparts.

Among men in advertising, there is little difference between agency and client pay. The profiles are virtual clones: The average age of men in agencies and clients is 39; average years in the field is 13, the past four years in the current post.

A key factor in the wage dispar-

(Continued on Page S-17)

Edited by R. Craig Endicott

Thomas Lochray/The Image Bank

Burnett biggest: But number of jobs overall at agencies on the decline. **Page S-2**

Looking long term: Base pay continues to slip as part of compensation. **Page S-6**

Inside the labyrinth: How Interpublic puts together exec compensation facets. **Page S-10**

Vitriol spills out: Survey respondents decry unpaid O.T., lousy raises. **Page S-16**

Staffing levels of Top 10 agency employers

Agency	Primary agency* Oct. '91	Primary agency* Oct. '90	Primary agency* % chg.	Total** Oct. '91	Total** Oct. '90	Total** % chg.
Leo Burnett USA, Chicago	2,429	2,212	9.8%	2,429	2,212	9.8%
Young & Rubicam, New York	2,316	2,539	(8.8)	4,473	4,899	(8.7)
Foote, Cone & Belding, Chicago	2,203	2,234	(1.4)	2,585	2,609	(0.9)
Grey Advertising, New York	2,062	1,951	5.7	2,100	2,042	2.8
J. Walter Thompson USA, New York	1,975	2,049	(3.6)	2,334	2,468	(5.4)
D'Arcy Masius Benton & Bowles, New York	1,858	1,851	0.4	2,433	2,328	4.5
DDB Needham, New York	1,845	1,948	(5.3)	1,845	1,948	(5.3)
McCann-Erickson, New York	1,716	1,709	0.4	1,716	1,709	0.4
Saatchi & Saatchi Advertising, New York	1,714	1,706	0.5	1,714	1,706	0.5
Bozell, New York	1,601	1,637	(2.2)	1,660	1,707	(2.8)
Top 10 agency total	19,719	19,836	(0.6)	23,289	23,628	(1.4)
U.S. agency total***				161,500	169,400	(4.7)
% of U.S. agency employees in Top 10 agencies				14.4	13.9	

* Core agency, generally units bearing agency's name.
** Includes primary agency and subsidiaries. Example: FCB-named shops comprise the primary agency. FCB total includes primary agency and subsidiaries, Albert Frank Guenther Law, IMPACT, Vicom FCB and Wahlstrom & Co.
*** Bureau of Labor Statistics' Office of Employment and Unemployment Statistics.
Source: Ad Age Survey

Advertising Age graph: John Hall

Burnett takes employment lead

But number of jobs overall at agencies on the decline

By R. Craig Endicott

Fortified with new account gains worth a potential $300 million in billings in 1991, Leo Burnett USA exploded past Young & Rubicam to become the nation's largest agency employer with a head count of 2,429, up 9.8% from October 1990.

Employment at Y&R-named shops slid 8.8% in the same period to 2,316 to rank No. 2. Y&R *and* its subsidiaries remain the leader on a consolidated basis at 4,473, down 8.7%, according to *Advertising Age's* annual survey of the Top 10 agency employers.

Y&R, joined by four other employers in the Top 10 with work force declines, influenced a drop in total employment for the group of 0.6% to 19,719. This occurred as national media spending fell a precipitous 7.1% in first-half 1991 over the prior-year period, according to LNA/Arbitron.

The Top 10, however, outpaced the rest of the ad community, which dipped 4.7% in employment to 161,500 in September 1991 from the prior-year period, according to the Bureau of Labor Statistics *(see chart on Page S-20)*.

Since the first of the year, agencies have lost 3,900 employees nationally as total national media spending has declined $1.4 billion from previous year levels.

The national employment decline also boosted the Top 10's percentage of the nation's agency work force to 14.4%, compared with 13.9% a year ago.

The economic slowdown is hitting most agencies in much the same manner. Agencies have responded with layoffs, reduced or eliminated bonuses and increased work loads, according to a study by the League of Advertising Agencies, an association of small shops.

"Client attitudes are changing, too," says league President Joseph M. Dietz. "They're more concerned with how little they can pay an agency than about the value-added [services] we can provide."

Growth in employment in 1992 does not bode well for the industry.

"We're going [into 1992] planning for the worst and hoping for the best," says Stone Roberts, chief operating officer of Lintas:New York. His agency showed a 4.7% decline to 1,367 in finishing 12th. BBDO and Ogilvy & Mather also had employment declines to 1,546 and 1,342, respectively, to rank No. 11 and No. 13.

Current employees also can't count on the magnitude of year-end perks of past years because profit levels have declined across the board. At Foote, Cone & Belding, bonuses and profit-sharing contribution will suffer because profits are down for the first three quarters, notes Paul Sollitto, the agency's VP-corporate director human resources.

While overall employment is down slightly, he says, FCB shops in Chicago and San Francisco remain stronger than offices in New York or Los Angeles.

Burnett reports it will not kick in the traditional 15% to profit sharing, only the second time since 1943 it hasn't met the maximum payment. Despite new-client gains, Jack Kraft, vice chairman-

(Continued on Page S-20)

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Looking out for the long term

'Base pay' continues to decrease as part of total compensation

By Laurie Freeman

When Lisa Fortini-Campbell first entered the advertising industry, she worked at Leo Burnett Co. as an assistant research analyst. Her compensation was a salary and a year-end bonus—nothing complicated to figure out.

By the time she left the industry in May 1990 after serving as senior VP-general manager of the Chicago office of Hal Riney & Partners, Ms. Fortini-Campbell's compensation included a base salary, an optional bonus and a profit-sharing plan with a required vesting period.

As she moved up the ranks, Ms. Fortini-Campbell, now a visiting associate professor at Northwestern University's Medill School of Journalism's integrated marketing program, says more of her compensation became "less assured." She never was sure what she'd end up with at the end of the year.

For many agency and client-side executives, there's growing uncertainty about how compensation will be awarded in the coming decade.

Although the shift toward linking the pay of employees—from the ceo into middle management—to the long-term success of the company is more prevalent on the client side, there are indications such performance-oriented pay also will play a larger role in agencies, according to industry compensation experts.

"Companies are putting more pay at risk in both short-term incentives, like bonuses, and long-term incentive plans," says Jim Woodrum, executive compensation consultant at Hewitt Associates. "Short-term incentive plans are moving further down the management ranks. Long-term incentives like stock options also are becoming available to broader groups of employees."

According to a Hewitt Associates compensation trends study, base salary comprised only 30% of an average executive's total pay package in 1991, compared with 43% in 1983. One-third of a senior manager's compensation in 1991 came from long-term incentive arrangements compared with only 19% in 1983, according to the study.

Companies like PepsiCo, Waste Management Corp. and Merck & Co. are using various "results-sharing" programs, such as stock options, performance plans and restricted stock, to compensate employees outside of raising base salaries.

These programs reward employees based on some measure of performance, like productivity or profitability and must be re-earned each year, says Mr. Woodrum.

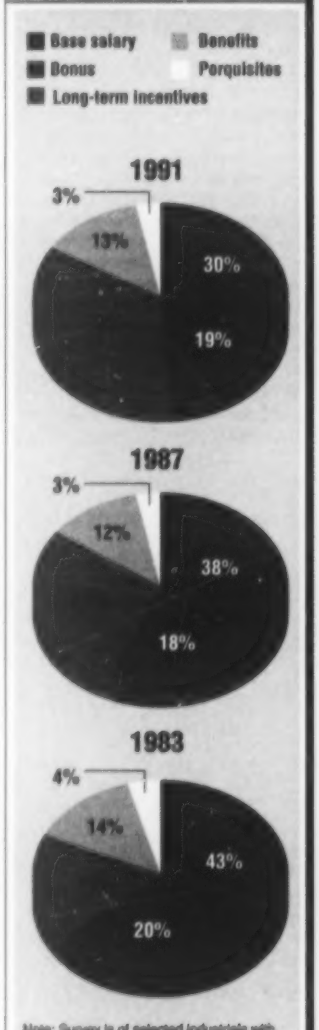
The downside is that the programs do not permanently increase total cash compensation *(see story on Page S-10)*. Because of their potential payoff, they also serve to keep a lid on base pay.

Besides possibly providing greater financial security, results sharing also may keep key employees around longer because of time requirements connected to the collection of benefits. Meanwhile, the company benefits because employees with a vested interest are presumed to work harder to boost corporate performance and company contributions to their benefits accounts.

Recently, WPP Group began to put together an incentive compensation package to reward top managers for long-term performance. Such incentives, which would give agency employees a bigger stake in the London-based

(Continued on Page S-10)

Total compensation distribution
Top U.S. corporate officers



Note: Survey is of selected industrials with average revenues of $10 billion.
Source: Hewitt Associates
Advertising Age graph: Cynthia Watson

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Inside Interpublic labyrinth

The many facets of a compensation package

Corporate compensation packages may be putting more executive-level pay at risk, but the degree of risk can be minimal.

That's the case at Interpublic Group of Cos., which generally has shown consistent growth over the years.

But in 1990, the company's profit growth slowed from the prior year. Incentive pay dropped, leaving the top executives with less cash compensation than in 1989.

Philip Geier Jr., chairman, president and ceo, for example, experienced a drop of 4.3% in cash compensation to $1.64 million from 1989.

But despite the decline, he wasn't out any cash, because according to the Interpublic proxy statement, Mr. Geier was awarded $1.53 million in cash from the company's long-term performance incentive plan, compared with $306,612 from the same plan in 1989.

According to the Interpublic compensation plan *(see accompanying graphic)*, Mr. Geier's cash compensation included $875,000 base pay, up $145,000, or 19.9%, from the prior year. But other pay—much of it tied to the company's growth rate and largely consisting of bonus and incentive pay—dropped $215,000, or 22%.

But not included in the cash compensation were the long-term performance incentives. Interpublic awards key executives "performance units" every two years. The value of some units is tied to pre-established growth rate objectives over a period of four calendar years. Other units are tied to the market or book value of Interpublic's common stock.

"Phantom" shares of common stock are divvied out according to the number of performance units held by each executive. Dividends are paid annually on these shares, an amount reaching $186,000 in 1990 for Mr. Geier. Outright cash awards, based on an assigned value of each performance unit, are made annually and are payments in excess of total cash compensation.

As in most corporations, the benefits for top executives hardly end with cash compensation and in the case of Interpublic, phantom payments.

Beyond straight salary and phantom payments, Interpublic contributed $9,414 as its portion to Mr. Geier's 401(K) plan and about $13,000 for his supplementary insurance; awarded him 8,039 shares of common stock under the long-term performance plan; supplied personal financial planning and tax-advice services valued at about $3,800; and provided an $18,000 annual retainer for serving as a director and $2,000 annually for each committee on which he serves.

Then there are the post-Interpublic awards: $160,000 per year in special retirement benefits after the age of 60, and the same amount for beneficiaries for 15 years should he die while employed by Interpublic.

Upon retirement, he and top agency executives will receive an average of $108,963 annually. □

Interpublic's executive compensation plan

Robert L. James, Chairman-CEO, McCann-Erickson Worldwide

Philip H. Geier Jr., Chairman, President, CEO, Interpublic Group of Cos.

Richard D. O'Connor Chairman-CEO Lintas:C-E Vice Chairman, Lintas:USA

William V. Weithas Chairman-CFO Lintas: Worldwide

	Year	Total cash compensation	Base pay	Other	Performance related compensation*
Geier	1990	$1,635,232	$875,000	$760,232	$1,533,688
	1989	1,705,044	730,000	975,044	306,612
James	1990	966,466	560,000	406,466	937,948
	1989	1,018,683	460,000	558,683	602,204
O'Connor	1990	513,617	NA	NA	128,312
	1989	507,657	NA	NA	282,490
Weithas	1990	852,980	540,000	312,980	937,948
	1989	914,751	460,000	454,751	609,979

* Performance related compensation is not included in total cash compensation

Source: 1991 and 1990 Interpublic Group of Cos. proxy statements.

Advertising Age graph: John Smither

Less perky, more practical

Perquisites are taking a back seat as greater portions of executive compensation are being placed at risk in the form of incentive arrangements at leading U.S. corporations.

Perks also have become less lavish and more practical, the most common being physical examinations, company cars, club memberships and financial counseling services *(see chart below)*, although in the last five years even these near "compulsory perks" have thinned out, according a survey by Hewitt Associates.

Fewer companies are offering a broad panoply of perks. For example, the number of companies offering the most common perks —first-class air travel, airline VIP clubs, company plane, spouse travel, company car, club membership, executive dining room, home use of WATS hot line—has dropped by 6 to 10 percentage points in the five-year period.

The perk showing the greatest growth was communications equipment, a category dominated by the ubiquitous car phone that has grown from no respondents in 1987 to 37% of the companies in 1991, although only 0.4% of salaried exempt employees are eligible, according to the survey.

Corporate loans as a perk also began to expand into the work force, according to the five-year study. Five years ago, only 1.4% of a surveyed company's salaried exempt employees were eligible. This year, 5.4% can draw from the corporate loan pool.

The value of this perk was greatly diminished by the Tax Reform Act of 1986, which now requires executives to claim as income the difference between the low corporate rate and the existing market rate for an similar loan.

In lieu of perks, executives are being rewarded increasingly by long-term incentive plans that include stock options, performance plans and restricted stock. This portion of the total compensation package has risen from 19% in 1983 to 35% in 1991. □

Corporate perquisites get physical

Perquisities	% of companies offering perk 1991	% of employees eligible 1991	% of companies offering perk 1987	% of employees eligible 1987
Physical exams	89%	6.2%	93%	6.4%
Financial counseling	70		73	
Individual financial counseling	61	0.6	64	0.5
Estate planning	49	0.7	51	0.6
Income tax preparation	60	0.7	60	0.6
Club memberships	63		73	
Luncheon club	50	0.8	62	0.7
Country club	49	0.5	59	0.5
Health club	19	1.0	23	0.8
Company car	63	1.0	70	1.0
First-class air travel	60	0.6	66	0.6
Company plane	56	0.3	67	0.3
Personal liability insurance	46	0.9	48	0.9
Spouse travel	43	1.0	53	0.9
Communications equipment	37	0.4	NA	NA
Chauffeur service	36	0.1	42	0.1
Airline VIP clubs	32	1.1	38	0.6
Reserved parking	29	1.1	37	1.1
Home security systems	27	0.1	28	0.1
Executive dining room	26	1.3	34	1.5
Financial seminars	8	1.9	10	1.8
Home use of company WATS line	8	0.2	14	0.3
Home computer	7	0.6	NA	NA
Loans	7	5.4	8	1.4
Flexible perquisite plans	5	NA	NA	NA
Legal counseling	NA	NA	5	0.6

Survey by Hewitt Associates of 42 major U.S. industrial companies.

KIMBERLY MART

Long term

(Continued from Page S-6)

holding company's success, may include stock options and performance bonuses.

At Interpublic Group of Cos., incentive compensation arrangements, such as the ones being investigated by WPP Group, have been a fact of life for top executives for more than 10 years, notes Kent Kroeber, senior VP-human resources at Interpublic.

These arrangements, in which about 1,500 of Interpublic's 16,000 employees worldwide participate, "create a capital earnings opportunity" based on the performance of the individual, the agency and the holding company.

"Depending on [those factors] the opportunity for earnings is greatly enhanced," Mr. Kroeber says. "We measure performance not on an annual basis but longer-term. And what you find after a while is that a greater proportion of compensation is incentive-driven as compared to base salary."

The Interpublic stock-ownership plan, once the sole province of the very top executives, has moved recently into the VP level.

Through various other programs, incentive payments at Interpublic can more than double an executive's annual compensation, Mr. Kroeber says.

By offering additional carrots, incentive compensation programs let employers control base salary expenditures for the executive cadre.

"I don't have to pay outlandish base salaries, like they do at WPP Group, where they have no incentives and they have to pay outlandish base salaries in both good years and bad," Mr. Kroeber chides.

The down side for the employee is that if the company has a bad year, the money for incentives is not there. "But you have to look at the long term, not just one year," Mr. Kroeber stresses.

It's that down side to incentive compensation that makes many industry executives leery of results-sharing programs, especially in down periods like the current media recession.

Industry headhunters are finding that in today's economy, not many senior-level agency executives are willing to gamble with their base salaries or their deferred compensation plans.

"In these bad economic times, what we all need is the ready dollar to live on," says Susan Friedman, president of her own New York shop that recruits creatives for ad agencies. "The dark side is you don't have your hands on the money today."

For instance, with profit-sharing plans, employees must stay with a company for five to seven years to realize the full benefit of the plan. Stock options are not ready cash. They must be purchased at a stipulated price during a specified period of time.

Too often in the agency business, an employee may be out the door, whether as a result of account losses or cost-cutting measures, before becoming vested or eligible to take advantage of any of the incentive programs. That's compensation that could have been included in the base salary.

"There isn't an agency president today who wouldn't like to wave a magic wand and have a lower salary base with the promise of dramatic bonuses," adds Don Gilbert, partner at Gilbert, Farlie, which specializes in agency compensation.

"There are agencies that have traditionally operated that way, with bonuses a dramatic percentage of base salary," he says. "But it's really hard for an agency to convert employees into low salaries, high bonuses based on merit or agency performance."

Bonuses are perhaps the most favored short-term incentive to improve executive performance. At Leo Burnett USA, bonuses are paid annually, with the amount determined by factors such as seniority and occupational position, says Jack Kraft, vice chairman-finance and administration.

In theory, a bonus is a discretionary expense. "It's not a locked-in, fixed expense like salaries," says Dick Corelitz, exec VP-director of finance and administration at Bayer Bess Vanderwarker, Chicago.

As results-sharing compensation arrangements move further into the management ranks, it behooves agency employees to pay more attention to how the compensation programs work.

"It seems more agencies are positioning a bonus to justify a lower than market-value salary," notes Ms. Fortini-Campbell. "So you're very much betting on the income, and that's harder for people to plan their lives. It depends on you staying beyond the 10 years that's the average tenure in this industry, and on your agency doing well, which is generally out of the control of any single individual." □

Unsaddled from perk, exec horses around

Andy Ray is now letting British Rail do the driving.

For want of a perk, Andy Ray got a horse.

Mr. Ray, a 28-year-old senior copywriter at Foote, Cone & Belding, London, lost his corporate car earlier this year when FCB eliminated the perk in a budget-cutting move *(see accompanying story)*.

He may have lost his Mazda MX5, but he got A Nymph Too Far. That's a 2-year-old filly—a thoroughbred racehorse bought as part of a syndicate with the monthly "travel" allowance FCB installed as compensation for the reclaimed car.

"I don't ride her," jokes Mr. Ray, whose interest in the Nymph is purely sporting. "I'm too heavy, anyway."

Now British Rail zips him to work, cutting through traffic-snarled London and giving at least one horse lover a chance to catch the postings of a lost perk from the tracks at Bath to Hamilton to Brighton . . . and to dream about the big time.

—Elena Bowes

A comeuppance for driven execs

FCB bucks U.K. tradition in eliminating company car

By Elena Bowes

Eliminate company cars!" came the collective cry from Foote, Cone & Belding administrators earlier this year when cost-cutting measures dipped into that most prized of British corporate perks.

The company car for years has been considered a given, not a perk, by U.K. advertising and marketing companies, which grant such privileges deep into the corporate structure. Company cars comprised 52% of all new car sales in 1990, according to the U.K. Department of Transport.

But the recession, which is forcing the industry to cut compensation rather than heads, and a new corporate tax hike on the private use of business cars are forcing employers to rethink the time-honored tradition.

A phase-out of the car perk would put British companies squarely on the trend path of their U.S. counterparts.

U.S. companies have been cutting just about all transportation-related incentives for the corporate elite in the past five years while giving increasing importance to long-term incentives, stock options and performance plans. Unlike the British, few U.S. companies have awarded the car perk below the top 1% of the corporate structure *(see chart on Page S-10)*.

FCB's move will save the agency $425,000 annually. That's the difference between $1.02 million—the cost of depreciation, financing, insurance, gas, parking, maintenance and the 1.5 employees managing the fleet—and the $595,000 the agency is now spending on monthly travel allowances as compensation.

"We felt compelled to offer the allowance," says Chris Whitworth, group finance director, "because cars in a company like ours are really part of the remuneration. Taking them away without pay would be equivalent to cutting salaries."

While no other major agency has dared to eliminate the perk, many are trading down or holding onto their fleets longer.

Ogilvy & Mather has extended the lease on its company cars from three to four years. Other agencies have offered employees a cash incentive to downgrade to cheaper models.

"The Porsches and Ferraris have disappeared," says Morgan Johnson, executive director at Grey Communications Group in London. "Now you're seeing large family saloons [station wagons]."

"In the old days people could be far more arrogant about their position. If someone really wanted a [Fiat] Spider, the employer could do it. But now the stick is in the [employer's] hand, not the [job] candidate's," notes Steve Ingham, director of marketing of London recruitment company Michael Page Marketing.

"We've got our hands tied in metal," says Tim Lindsay, the London-based joint managing director of Young & Rubicam, referring to agencies in general. "Every company finance director is looking at the marginal benefit of the company car."

While advertising and marketing execs may be driving fewer sports cars to the office, their

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take-home pay has not suffered similar cutbacks.

According to Mike Walsh, chairman of Ogilvy & Mather in the U.K., "There's a demand for good people. I don't think salaries in advertising have gone down."

Abetting the budget freeze is reduced employment. The advertising industry has shrunk 13.3% in the last two years from 15,900 employees in 1989 to an expected 13,800 this year, according to the Institute of Practitioners in Advertising, a U.K. trade body.

Mr. Johnson of Grey estimates total industry compensation may have fallen by up to 10%, but individual salaries have either stayed constant or risen this year.

Bill Couldrey, managing director of Reward Group, a U.K. company specializing in remuneration, says U.K. marketing salaries have risen 9.9% from September 1990 to September 1991, compared with 10.7% for the previous 12 months. While this year's increase is smaller than last year's, inflation has plunged from 10.9% in 1990 to 4.1% today.

The top earners at Saatchi & Saatchi Co. and WPP Group, which both went through severe financial restructuring earlier this year, have taken massive salary cuts as a result of their companies' huge drops in profitability. WPP Group Chief Executive Martin Sorrell, Saatchi Chairman Maurice Saatchi, his brother Charles and Saatchi CEO Robert Louis-Dreyfus have each taken steep pay cuts.

The Saatchi brothers' have seen their salaries fall from $1 million a year each to $530,000 in two years, while Mr. Louis-Dreyfus renounced 40% of his salary, dropping it to $510,000. Mr. Sorrell has taken a more modest cut, from $1 million in 1989 to $862,000 in 1990.

O&M directors gave up their bonuses voluntarily last year, Mr. Walsh says. "People understand the reason we are doing this is . . . to avoid firing people."

O&M also has eliminated departments that don't affect client service, such as the typing pool and the personnel department. Its direct marketing arm, Primary Contact, gave its staff a week's unpaid vacation to save money.

Cutting corporate fat is not all bad news. According to FCB's Mr. Whitworth, several employees have used the monthly allowance they get in place of the company car to buy things prohibited in the old policy, including a Jaguar XJ5, an old MGB and a one-tenth of a racehorse. □

Free cars drive U.K. perks

Perquisites		Total	Managing Director	Marketing Director	Marketing Manager	Group Product Mgr.	Sr. Product Manager	Product Manager	Asst. Product Mgr./ Marketing Asst.
		Percent of employees eligible							
Car	1991	86%	98%	99%	93%	96%	92%	75%	20%
Free gas	1991	47	74	73	48	39	39	31	12
Gas allowance	1991	10	7	7	10	11	13	13	13
Car allowance	1991	5	5	4	4	3	4	6	10
Health plan	1991	73	73	88	78	71	74	60	35
	1990	72	74	86	76	76	72	58	29
Contributory pension	1991	68	63	67	70	77	76	64	59
	1990	69	58	71	72	71	74	66	62
Performance related bonus	1991	54	67	75	56	52	44	38	30
	1990	50	65	74	53	47	36	32	27
Relocation expenses	1991	47	43	57	49	59	51	44	15
	1990	49	31	55	53	54	56	46	19
Other travel benefits/expenses	1991	44	52	49	45	44	35	43	35
	1990	41	48	45	43	40	34	33	35
Company credit card	1991	33	46	47	33	35	26	26	13
	1990	31	46	48	31	26	26	23	8
Share option program	1991	31	29	43	30	30	32	24	17
	1990	32	32	46	30	30	39	25	20
Non-contributory pension	1991	26	38	31	26	19	19	24	19
	1990	29	45	32	27	25	28	23	24
Profit sharing	1991	22	31	28	19	18	19	18	16
	1990	22	29	26	23	11	20	13	20
Guaranteed bonus	1991	11	9	11	11	14	11	9	10
	1990	13	14	11	13	11	15	13	13
Private education for children	1991	1	3	2	NA	NA	NA	NA	1
	1990	1	1	2	1	NA	1	1	NA

Source: The Lloyd Group

Advertising Age graph: John Hall

Working in France has a price to pay

Salaries lag, but media units show signs of improvement

By Bruce Crumley

Despite having raced past most other industry sectors in growth, profitability and international expansion in recent years, the ad community still finds itself tailing the typical French compensation pack.

The average agency head earns $122,000 annually, including perks, according to a recent Association of French Advertising Agencies study, far from the mean salary of $220,400 commanded by presidents of client companies.

Reasons for the salary disparity abound, according to industry observers. In advertising there is no union pressure to push up salaries as there is in the industrial sector; agency top executives remain founder/-managers and have directed profits back into growth rather than into their own salaries or staffers'.

Another reason for the disparity is the ad industry's Johnny-come-lately rise to respectability.

It took a while, but advertising is now considered a marketing imperative, leading to the total integration of the ad community into French life: from the marketing of President Francois Mitterrand—the task of Euro RSCG's Jacques Seguela—to Eurocom's Andre Azoulay overseeing the privatization of investment bank Paribas.

The study also indicates a high degree of egalitarianism in the agency structure, disclosing average salaries of creative directors of $119,140, and $117,000 for international ad directors.

J. Bille

The survey of 3,571 employees of 49 French agencies, however, found that 12 agency executives in the corner office were paid more than $205,000.

Although AFAA would not say who the top earners were, it noted the larger Paris-based agencies were more profitable and better-placed to offer higher packages than smaller shops in Paris or the larger agencies in the provinces.

"The average upper-level salaries are less consequential than we thought . . . given the impressive growth of advertising over the past five or six years," says Jacques Bille, AFAA VP.

According to the association, ad spending in France during the last seven years nearly doubled, from $6.5 billion in 1984 to $12.6 billion in 1990 for an annual growth that averaged 11.7%.

In the last three years of this period, the ad industry advanced from 12% in 1988 to 11.5% to 8% in 1990, but the average salary increased only 6%, 5% and 3%, respectively. In France as elsewhere, salaries gen-

(Continued on Page S-16)

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Sources:
1980 and 1990 U.S. Department of Commerce, Bureau of the Census
1991 Sales and Marketing Management Survey of Buying Power
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If salaries are topic, then vitriol spills out

Survey respondents get emotional as they decry unpaid overtime, lousy raises

A survey about that most personal of subjects—salaries—is bound to provoke a highly emotional response.

While most of the returns to the *Advertising Age* Salary Survey questionnaire were quickly dispatched by the respondents, a number of returns contained some heart-felt emotion.

Heavy, paper-tearing pencil strokes—especially from those in the $20,000-$30,000 salary range—spoke of the anguish and resentment over past, present and future salary levels.

Others left nothing to the imagination. They scribbled comments in the margins. A sampling of condensed comments from the field follows:

"Company won't pay overtime, now or ever, but *will pay* secretaries O.T. because they are non-exempt salaries."

"No raises in '92 because 70 people were laid off between Dec. '89 and May '91, but the media director in his position less than a year insisted on a newly furnished office. Cost estimate? $100,000-plus."

"I'm not sure I want more money. What I'd really like is less stress, less hours. Of course, more money would also be nice . . ."

"They doubled my work, increased my hours. I gave up home and social life. Was the salary increase worth it? NO!"

This response was penned on a sheet of note paper headlined: "The Career Woman's checklist for success . . ." with trailing copy, "Look like a lady; act like a man; work like a dog."

"All salaries frozen this year."

"Laid off???"

This was offered as a response to a question asking what salary was expected in 1992.

"Pretty good for Austin, Texas," wrote a senior account executive about the $36,000 in salary received this year.

"You should correlate $ with a question on whether people are *happier*."

Although respondents weren't asked to identify their employers, one wrote, "Why hide it? It's JWT/Detroit where they pay media planners little more than secretaries."

Peter Kuper/The Image Bank

While margin scribblers are more likely to be disgruntled than satisfied employees, one reader crafted a response that was almost painful to read, but one that's probably not that uncommon in this time of high unemployment in a contracting industry.

The edited text follows, detailing the trials of trying to make it in the ad business:

"When I was in college, I never really knew what I wanted to do. I went there to learn about the world, not train for a career.

"As time passed, I found out about public relations and advertising; both of which were thought of as hot areas. Glamor jobs.

"There was intense competition among advertising and public relations majors.

"I chose to earn a liberal arts degree rather than specialize, thinking that I'd be able to go into PR and still get a classic education.

"Since graduation, I have worked my ass off for several bosses.

"You'd recognize the story: I started at $5 an hour to get some experience. I worked in media space sales in another job. Now I'm an account exec for a large PR firm in a large metropolitan city.

"It's a position many of my fellow students would envy. I am 'privileged' to work with media of all kinds, plan special events, create new-business presentations, etc., plus manage the agency's own PR and new-business efforts.

"I work 60 to 75 hours per week. Until recently, I worked every weekend until my husband laid down the law.

"I am required to kiss the asses of clients, who in real life I wouldn't give the time of day. I've been told by my boss to work 15 hours a day if I have to 'because you're young' and 'can handle it.'

"Recently another account exec quit. He handled the advertising for our clients while I had handled the PR.

"I was required to assume his duties, too. Meanwhile, my boss took a vacation.

"Six weeks later he found a replacement. Why should he pay two people when I'm dumb enough to do the work of two for one low price?"

"The point is that I work like a slave and get no thanks, no rest, no help and no overtime pay.

"My salary, if you consider my hours, is little more than the $5 an hour I made two years ago.

"I have insomnia, I've gained 10 pounds, have no social life unless I attend a function for work, which is usually two or three nights a week.

"I wish I could go back to college and tell everyone advertising is not at all what it is cracked up to be. It's a sham. Maybe someone can tell me it's just my place of employment.

"And don't tell me to find another job. In this town, I'm envied because I even have a job. There are no other jobs.

"Do you have any idea what it's like to be taken advantage of? To make less than $20,000 a year in your mid-20s when you're intelligent, creative and making the company money?

"I denounce this profession. And I am looking for other work. Maybe teaching or working for a food shelter. Then maybe at least my $5 an hour will mean something."

Like discussing religion and politics, the issue of salary can unleash a wealth of pent-up emotions.

Editors on this project sulked for days after reviewing a form sent in by a media director in the mid-Atlantic states noting total compensation of $125,000 in 1991 and $200,000 expected in 1992. □

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Working in France

(Continued from Page S-13)

erally lag growth.

Also, as the marketplace has begun to contract due to the economy, there is a fear among agencies that clients will reduce expenditures and commissions. No agency wants to get too top-heavy in salary expenses under such conditions.

Mr. Bille notes that calculated into salary tallies are perks, from the company car to stock-option plans and performance pay. These have become an increasingly important factor in total compensation, although they remain a focus of top management.

On the whole, ad industry salaries have risen 8% to 9% from 1990 to 1991 for a real growth of about 6% given the 2% to 3% inflation rate, says AFAA, although it expects agencies to scale back payouts in 1992.

The survey also showed women, who comprise more than 62% of the advertising work force, are paid less than men.

While women in some categories do earn more than men (over $2,400 annually as agency presidents), overall salaries are 7% less.

There are wide disparities within job groupings, however.

Among creative directors, women make 58.5% less than their male counterparts, and among development directors, 18.7% less.

> "Average upper-level salaries are less consequential than we thought given the impressive growth of advertising over the past five or six years."

Within the French agency business there have been bastions of accelerated salary growth—particularly in shops' media departments.

"Ten years ago, a media director in Britain would have been paid much more than one in France because the role was less crucial in the French market," Mr. Bille says. "Today, a media director would be paid about the same in both countries."

The challenge that independent media wholesalers like Carat Espace have posed by competing for lucrative media budgets has caused agencies to develop their media planning and buying divisions more quickly over the last decade, according to Mr. Bille. Carat has lured many top agency media executives with larger salaries, leading to an inflation of salaries in the media departments at agencies.

Media departments still constitute a small part of French agencies' overall compensation, claiming 8.8% of total salaries. Some 8.6% of France's agency personnel reside in the media department, compared with 31% of agency personnel in client services, which draws 33% of the total pay.

"It is obvious that salary growth next year will be less than in recent years, and maybe even flat in real terms," Mr. Bille says. "In fact, we were surprised that salary increases last year had already begun to slow." He attributes the slowdown to planning for the effects of a war following the Iraqi invasion of Kuwait. □

Affordable insurance best way to keep benefits packages healthy

Survey respondents selected three benefits they considered most important from the following list

Benefit	Total times selected	Percent of all selections	Total times selected by men	Percent of all selections by men	Total times selected by women	Percent of all selections by women	Total times selected by agency personnel	Percent of all selections by agency personnel	Total times selected by client personnel	Percent of all selections by client personnel
Low-cost health insurance	379	26.23%	192	25.50%	185	26.97%	188	27.45%	182	25.07%
Pension	253	17.51	122	16.20	130	18.95	112	16.35	137	18.87
Annual bonus	252	17.44	149	19.79	102	14.87	119	17.37	128	17.63
Profit sharing	164	11.35	102	13.55	61	8.89	90	13.14	73	10.06
Flex time	71	4.91	23	3.05	47	6.85	39	5.69	27	3.72
Company car	67	4.64	41	5.44	26	3.79	23	3.36	43	5.92
Stock options	66	4.57	45	5.98	21	3.06	14	2.04	51	7.02
Life insurance	55	3.81	36	4.78	19	2.77	28	4.09	26	3.58
Comp time	50	3.46	20	2.66	30	4.37	24	3.50	23	3.17
Overtime pay	21	1.45	5	0.66	16	2.33	15	2.19	6	0.83
Childcare assistance	31	2.15	5	0.66	26	3.79	16	2.34	13	1.79
Leave of absence	19	1.31	5	0.66	14	2.04	11	1.61	6	0.83
Eldercare assisitance	2	0.14	0	0.00	2	0.29	0	0.00	2	0.28
Health club	11	0.76	7	0.93	4	0.58	4	0.58	7	0.96
Job sharing	4	0.28	1	0.13	3	0.44	2	0.29	2	0.28

Source: Ad Age Salary Outlook survey

Advertising Age graph: Cynthia Watson

Outlook

(Continued from Page S-1)

ity is that women respondents have been working fewer years and in their current jobs for less time than male respondents. Women respondents average 33 years of age, have been in their field an average of eight years and spent the last three in their current post.

Unlike the mirror effect between men at agencies and clients, women on the advertiser side make a noticeably higher salary than those in agencies. Women employed by clients are paid an average $44,325. They expect $47,478 in 1992, compared with agency women who receive an average $38,487 and expect $41,047 next year.

The gender gap isn't as big a factor when the subject is job satisfaction. Here the gulf exists between agency and client employees.

Among men, 64% of client-side respondents believe their standard of living increased since 1989, compared with 56% of men in agencies. More agency men believe they are working harder for less pay—54% vs. 48% of client employees.

Both groups of male employees are equally pessimistic about 1992, however. Only 44% of both groups believe their standard of living will rise in 1992.

The opinions of women at agencies track client women in virtually the same manner. About 68% of client women see their standard of living increasing since 1989, compared with 58% of agency women.

The gaps between the sexes return in ratings the attractiveness of benefits.

When asked to identify three benefits they deem most important, men put more stock in the annual bonus and stock options than women. Women assigned high marks to those benefits, too, but showed more interest than men in pension, flex time, overtime, compensatory time, leave of absence and childcare.

Total responses to the survey were split between women and men. Few job titles seemed a bastion of any gender, except several higher administrative posts (ceo, president, et al.). The numbers in this sector were not so high (29 men vs. 20 women surveyed) that they did not compromise the data.

Standard of living improves

About 62% of respondents say their standard of living increased

(Continued on Page S-20)

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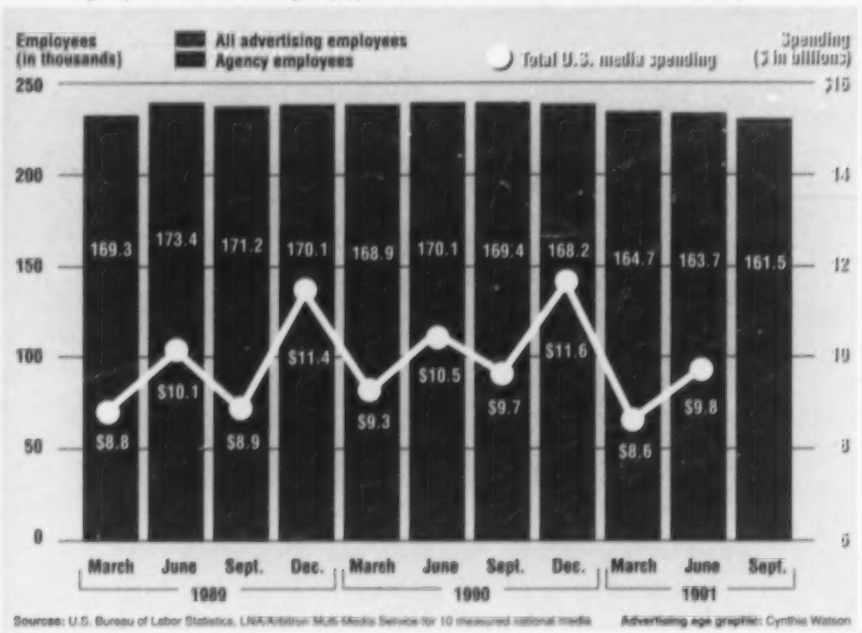
Billings drop brings down employment

Agency and total advertising employment, and national measured ad spending by quarter



Sources: U.S. Bureau of Labor Statistics, LNA/Arbitron Multi-Media Service for 10 measured national media. Advertising age graphic: Cynthia Watson

Burnett takes job lead

(Continued from Page S-2)

administration and finance, explains the cut by noting existing clients are spending less. He expects the year to be flat in the U.S. with $2 billion in billings.

But in explaining the huge increase in staffing at Burnett, he claims, "We have more work than ever, even though clients are spending less. We refuse to lower the quality of the product [by cutting staff]. If you're building an Olds and not a Yugo you don't start building a cheaper car."

Mr. Kraft says Burnett is "dipping into profits to pay for the buildup . . . which we can do because we're not paying off heavy debt or appeasing stockholders. This may or may not contribute to new business in 1992."

"Our clients face a reluctant consumer," says Joseph E. De Deo, president-ceo at Young & Rubicam. "We anticipated some of this at the beginning of the year," he says, "and made cuts through attrition and by offering early retirement."

He says 1991 will go down as a bad year. It defied predictability, he claims.

"We thought things would return to normalcy after the Persian Gulf War, but they didn't . . . then we expected a turn-up in the fourth quarter. That is not going to happen. We're holding a conservative attitude toward 1992," Mr. De Deo says.

So, too, is Lintas, which has discovered traditional advertising is being short-circuited by sales promotion and direct response, two short-term marketing services, which for Lintas feed into its integrated marketing services.

But despite new client gains at Lintas, only one client came in over forecast this year—Lego Systems. "In the past two years we've learned that budgets [levels] don't end up as the ones started with," says Mr. Roberts.

Jon Lafayette and Gary Levin contributed to this story.

Pessimism fills outlook

(Continued from Page S-17)

since 1989, while only 16% say it didn't and 21% note no change.

Of the large segment that saw an increase in standard of living, 60% expect that pattern to continue in 1992; 33% anticipate no growth; and 7% predict a decline in their '92 standard of living.

Of the 16% who say their standard of living decreased the past three years, nearly three out of four believe their standard of living will either decline further or experience no change in 1992.

The salary level of this 16% is currently at an average $54,680, down from $55,799 in 1990. The data suggest that a barrier of sorts is present in the low-to-mid-$50,000 range, the salary breaking point between corporate climbers and the rank and file.

For those who perceive their standard of living on the rise, their salaries have risen from an average $50,223 in 1990 to $54,585 in 1991, to an anticipated $59,549 in 1992.

There is a hint of job dissatisfaction filtering through the data among those whose standard of living is not on the upswing. More than three-fourths of that group feel they worked harder for less pay in 1990 and 1991 and 60% of them are putting in longer hours than the previous year.

Conversely, of those whose standard of living is on the upswing, they seem less harried. Only 60% of them are not working harder vs. 38% who are, and 50% are not working longer hours vs. 48% who are. The rest see no change in their hours.

Regardless of movement in standard of living, just about 60% of all respondents believe the fastest way to increase salary is to move to another company.

Is the grass really greener?

About 16% of all respondents, in fact, changed jobs since 1990. More women than men see a job change as breathing new life in their salaries, but fewer took the plunge since 1990—16% of women, compared with 17% of men surveyed.

But contrary to popular belief, changing jobs does not bring the boon in anticipated salary growth.

Average salaries of men changing jobs rose 4% to $50,097 in 1991. By contrast, the average salary increase for all men was 7.6%. Those men changing jobs also tend to be on the lower end of the pay scale, because the average salary for a male respondent was $66,373 in 1991.

The same holds true for women changing jobs. Their salaries after the switch rose 3% to $38,310, compared with a salary increase of 4% to $41,408 for all women respondents.

Average age of job-changers was 37 for men and 31 for women. The men have been in advertising/marketing an average of 11 years vs. six for women.

The most active job market was in the West South Central states (Texas, Oklahoma, Louisiana, Arkansas) where 25% of regional respondents changed jobs since '90.

The Southeast, from West Virginia to Florida, ranked second at 19.7%. The Midwest, basically north and east of the Ohio and Mississippi Rivers, ranked third in job changes at 19.2%. It is not known if the job moves were inside or outside the region.

Regional pay varies

Of the five dominant ad regions surrounding hubs—New York-Philadelphia, Chicago-Detroit, Dallas, Atlanta and Los Angeles-San Francisco—the New York-Philadelphia region led in salary size, averaging $58,700 in 1991 and an anticipated $61,200 in 1992.

That compares with an average $48,000 in 1991 and an expected $52,200 in 1992 for the Midwest region dominated by Chicago, and a current $54,900 and anticipated $60,900 on the West Coast.

Advertising professionals in all regions have doubts their standard of living can keep pace with levels enjoyed in 1989 through 1991. In the New York-Philadelphia region, for example, 62% of respondents say their standard of living increased since 1989. But only 45% believe their standard of living will improve in 1992, and 53% see either a decrease or no change even with salary increases. This pattern is universal.

Survey nuggets

- 93% of respondents are Caucasian, not including a Hispanic 2%; 3% are black and 1% Asian.
- Average salary is $54,526 in 1991, with $58,651 expected in 1992; not included in salary is an average bonus of $10,022 in 1991 and average pension contribution of $4,832.
- Of 493 total respondents, 235 are from agencies, 246 from clients and the remainder not identified.
- Among clients, advertising titles drew the second-largest number of responses, the most popular title being ad manager at an average pay of $50,021 for men and $35,101 for women.
- About 59% of respondents view changing jobs as the quickest way to increase income; 17% believe staying put can do the same trick; 12% see changing fields a better solution "to getting ahead" than leaving or staying.
- 16% of respondents have changed jobs since 1990.
- The New York-Philadelphia region drew the most responses—23.5% of the sample—closely followed by the Midwest (largely Chicago), 21.1%; and the West Coast, 13.6%.
- The benefits identified as among the more important by men and women respondents were low-cost health insurance (26.2% of respondents), pension (17.5%), annual bonus (17.4%) and profit sharing (11.4%). □

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TRACKING SHARES

The best way to reach black TV viewers

Black viewers' favorite TV shows differed widely from those of general audiences during the 1990-91 TV season. Ratings are from Nielsen's Television Index for September 1990-April 1991.

TOP 10 SHOWS AMONG BLACKS	Rating among Blacks	Rating among Gen'l aud.
A Different World (NBC)	43.6	18.0
The Bill Cosby Show (NBC)	39.0	17.4
Fresh Prince of Bel Air (NBC)	34.2	13.2
In Living Color (Fox)	31.1	10.4
In the Heat of the Night (NBC)	27.7	15.2
Family Matters (ABC)	27.3	15.8
Blossom (NBC)	27.1	11.3
Cheers (NBC)	26.4	21.5
Amen (NBC)	25.5	10.1
Ferris Bueller (NBC)	25.4	11.1

TOP 10 PRIME-TIME SHOWS	Rating among Gen'l aud.	Rating among Blacks
Cheers (NBC)	21.6	26.4
60 Minutes (CBS)	20.6	18.7
Roseanne (ABC)	18.2	15.1
A Different World (NBC)	17.9	43.6
The Bill Cosby Show (NBC)	17.4	39.0
Murphy Brown (CBS)	16.9	12.8
America's Funniest Home Videos (ABC)	16.9	7.1
Empty Nest (NBC)	16.7	19.9
Designing Women (CBS)	16.7	13.9
America's Funniest People (ABC)	16.7	10.5

Source: Nielsen Media Research

Blacks reveal TV loyalty

MEDIA WORKS

While overall ratings for the Big 3 networks continue to decline, a BBDO Worldwide analysis of data from Nielsen Media Research shows that blacks in the U.S. are watching network TV in record numbers.

"Television Viewing Among Blacks" shows that TV viewing within black households is 48% higher than all other households. In 1990, black households viewed an average 69.8 hours of TV a week. Non-black households watched an average 47.1 hours.

The three highest-rated prime-time series among black audiences are "A Different World," "The Cosby Show" and "Fresh Prince of Bel Air," Nielsen said. All are on NBC and all feature blacks.

"Advertisers and marketers are mainly concerned with age and income, and not race," said Doug Alligood, VP-special markets at BBDO, New York. "Advertisers and marketers target shows that have a broader appeal and can generate a large viewing audience."

Mr. Alligood said this can have significant implications for general-market advertisers that also need to reach blacks.

"If you are running a general ad campaign, you will underdeliver black consumers," he said. "If you can offset that delivery with those shows that they watch heavily, you will get a small composition vs. the overall audience."

Hit shows—such as ABC's "Roseanne" and CBS' "Murphy Brown" and "Designing Women"—had lower ratings with black audiences than with the general population because "there is very little recognition that blacks exist" in those shows.

"This turns off black viewers who want to see a world that acknowledges blacks, even if they are not the star," he said.

A network show won't be successful unless it also attracts a large black audience, said Ken Smikle, president of the African American Marketing & Media Association, an organization of black-owned ad agencies and communications companies.

"The more advertisers are interested in reaching this audience, the more networks and independent stations will be interested in delivering this audience," he said. □

MEDIA STRATEGY: HONDA

ABC, Honda revive cast commercial

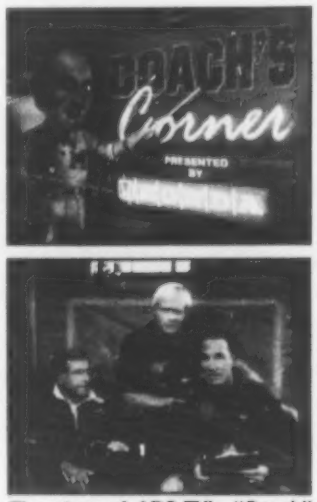
Details on the media strategy of a recent campaign.

Cast commercials are coming back to TV, years after casts of prime-time shows like "The Beverly Hillbillies" would sit down to breakfast and eat a bowl of Kellogg's Corn Flakes.

While the networks have been integrating advertisers' plugs into their program promotions for about a year, none involved pitches from stars of a network series. Until now.

Starting last month and running through yearend, ABC is using "Coach" star Craig T. Nelson to plug American Honda Motor Co. in an integrated program/product promotion called "Coach's Corner."

The 30-second spots air Monday night at the end of ABC's "MacGyver," leading into "NFL Monday Night Football," and show Mr. Nelson and co-star Jerry Van Dyke bantering about the upcoming game. The segment is followed by a 15-second Honda commercial and a tagline delivered by Mr. Nelson that alludes to Honda.



The stars of ABC-TV's "Coach" pitch for Honda in a comeback for cast commercials.

The initial flight carried a public safety spot with Honda highlighting airbags. Mr. Nelson follows the spot, saying, "Don't forget to buckle your seat belt." In other spots that feature specific Honda models, Mr. Nelson says, "Stick with No. 1."

The promotion is a value-added element to Honda's sponsorship of "Coach," with Honda paying standard rates for the :15.

The deal works on several levels, said Chuck Bachrach, senior VP-director of national programming and purchasing at Honda agency Rubin Postaer & Associates, Los Angeles. It promotes "Coach" for ABC, gives Honda an "island of programming that sets it apart from the sea of surrounding automotive ads" and lets Honda reach the desirable "Monday Night Football" audience.

"We couldn't get into 'Monday Night Football' because we were already blocked out by other automotives that had bought the category exclusively," Mr. Bachrach said. "This gave us an opportunity to reach male viewers and hopefully get some of the lead-in viewers to 'Monday Night Football.' " □

MEDIA MIX

News briefs on print, electronic and alternative media.

Paperless trail. Group W Satellite Communications has developed an electronic system that takes much of the paperwork out of cable TV buys. The service, dubbed Traffic & Sales Service System, currently is being used by TNN: The Nashville Network and CMT: Country Music Television and has been licensed by the Monitor Channel. Regional sports cable network Home Team Sports plans to start using it next month. The service, which is similar to competing systems being used by Turner Broadcasting Systems and USA Network, electronically generates sales proposals, contracts and audience performance reports.

A slice of pay-per-view. Pizza Hut will tie into Viewer's Choice's Dec. 4 pay-per-view event, "The Judds: Their Final Concert," with a local promotion in San Diego. Four of the local cable systems carrying the event in the San Diego area will offer a $5 discount off the pay-per-view concert to all customers who order a pizza delivery from Pizza Hut for three weeks leading up to the event.

Black radio merger. Sheridan Broadcasting Networks and NBN Broadcasting, two leading black-owned radio networks, merged Oct. 25. The new company consists of National Black Network, Sheridan Broadcasting Network, STRZ Entertainment Network, SBN Sports Network and SPM Radio Network.

Cruising. The February issue of *YM*, will include the debut of a first-person column from Hollywood heartthrob Tom Cruise. Mr. Cruise will contribute to the magazine for the next four issues. The issue will also feature a 12-page pullout booklet highlighting how various celebrities do their hair. The closing date is Nov. 22. A b&w page is $15,835 and a color page is $24,710.

Pizza Hut will team with Viewer's Choice for The Judds' farewell concert.

Columbus, y'all. TNN: The Nashville Network on Jan. 20 will launch a 38-week, ad-supported campaign celebrating the 500th anniversary of Christopher Columbus' first voyage to the New World. The campaign, titled "TNN Explores America," will include sponsored contests, promotions and special telecasts.

Oprah expands. Oprah Winfrey's Harpo Productions will produce all four of ABC's "Afterschool Specials" next season. The specials include a documentary and two reality programs hosted by Ms. Winfrey. The last of the four specials will be based on a yet-to-be announced concept submitted by a teen-ager through a contest sponsored by ABC in conjunction with *Seventeen*. In addition to the four Harpo productions, Ms. Winfrey will introduce repeats of "Afterschool Specials."

A super move. After 37 years of letterpress printing, DC Comics will switch to offset starting the week of Jan. 14. DC, which publishes comic books featuring Superman, Batman and other classic characters, will also move to a whiter stock that will produce more vibrant colors.

"The new books will be printed with 85-line screen, an improvement over the old 65-line screen. We'll be able to do bleeds for the first time," said Production Director Bob Rozakis.

Going public. New York public TV station WNET, Channel 13, has restructured its marketing department and begun an aggressive campaign to court corporate budgets that traditionally would go to commercial media outlets. The station has launched a newsletter titled *Thirteen & Company* and is now making regular sales calls on ad agencies and clients for national corporate underwriting sponsorships. □

NEWSSTAND

Advertising opportunities in print.

Entertainment Weekly, New York, "1991 year in review" special double issue; Dec. 27-Jan. 9 issue; ad close: Nov. 25. B&w page: $17,500; color page: $22,900.

Nation's Business, Washington, "Accounting software" special editorial section, January issue; ad close: Nov. 25. B&w page: $25,820; color page: $38,600.

Golden Years, Melbourne, Fla., "Use it or lose it" special editorial section, January/February issue; ad close: Nov. 27. B&w page: $11,880; color page: $15,290.

New York Magazine, New York, "The food of New York" special yearend double issue; Dec. 23-Dec. 30 issue; ad close: Dec. 2. B&w page: $17,980; color page: $28,300.

Southern Accents, Birmingham, Ala., "Window shopping" special editorial section, February issue; ad close: Dec. 2. B&w page: $12,900; color page: $16,500.

Southern Living, Birmingham, Ala., "Winners of the Southern Home Award" special ad section, February issue; ad close: Dec. 2. B&w page: $44,960; color page: $63,400.

Parade, New York, "Revolutionary advances in surgery" special editorial section, Jan. 12 issue; ad close: Dec. 5. Color page: $362,400.

USA Today, New York, "Bowl games" special editorial section, Dec. 30 issue; ad close: Dec. 9. B&w page: $66,131; color page: $85,971.

Tennis, Trumbull, Conn., "International tour preview" special ad/editorial section, February issue; ad close: Dec. 10. B&w page: $26,300; color page: $39,450.

Audubon, New York, "1992 collector's issue" special issue; March-April issue; ad close: Jan. 1. B&w page: $11,770; color page: $19,465.

USA Weekend, New Yor "Winter Olympics" special issue, Jan. 31-Feb. 2 issue; ad close: Jan. 3. B&w page: $190,575; color page: $225,000.

Movieline, Los Angeles, "Young Hollywood" special editorial section, March issue; ad close: Jan. 13. B&w page: $4,021; color page: $5,500.

Parenting, New York, "Interfaith families" special editorial section, April issue; ad close: Jan. 15. B&w page: $21,895; color page: $29,195. □

Promotions get boost

Survey finds higher spending plans for '92

By Scott Hume

The prospects for 1992 spending on sales promotion programs are good, but that may not be reflected in promotion agency billings.

Of 50 U.S. and Canadian marketers surveyed last month for the Council of Sales Promotion Agencies, 64% said their approved plans for 1992 call for higher total sales promotion budgets than in 1991. Another 28% said next year's budget will be the same as this year, and 8% said the sales promotion budget will be lower.

Among those that set higher budgets for 1992, 60% said spending will involve the same types of programs or tactics used this year. Among marketers that plan new programs, the most commonly mentioned were direct marketing and local promotions or events.

But the increased spending for direct and event marketing won't necessarily be billed through sales promotion agencies.

The 50 companies surveyed were asked which promotion expenses are billed through promotion agencies. Display/point-of-purchase work is billed through agencies by 58% of responding companies; fulfillment by 50%; event marketing by 48%; printing by 46%; direct marketing and premium purchasing each by 44%; and promotional media, including media buying, by 38%.

Those percentages suggest agencies can best increase billings growth by expanding capabilities in areas such as direct marketing and media buying.

The marketers seemed to be interested in increasing their promotion agencies' level of involvement. Asked whether in 1992 they plan to get their promotion agencies involved in new areas, 48% said yes. Another 42% said no, and 10% are undecided.

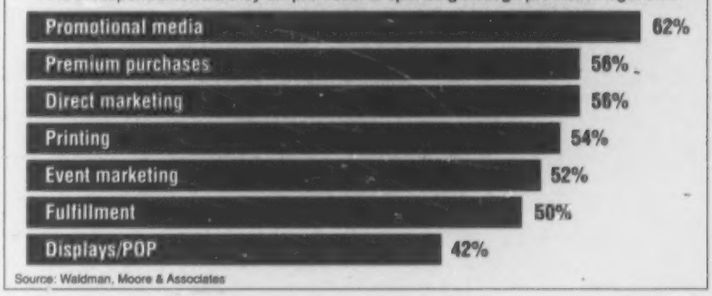
Among those that said yes, most said they will look for help with strategic planning, followed by trade promotion, direct marketing and meeting planning.

Three-quarters of respondents said no promotional programs have been canceled for 1992 or moved to a different area within their companies. Free standing inserts represented the most frequently mentioned canceled program.

The survey was conducted by Waldman, Moore, & Associates. The companies, surveyed by telephone Oct. 1, represent 29 business categories and are all served by CSPA member agencies. □

What's not spent at sales pro shops

While spending on sales promotion may rise, billings by sales promotion agencies don't necessarily rise accordingly. The CSPA survey asked 50 client companies to list areas of promotion expenditures that aren't billed through their sales promotion agencies. Only 14% of respondents said they bill promotional spending through promotion agencies.



Source: Waldman, Moore & Associates

CYNTHIA WATSON

Lotus drops destruction oath

By Alan Radding

Lotus Development Corp. has backed down from a promotion that brought new meaning to "guerilla marketing."

The in-store discount promotion for its 1-2-3 spreadsheet software began early this month but backfired when customers objected to Lotus' requirement that they destroy copies of competing software products.

To get a discount, customers had to bring in the title page from the manual for Microsoft Corp. or Borland International's spreadsheet. Customers then were asked to sign a form promising to destroy their copies of Microsoft's Excel or Borland's Quattro Pro within 90 days.

After a flurry of complaints, Lotus changed the promotion.

"We now require the customer to install the program on the same computer as the current spreadsheet," enabling users to run each program, a Lotus spokesman said.

The policy change will be communicated directly to software retailers; new pledge cards are being printed.

Lotus started its first in-store discount upgrade promotion in September 1990, countering a Borland promotion that offered a discounted copy of Quattro Pro if customers proved ownership of Lotus' 1-2-3.

Lotus then offered a deeply discounted advanced version of 1-2-3 in-store to customers who proved ownership of 1-2-3 and promised to replace the old version with the new. The goal was to discourage customers from passing along the old copy to a new user.

By automatically extending the same requirements to a promotion involving competing products, Lotus forced customers who wanted to use both products into technically violating the software license agreement.

While it's unlikely Lotus would have taken legal action against individual users not destroying competitors' products, software publishers have taken a hard line on piracy by large corporate customers.

Spreadsheet software discounting has been rampant for two years as Borland and Microsoft chip away at 1-2-3's share, now about 50% of unit sales, down from 70% in 1989.

Borland and Microsoft continue to target Lotus customers with aggressive price promotions. Borland is running a promotion themed "One, Two, Free," offering buyers of Quattro Pro or Paradox database programs two of three other Borland products free.

Microsoft is offering 1-2-3 customers an upgrade to the latest version of Excel, available in-store or by phone.

Lotus handles promotions in-house; Hill, Holliday, Connors, Cosmopulos, Boston, handles advertising.

Borland does promotions and advertising in-house; Ogilvy & Mather, San Francisco, is Microsoft's agency. □

BRIEFS

■ **Federal Express Corp.** is mailing a new, free magazine, *Via FedEx*, to 350,000 secretaries and office workers. Wells & Miller, a Minneapolis marketing communications company, is producing the color, glossy quarterly. The magazine is a mix of feature stories, business tips and FedEx ads. Joan McPeak, Federal Express senior marketing specialist, is editor. In time, FedEx hopes to open the magazine to other advertisers.

■ **Greg Norman's Shark Shoot-out** will be held Nov. 22 to 24 at the Sherwood Country Club in Thousand Oaks, Calif. The benefit for Ronald McDonald Children's Charities will be covered Nov. 22 on ESPN and Nov. 23 and 24 on CBS. Tournament sponsors include Dole Packaged Food Corp., McDonald's Corp., Textron, Toyota Motor Sales USA's Lexus division and United Airlines. McDonald's is promoting the tournament through in-store materials via Frankel & Co., Chicago.

■ **Council of Sales Promotion Agencies** has five new members: Communique Group, Newton, Mass.; Group One Communications Corp., Minneapolis; M. Promotional Marketing, Toronto; Ross Roy Communications, Bloomfield Hills, Mich.; and Sales Aides International, Melrose Park, Pa.

■ **VH-1: Video Hits One** on Nov. 17 broke a consumer sweepstakes backing the revival of "Shindig," a weekly TV show that aired in the mid-1960s and showcased popular musicians. A 25th anniversary show is planned for Dec. 7; sponsors include Wendy's International, Prodigy Services Co. and Kmart Corp.

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TV nets warming to condom ads

By Pat Sloan and Joe Mandese

Condom marketers are quickly rejiggering their ad plans to include TV following Fox Broadcasting Co.'s decision to accept condom commercials.

The scramble follows basketball star Earvin "Magic" Johnson's announcement he tested positive for HIV.

Fox last week said it will break with tradition and accept condom commercials that focus on disease prevention. The network already has been approached by at least two, unidentified marketers and is reviewing their commercials, said Andi Sporkin, VP-publicity and public relations.

While CBS and NBC said they will review their policies prohibiting such spots, ABC said it will still prohibit them. Local affiliates of the Big 3 have run condom spots.

Carter-Wallace, the No. 1 condom marketer, will consider TV, a spokeswoman said. The company wouldn't comment further.

Schmid Laboratories, marketer of Ramses, Sheik and Protex prophylactics, said it plans to air on Fox "The Gift," a 30-second spot for its Ramses Extra brand. The commercial first ran on local New York stations in 1987. Schmid President Ken Matthews said he couldn't give an airdate.

Schmid, the No. 2 player in the U.S. market, also said it plans to bring its Ramses Safe Play youth brand to the U.S. from the U.K. early next year and will advertise the brand on Fox.

"We're in the process of producing a spot for a [Safe Play] campaign," said C.J. Key, president of Key Concepts, the San Francisco marketing company working with Schmid on the introduction.

Mr. Matthews said Safe Play is scheduled to ship to retailers by February; he wouldn't disclose the introductory ad budget. McCann-Erickson Worldwide, New York, is Schmid's agency.

Besides TV, Safe Play will be supported by print and radio ads, sampling and couponing, and will be the sponsor of the "MTV College Tour: Sex in the '90s."

Meanwhile, No. 3 Ansell-Americas may resurrect a campaign for its LifeStyles brand that first ran in 1986.

CYNTHIA WATSON

Themed "I'll do a lot for love, but I'm not ready to die for it," the :30 was created by then Della Femina, Travisano & Partners, New York.

Ansell is also breaking a disease prevention print campaign in December magazines via current agency Koenig & Associates, Shrewsbury, N.J.

Marie Kraemer, LifeStyles product manager, said Ansell is considering airing the 1986 campaign on Fox.

The company is also considering TV and radio versions of its new print campaign, which uses copy such as "An ounce of prevention because there is no cure," "It was only once" and "Sexually transmitted diseases foiled again," Ms. Kraemer said.

Both the 1986 LifeStyles commercial and "The Gift" were part of a wave of commercials that followed former Surgeon General C. Everett Koop's recommendation that condoms be used to prevent AIDS.

The LifeStyles spot made sex a life and death issue, while the Ramses commercial promoted parental involvement.

In "The Gift," created by then Ogilvy & Mather unit Euramerica International, a father writes to his son in college, warning him of herpes and AIDS, and encloses a Ramses condom.

While Schmid Laboratories hasn't yet produced a Safe Play spot, it's toying with three concepts, one of which is shown here (l.) in animatic form. LifeStyles (top) minces no words in its pitch.

Della Femina resigned the LifeStyles account in 1987 after *Time* quoted an Ansell executive as saying, "AIDS is a condom marketer's dream."

Now, condom marketers may again face criticism.

"What fascinates me is that there has been all this media attention on condom commercials but no one can figure out why no condom commercials were being offered," Fox's Ms. Sporkin said. "This is the first time in two years that we've been approached about a condom commercial."

In fact, condom marketers in the past have resisted heavily investing in U.S. TV commercial production because of the limited outlets available, and the time and programming limitations set by stations that accepted them.

Further, sales haven't warranted megabudgets, with most marketers holding annual measured media spending to the $3 million range.

Schmid, for instance, will spend $10 million on advertising and promotion this year, but 70% of that will be spent outside measured media.

According to industry estimates, the annual growth rate of the U.S. condom market is 3% to 5% compared with 7% worldwide. Some countries such as Canada, with more liberal advertising policies, have posted growth rates of as much as 10%.

Mick Maroney, general manager of Update USA, a consulting and publishing company that specializes in consumer healthcare, predicted any upward sales blip now will also be short-lived.

He also said the fear of appearing to be trying to capitalize on the AIDS issue may prevent some companies such as Johnson & Johnson from entering the U.S. market.

"They tried once before and are now keeping an eye on it," he said. "But even if they are interested, I'm sure they would not like the timing now."

J&J had no comment. □

Johnson plans for future ads

By Gary Levin

A Washington, D.C., company that matches corporations with sports figures is discussing a deal with Burroughs-Wellcome Corp., marketer of the AZT AIDS-treatment drug, for Earvin "Magic" Johnson to appear in public service spots urging testing for the virus.

Mr. Johnson, the basketball star who shocked the world by disclosing he tested positive for HIV, is setting up a foundation that will determine where money from endorsement deals will go and, presumably, what kinds of projects he will consider.

Stephen Disson, president of D&F Consulting, is handling the negotiations for Burroughs-Wellcome, a client.

At this point, all Mr. Johnson has determined is that he wants to fund AIDS research, education and care, but no organizations have been identified as beneficiaries.

"We're still looking at the proper way to do this," said Lon Rosen of First Team Marketing, Mr. Johnson's agent. "That's still a couple of days away.

"All of his sponsors want to get involved, which makes us happy. But we need to take some time."

Converse said it will start a $1 million public service campaign by yearend on network TV and radio.

Themed "Magic's athletes against AIDS," the effort from Ingalls, Quinn & Johnson, Boston, will support education and research on the disease and will feature other Converse basketball endorsers. Mr. Johnson OK'd the effort.

E. Johnson

Converse President Gib Ford said Mr. Johnson will continue to appear in product advertising. Mr. Johnson's Converse contract extends through 1995.

Spalding Sports Worldwide will continue to market the Magic Johnson basketball and will seek the athlete's permission to issue promotional or commemorative items, profits from which would be donated to the foundation.

Mr. Johnson, whose contract extends through mid-1995, is paid royalties on sales of the basketballs in exchange for his endorsement.

Target Stores initially said it would pull TV spots featuring the athlete because they might be "too flippant" given the serious nature of his condition. But the discount chain decided to continue the effort from Chuck Ruhr Advertising, Minneapolis.

"We first questioned the appropriateness of the TV spot because of its humorous tone," John Pellegrine, senior VP-marketing, said in a statement. "We didn't want to appear insensitive or exploitative. However, Magic's agent has encouraged us to continue the campaign as planned."

Nestle Chocolate & Confection Co. may decide this week whether to air a new Nestle Crunch commercial. The spot, created by Jordan, McGrath, Case & Taylor, New York, was scheduled to break in January.

"A lot of things are being considered," said Linda Gavlick, Nestle public relations manager.

"Nestle is interested in staying aboard," Mr. Rosen said last week.

Pepsi-Cola Co. last week said Mr. Johnson won't appear in an upcoming commercial because the basketball star asked to be excused from the shoot due to vacation plans.

Gary Gerdemann, Pepsi's public relations manager, said no decisions have been made regarding Mr. Johnson's future commercial appearances because the company hasn't yet met with him.

The news has hit overseas, too.

Campofrio, Spain's leading meat products marketer, put its entire 1992 marketing and ad strategy on hold until an new focus could be found. Mr. Johnson was the star of a $10 million marketing campaign created by Young & Rubicam, Madrid, slated to run through 1992.

The major marketers that have deals with Mr. Johnson currently provide him with about $12 million in annual income.

David Burns, president of Burns Celebrity Service, said few of the marketers will embrace social causes at the expense of product marketing.

"They're not going to spend any money digressing with this," he said.

Said Mr. Disson: "Their business is to sell their products . . . not to use him in a public service capacity." □

Contributing to this story: Pat Sloan, Alison Fahey, Bradley Johnson, Bob Geiger and Cleveland Horton.

Survey

(Continued from Page 3)

WWMT, Grand Rapids, Mich.

Denver ABC affiliate KUSA accepts condom ads after 9 p.m., but there's been little action from condom marketers, said Joe Franzgrote, VP-general manager.

"There has been little money available in any event," Mr. Franzgrote said.

Fox revised its position about six months ago but was approached only recently by a marketer seeking to air a condom commercial, said Andi Sporkin, VP-publicity and public relations.

Ms. Sporkin said the network would air condom spots only after 9 p.m. (ET) and not in any family-oriented programming such as "The Simpsons."

"We have not been approached in two years about a condom commercial, but about six months ago we began re-evaluating our position on it, assuming we would be approached in the future," Ms. Sporkin said. "We decided that we are open to the idea of a condom commercial, but it really came down to the message that is in the commercial."

Schmid Laboratories recently approached Fox about running ads to introduce Safe Play, a new line of condoms targeted at teens and young adults. Schmid is the U.S. division of London International Group, which markets Ramses, Sheik and Fourex condoms.

While ads for Safe Play are still in development, Schmid may air previously produced spots for its Ramses line *(see related story above)*.

CBS and NBC are reviewing their condom policies, while ABC said it doesn't plan any changes. □

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NEWSPAPER

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LAST MINUTE NEWS

Du Pont to slash marketing $46M

WILMINGTON, Del.—Du Pont said it will eliminate at least $46 million in advertising, public relations and associated communications costs by the end of 1992. It's part of an overall plan to reduce corporate costs by $1 billion in the next one to two years. The communications cut will result in an initial consolidation of Du Pont's supplier list to less than 10 from 65 and a further consolidation early next year. Survivors so far include: Reese Tomases & Ellick and Lyons Inc., both here; BBDO Worldwide, New York; Young & Rubicam, Wilmington, Detroit and New York; Ketchum Communications, Philadelphia; Saatchi & Saatchi Advertising Worldwide, Rochester, N.Y., and New York; and N W Ayer, New York.

Kellogg to test topped Eggos

BATTLE CREEK, Mich.—Kellogg early next year will start testing Eggo Fruit Top frozen waffles. Designed for the microwave, the product features apple, blueberry, peach and strawberry fruit spreads atop the waffles. Eggo Fruit Top will reach stores in the Northeast in January, supported by spot TV and couponing. Leo Burnett USA, Chicago, handles Eggo.

Green Seal issues standards

WASHINGTON—Green Seal has released its first environmental standards, for toilet and facial tissue products. The group hopes to issue its first seal after products are tested early next year. The paper used

(Continued on Page 8)

INSIDE

Rate cut: 'First for Women' deals with circulation problems. **Page 10.**

Ad Review: Little Caesars' spot is cheesy. **Page 37.**

Burnett's discount grab

Agency seeks magazine deals for group of advertisers

By Scott Donaton

Leo Burnett Co. wants magazine publishers to restructure traditional media buying practices by granting the agency volume discounts for a particular group of clients.

The controversial request is being met with stiff opposition by most publishers, who fear that such a plan would open up a "Pandora's box" of rate negotiation.

The Chicago-based agency has approached publishers of women's service, newsweekly and business titles in recent weeks, asking them to allow discounts based on the combined spending of a group of the agency's clients.

The Burnett plan would fundamentally alter media buying in the U.S., where the clout in media negotiations traditionally lies with the individual clients, not the agency.

Most publishers have not yet responded to the request, but many said they would reject it.

"We all play with fire, but this one is over the edge. It doesn't seem to be going over very well."

"We definitely will say no to them," said the publisher of a women's service magazine who asked not to be identified. "We all play with fire, but this one is over the edge. It doesn't seem to be going over very well."

A Burnett spokesman declined to confirm specifics of the plan, but sources close to the agency said Burnett has been exploring agency discounts and hasn't yet received feedback from publishers.

Agency discounts are common in Europe, where agencies and buying services purchase media time and space in bulk and then sell it to clients. Agencies with the most volume command the deepest discounts under that system.

The concept of agency discounts last surfaced in the U.S. in early 1990, when Saatchi & Saatchi Advertising, New York—after being offered an agency discount by *First for Women*—broached the topic with its cli-

(Continued on Page 34)

Texas unleashes new ad probes

By Jennifer Lawrence

The Texas attorney general's office is going after national advertisers with a barrage of investigations.

Signaling a broad-scale industry investigation of advertising aimed at underage drinkers, Texas Attorney General Dan Morales last week requested samples of 1991 advertising from six companies: Adolph Coors Co., Bacardi Imports, Jos. E. Seagram & Sons, Anheuser-Busch Cos., Heublein and Miller Brewing Co.

A Nov. 20 letter from Texas Assistant Attorney General Stephen Gardner asked the companies to provide the ads by Dec. 2 and to attend individual meetings in Dallas on the issue the week of Dec. 9.

In letters also dated Nov. 20, Mr. Gardner told NBC and four advertisers that bought time on its recent sports special, "Jock Spots," that his office is investigating the "connection between paid commercial time for a number of products and the placement of those products within the NBC's 'Jock Spots' program."

The investigation isn't limited to that one instance, the letter said.

The advertisers who received the letter are Bristol-Myers Squibb Co., Nike, Coca-Cola Co. and Sara Lee Corp.

Texas' multipronged attack makes it clear that states won't back away from regulating national advertising —even as federal agencies exercise more muscle and advertisers complain of having to answer to 50 states.

Until recently, the federal

(Continued on Page 36)

A Right to Life spot in Michigan recites statistics about abortions and couples waiting to adopt.

Abortion ads to heat up election year

By Cleveland Horton

As the presidential election year approaches, the highly charged issue of abortion is becoming the subject of an increasing number of ad campaigns.

Although recent efforts have surrounded specific legislation, these campaigns offer a glimpse of the strategies proponents and opponents of abortion rights plan to follow. They also indicate the willingness of organizations on both sides to spend money on media blitzes to further their viewpoints.

With 435 congressional and 35 U.S. Senate seats up for grabs, along with a dozen governorships and many other state offices, the amount of abortion-related advertising is virtually guaranteed to grow.

Adding fuel to the fire, the U.S. Supreme Court is close to considering a case many expect could produce a decision overturning its landmark *Roe vs. Wade* decision, which struck down restrictive state abortion laws in 1973.

Last week in Michigan, the state chapter of Right to Life launched a statewide campaign supporting adoption as an alternative to abortion. The TV campaign is scheduled to run through mid-January on 18

(Continued on Page 36)

Coke thinks regional in U.S.

GSD&M gets Texas ads; marketer may take bye on Bowl

By Alison Fahey and Jennifer Lawrence

As Coca-Cola USA gears up for its first global ad campaign, the soft-drink marketer is retooling its U.S. marketing and media strategies.

Underscoring a new emphasis on regional marketing, Coca-Cola recently tapped GSD&M, Austin, Texas, to create advertising for Coca-Cola Classic in Texas.

In another unusual move, Coca-Cola is considering sitting on the sidelines during the upcoming Super Bowl XXVI.

GSD&M, a $150 million shop, was awarded the estimated $10 million Texas account. It's unclear whether Coca-Cola considered other agencies, including McCann-Erickson Worldwide, New York, longtime agency of record for Coca-Cola Classic.

The move appears to be yet another blow to McCann, which operates Houston and Dallas offices.

In September, Coca-Cola named Creative Artists Agency its "worldwide media and com. unications consultant," sparking speculation that McCann's role in the company's marketing efforts was diminishing.

"We are stepping up our emphasis and involvement in local activity."

"We are stepping up our emphasis and involvement in local activity, and we will be using local media and events where possible to accomplish this," M. Douglas Ivester, Coca-Cola Co. senior VP and president of Coca-Cola USA, told analysts last week in Atlanta.

One insider called the Texas effort, which may start as early as next spring, "a huge Texas initiative for Coke Classic and maybe other products." GSD&M couldn't be reached for comment.

McCann, which will continue to buy media

(Continued on Page 36)

NEWS SUMMARY

■ **Magazine publishers** are resisting a request from Leo Burnett Co. to grant volume discounts for a group of clients. 1

■ **Coca-Cola Co.,** readying its first global ad campaign, is stepping up local marketing activities in the U.S. 1

■ **The abortion issue** is becoming the subject of an increasing number of ad campaigns from groups on both sides as the presidential election year approaches. 1

■ **Long-distance telephone** marketers are offering an array of new incentives to win over customers. 3

■ **Lower-fat seafood products** will be introduced by Campbell Soup Co.'s Mrs. Paul's unit and by ConAgra. 3

■ **Military recruitment** ad budgets are expected to drop again next year. 3

■ **Joel Hochberg** will leave as president of domestic marketing at 20th Century Fox Film Corp. 3

■ **Straight Arrow Publishers** will introduce a new magazine, *Men's Journal*, next year. 4

■ **Henkel** will appoint a new international agency network for its European detergent advertising. 4

■ **Retailers** are cutting prices on key merchandise for the holiday season and are stressing value in their advertising. 10

■ **'First for Women'** will lower its rate base 40% in March to 1.5 million and will cut some ad rates. 10

■ **Anheuser-Busch** said as much as half of its $100 million increase in marketing spending next year, when it will tie in with the Olympics, will be a permanent budget increase. 12

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■ **Polaroid** said its value-oriented strategy will lead to a 46% increase in camera sales this year. 33

■ **'National Geographic'** signed Chrysler Corp. as exclusive sponsor of a new editorial section, "On Television." 35

■ **Japanese TV networks** will run a number of programs observing the 50th anniversary of Pearl Harbor. 37

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Olympic test for CBS

New teams must sell remaining inventory

By Joe Mandese

The first test of a new sales structure for CBS will be selling the remaining slots in the network's 1992 Winter Olympics programming.

In shifting Dec. 1 to an account team approach from a traditional daypart sales system, CBS is under the gun to sell the rest of its Olympics inventory.

With less than three months before the Games start airing on Feb. 8, about 15% of the inventory remains unsold. That 15% will be the hardest to sell because it's unlikely advertisers coming in this late would commit to full category sponsorships.

Those sponsorships, which can cost as much as $50 million, are usually bought well in advance to build on heavy pre-Olympics marketing programs.

Key categories still unsold include fast-food and financial services. CBS was also unable to sell half of the beer category to Miller Brewing Co., which only bought one-third. Anheuser-Busch had already purchased the other half.

Sold categories include airline (Delta Air Lines and United Airlines); computer (Apple Computer); telecommunications (AT&T Co. and US Sprint); and import car (American Honda Motor Co. and Subaru of America). There have been substantial buys from the U.S. Army and Bugle Boy Industries.

CBS will have to sell the remaining inventory based on straight media value, which will be difficult in the current network marketplace.

"That will be our first-quarter mission," said Senior VP-Sales Joseph Abruzzese, who called the new structure the "perfect way" to sell the inventory.

Under the system, sales executives can cross-sell any daypart they want. Previously, moving across dayparts required going higher up the sales ladder.

Currently, first-quarter costs per thousand for prime-time inventory on the Big 3 networks average about $7.50, half the prime-time Olympics CPM of $15.

To help preserve Olympics rates, CBS is expected to heavily package that inventory with other dayparts, primarily prime time and other first-quarter sports, including the National Football League playoffs, Super Bowl and the National Collegiate Athletic Association basketball championship tournament.

For example, CBS recently cut an estimated $10 million first-quarter deal with Merrill Lynch & Co. for a buy that includes the Super Bowl and Olympics.

The network also cut a small multiple-daypart/Olympics deal with Rubbermaid.

Those deals were straight media buys and don't include the marketing extras category sponsors get.

CBS is also expected to try to shift advertisers out of some heavily sold prime-time shows, including its hot Monday night schedule, into the Olympics. That would free up valuable inventory for other packages.

The network has very little first-quarter prime-time inventory because it was so heavily sold during the upfront selling season.

CBS' new sales system is timed to be in place well in advance of the 1992-93 upfront season.

The network will rely on five account teams to sell all dayparts. Each team will get two major agencies and a mix of smaller ones. Currently, account execs in each daypart call on a mix of agencies and clients.

Daypart managers still will set prices in each daypart, but Mr. Abruzzese said the account team leaders can depart from those guidelines to close important deals, providing they have a good rationale.

NBC is closely monitoring the new system's performance, but ABC's sales management has said it's opposed to such changes. □

Oh boy

Bugle Boy Industries' ad agency speaks for itself to young men about Bugle Boy colored denims in an eye-popping new campaign scheduled to break nationally this week on MTV: Music Television. The first in a series of four commercials created by DDB Needham Worldwide, Los Angeles, pairs steamy shots of scantily clad young women with a humorous message from the agency. The client, it says, "wanted to show a bunch of male models. We said showing nothing but beautiful women would work better." The commercial ends with the line: "We know what guys like."

McCaffrey seeks top creative exec

By Gary Levin

McCaffrey & McCall is under pressure to find a top creative director quickly as the agency fights to keep two of its largest accounts.

John Doig, 42, McCaffrey's deputy chairman and chief creative officer, last week said he will join Earle Palmer Brown Cos.' Bethesda, Md., office as exec VP-creative director.

Robert Cherins, chairman-ceo at McCaffrey, said Mr. Doig's departure was anticipated for several months and is unrelated to the review of Mercedes-Benz of North America's $100 million account or the $30 million Bacardi Imports review.

Mr. Cherins said he hopes to replace Mr. Doig soon. Just how soon that happens will have some bearing on the New York-based agency's ability to keep those accounts and win new business.

For example, the agency is competing with several other shops for Compaq Computer Corp.'s $30 million North American account, now at Ogilvy & Mather, Houston.

"The times are not ideal, but people still want to get into a situation like this with an equity opportunity," Mr. Cherins said. "There's healthy interest, and that's been surprising."

"Given the state of the economy now and the lack of jobs at that level . . . there are better people available than there were," said Judy Wald, president of the Judy

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CONSUMER MAGAZINE AD LINAGE

	October 1991	October 1990	Year-to-date 1991	Year-to-date 1990
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	164.5	132.1	1,318.4	1,456.0
Automobile Magazine C.	65.3	69.2	664.0	643.9
Car & Driver C.	99.5	119.9	1,053.0	1,085.6
Car Collector & Car Classics	24.0	20.0	224.0	211.0
Car Craft	52.6	85.7	592.4	712.8
Circle Track	65.9	68.3	796.4	803.8
Cycle	34.7	37.1	409.2	408.1
Cycle World	47.0	36.2	472.6	444.2
Dirt Rider	40.6	50.3	404.1	421.7
Dune Buggies & Hot VWs	84.7	86.4	725.3	738.4
Easyriders	37.4	28.8	385.6	281.4
Family Motor Coaching	150.7	145.7	1,613.4	1,678.3
Four Wheeler C.	76.4	83.0	771.3	828.4
Hot Rod C.	46.7	68.0	616.1	681.4
Motorcyclist	27.6	31.2	443.3	414.7
Motor Trend C.	61.3	94.3	683.4	763.0
Motorhome	81.8	96.7	816.7	1,058.0
Petersen's 4 Wheel	68.4	88.1	710.7	832.2
Rider	23.3	25.8	310.1	328.9
Road & Track C.	88.1	110.3	897.5	945.8
Trailer Life	70.0	89.1	816.9	926.6
Total Group	**1,410.6**	**1,565.8**	**14,724.3**	**15,664.0**
% change	**-9.9%**		**-6.0%**	
■ Boating & yachting				
Boating	84.8	97.9	929.9	1,215.1
Chesapeake Bay	40.5	51.0	327.2	435.0
Cruising World	174.2	190.2	1,072.7	1,159.8
Lakeland Boating (11X)	51.0	55.5	624.5	761.3
Motor Boating & Sailing	80.7	92.3	937.7	1,161.4
Sail	106.0	84.9	1,001.8	1,053.8
Sailing World	57.2	61.0	480.8	540.5
Trailer Boats (11X)	35.8	28.8	500.5	599.6
Yachting C.	126.5	152.5	1,163.6	1,366.3
Total Group	**756.6**	**814.1**	**7,038.5**	**8,292.8**
% change	**-7.1%**		**-15.1%**	
■ Civic/fraternal				
Elk (10X)	17.2	19.9	146.0	145.7
Kiwanis (10X)	18.9	18.6	166.6	155.5
Lion (10X)	10.9	6.5	75.3	49.5
Rotarian	18.2	23.8	151.8	165.6
V.F.W. (11X)	30.7	31.8	252.4	259.0
Total Group	**95.9**	**100.6**	**792.1**	**775.3**
% change	**-4.6%**		**2.2%**	
■ General				
American Health (10X) C.	38.1	25.3	269.4	353.1
American Heritage (8X) C.	51.4	—	293.2	262.4
American Legion	32.3	40.5	349.8	351.7
Archaeology (6X)	—	—	153.2	159.5
Art & Antiques (10X) C.	44.0	131.3	437.6	684.6
ARTnews (10X)	79.8	138.8	684.5	965.6
The Atlantic A. C.	75.4	68.9	520.1	544.3
Bon Appetit A. C.	100.5	91.0	731.9	819.5
Buena Salud	26.8	39.2	277.0	188.3
Cable Guide C.	21.2	36.5	246.0	281.8
Caribbean Travel & Life (7X)	—	—	272.6	202.7
Conde Nast Traveler C.	156.3	126.8	856.4	858.8
Connoisseur C.	57.2	88.9	412.5	582.1
Consumers Digest (6X) C.	—	—	111.6	130.7
Cooking Light C. (7X)	—	—	314.9	295.0
Country America (10X) C.	42.4	44.8	361.5	257.3
Departures N. America (6X)	61.6	58.0	276.5	219.4
Ebony C.	74.0	72.7	764.4	851.8
Endless Vacation (8X) C.	26.9	23.9	184.9	228.7
European Travel & Life (10X) C.	44.7	56.1	335.4	418.4
Food & Wine C.	65.3	58.7	445.4	546.0
Golden Years (6X)	—	—	155.1	173.5
Gourmet C.	136.2	166.7	893.1	1,027.0
Harper's Magazine A. C.	36.8	35.5	308.3	314.9
Islands (6X)	—	—	405.6	324.7
Kiplingers Personal Finance C.	71.6	56.9	483.3	539.6
Let's Live	36.0	56.0	409.0	492.0
Life C.	44.5	39.3	390.5	521.6
Longevity C.	50.4	38.3	445.5	362.7
Mature Outlook (6X) C.	—	—	217.3	194.2
Modern Maturity (6X) C.	40.3	46.4	168.4	194.5
Money C.	131.5	104.2	959.4	981.0
National Geographic C.	24.4	27.0	233.0	222.4
National Geographic Traveler (6X) C.	—	—	214.0	224.3
Natural History C.	38.1	55.4	318.6	411.9
New Choices C.	41.1	29.2	272.5	286.5
Prevention C.	37.4	44.7	386.5	463.0
Reader's Digest A. C.	85.2	87.6	701.8	863.6
Sat. Evening Post (9X) C.	41.7	46.7	209.9	271.5
Smithsonian C.	89.8	102.4	679.0	780.3
Spin C.	61.0	51.5	476.9	425.6
Town & Country C.	131.8	190.4	835.7	1,260.4
Travel-Holiday C.	51.6	52.6	395.4	372.2
Travel & Leisure C.	163.3	138.1	1,095.3	1,129.0
Travelhost A.	115.2	118.0	1,231.4	1,231.5
US Magazine C.	36.2	81.7	362.0	588.6
Utne Reader (6X)	60.2	52.0	240.8	207.8
Vanity Fair C.	193.9	210.5	1,082.8	1,171.6
The Walking Mag. (6X) C.	41.1	29.6	174.7	111.7
Yankee C.	75.4	85.3	560.8	638.0
Total Group	**2,832.4**	**3,047.0**	**22,605.5**	**24,987.2**
% change	**-7.0%**		**-9.5%**	
■ Home				
Architectural Digest A. C.	150.6	192.2	1,031.2	1,498.7
Better Homes & Gardens C.	131.0	112.9	1,037.8	1,022.8
Colonial Homes (6X) C.	53.9	61.9	240.9	250.6
Columbus Monthly-Homes (4X)	19.5	25.6	83.9	114.5
Country Home (6X) C.	68.2	75.1	301.9	303.5
Country Life (6X)	—	—	239.8	254.7
Country Living C.	97.0	99.2	782.8	894.1
Decorating Remodeling (8X) C.	61.7	65.8	308.0	360.5
Family Handyman (10X) C.	46.3	44.2	404.0	337.3
Flower & Garden (6X)	—	—	163.9	142.4
HG C.	131.6	157.4	747.8	877.4
Home C.	66.2	79.7	464.4	563.6
Home Mechanix C.	49.7	62.8	379.8	477.8
Horticulture (10X)	42.0	31.4	384.0	416.2
House Beautiful C.	87.0	80.9	604.7	612.4
Metropolis (10X)	73.5	78.8	435.9	497.9
Metropolitan Home C.	90.5	107.4	677.3	922.2
Midwest Living C.	72.7	61.9	348.6	339.7
Organic Gardening (9X) C.	—	—	338.3	319.6
Phoenix Home/Garden	68.3	66.7	510.7	636.0
Practical Home-owner (9X) C.	46.0	51.1	397.3	365.9
San Diego Home/Garden	67.1	75.3	619.7	713.7
Southern Accents (11X) C.	78.2	82.0	408.1	606.1
Southern Living C.	116.9	110.7	993.4	1,042.3
Sunset Magazine A. C.	118.4	142.9	1,133.4	1,227.2
Workbench (6X)	—	—	150.9	130.8
Total Group	**1,736.6**	**1,865.9**	**13,188.2**	**14,927.7**
% change	**-6.9%**		**-11.7%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	184.6	211.6
Alaska Airlines	57.6	68.0	532.9	711.3
America West Airlines	53.0	82.0	626.8	800.7
American Way (24X) C.	215.0	177.3	1,334.6	1,450.7
Continental Profiles	46.6	56.0	396.9	502.5
Delta Sky C.	71.5	84.6	644.2	715.4
Pan Am Clipper	25.5	53.3	286.7	451.4
Southwest Spirit	52.7	66.5	544.7	544.6
Spirit of Aloha	36.0	32.3	350.6	341.0
TWA Ambassador (10X)	35.2	37.0	252.6	373.0
United Vis 'A Vis	87.3	90.5	695.1	715.5
US Air Magazine	79.9	86.8	660.3	652.3
Total Group	**760.3**	**834.4**	**6,510.0**	**7,470.0**
% change	**-8.9%**		**-12.9%**	
■ Men's				
Esquire A. C.	109.6	120.1	732.9	999.9
Firehouse Magazine	44.2	38.4	426.7	385.3
Gentlemen's Quarterly A. C.	173.4	211.5	1,273.9	1,615.3
M Inc. C.	84.6	82.3	552.3	702.6
Men's Fitness	41.5	28.7	363.4	271.1
Men's Health (6X)	—	—	123.1	135.4
Muscle & Fitness C.	115.2	103.2	1,172.2	1,036.9
Penthouse A. C.	55.8	50.3	619.5	518.2
Playboy A. C.	71.5	63.0	612.5	568.5
Popular Mechanics C.	77.6	90.7	592.5	682.9
Total Group	**773.3**	**788.1**	**6,469.0**	**6,916.0**
% change	**-1.9%**		**-6.5%**	
■ Metropolitan				
Aloha (6X)	—	—	190.0	233.7
Annapolitan	63.8	77.9	421.3	656.2
Atlanta	60.8	77.8	682.1	729.0
Baltimore	56.8	64.4	458.8	571.6
Boston	79.3	111.9	778.1	1,026.7
Chicago	120.0	114.8	754.7	880.0
Chicago's North Shore	75.6	86.1	757.9	891.0
Cincinnati	64.2	65.8	345.8	427.0
Cleveland	59.9	40.5	427.1	432.8
Columbus Monthly	52.4	88.3	449.9	631.5
Connecticut	65.1	87.2	596.3	837.5
D/Magazine	60.0	60.6	497.7	547.1
Detroit Monthly	83.0	76.0	470.0	582.0
Diablo	56.0	45.1	550.2	645.3
Grand Rapids	22.0	31.8	248.7	339.9
Honolulu	41.8	46.0	498.2	546.7
Houston Metropolitan Mag.	117.5	105.6	678.7	685.7
Inside Chicago (8X)	—	—	99.1	140.8
L.A. Style	102.3	133.0	796.4	1,178.0
Los Angeles	134.4	157.2	986.1	1,375.9
Louisiana Life (6X)	—	—	149.7	150.1
Louisville	49.2	47.4	428.2	410.9
Madison	28.0	46.0	336.0	456.0
Memphis	78.8	50.5	544.4	543.6
Mid Atlantic Country	57.9	54.9	551.8	494.6
Milwaukee	59.7	70.5	555.0	592.0
Minneapolis/St. Paul	95.8	116.1	845.8	1,018.2
Minnesota Monthly Mag.	58.9	61.2	524.5	629.0
New Jersey Monthly	78.2	73.9	481.4	668.3
New Mexico	37.8	47.5	419.0	441.8
New York Woman (10X)	37.5	66.2	270.5	397.6
Ohio	63.3	70.1	482.5	549.6
Orlando	69.7	93.4	819.9	902.0
Pacific Northwest (11X)	47.7	55.3	306.0	478.8
Palm Beach Life	31.3	40.3	344.7	555.0
Palm Springs Life	93.6	94.1	1,165.4	1,225.2
Philadelphia	100.9	115.5	1,047.1	1,228.9
Phoenix	35.5	33.3	283.3	353.1
Pittsburgh	56.8	69.7	608.7	643.3
Rhode Island Monthly	48.6	59.3	391.1	549.9
Sacramento Magazine	53.3	71.1	481.7	646.3
St. Louis	48.9	43.6	421.7	441.7
San Diego	111.7	123.7	981.8	1,299.7
San Francisco Focus C.	112.3	133.2	752.7	975.0
Sarasota (10X)	69.3	79.0	527.5	671.0
South Florida Magazine	73.5	71.6	497.7	792.6
Texas Monthly C.	156.8	143.7	1,106.1	1,125.0
The Washingtonian	105.5	151.1	953.7	1,285.4
Total Group	**3,175.3**	**3,551.9**	**26,964.7**	**32,883.1**
% change	**-10.6%**		**-18.0%**	
■ Music/entertainment				
Audio	247.2	306.7	881.9	1,045.2
Dance Magazine	51.5	46.8	533.7	524.1
Playbill	44.7	47.5	406.9	451.0
Premiere C.	51.5	71.3	542.1	619.6
Video Magazine	71.5	73.3	674.4	668.6
Total Group	**466.3**	**545.7**	**3,039.1**	**3,308.4**
% change	**-14.5%**		**-8.1%**	
■ Outdoor & sport				
Alaska	36.2	40.1	406.4	409.9
The American Handgunner (6X)	—	—	281.0	286.0
American Hunter	31.5	39.4	194.4	229.5
American Rifleman	25.9	32.3	222.9	255.4
Audubon (6X) C.	—	—	216.9	209.0
Backpacker (8X) C.	31.3	52.6	267.8	226.3
B.A.S.S. Times	10.1	13.4	144.0	148.6
Bassmaster (10X) A. C.	—	—	488.5	539.2
Bicycle Guide (9X)	64.0	48.0	488.0	445.8
Bicycling (9X) C.	67.9	78.8	801.3	875.1
Body Boarding (8X)	—	42.8	200.7	288.0
Ducks Unlimited (6X)	—	—	158.3	148.7
Field & Stream C.	68.4	60.5	644.5	665.6
Fishing World (6X)	—	—	134.1	195.7
Flex	93.2	69.3	812.7	649.0
Florida Sportsman	77.0	82.0	995.4	1,188.0
Golf Digest C.	94.1	82.9	1,019.1	1,089.8
Golf Magazine C.	53.8	65.9	880.1	966.8
Guns	52.0	49.0	394.0	415.0
Guns & Ammo	59.5	64.7	382.1	471.3
In-Fisherman (7X)	—	—	380.5	386.2
Outdoor Life C.	85.9	81.6	634.6	687.3
Outside Magazine C.	80.8	90.9	707.5	649.7
Petersen's Hunting	69.3	77.6	406.9	476.7
Runner's World (12X) C.	46.8	56.6	462.6	405.5
Salt Water Sportsman C.	53.4	69.9	779.3	959.7
Shooting Times	50.9	42.5	334.3	331.3
Sierra (6X)	—	—	223.4	178.6
Ski (8X) A. C.	178.2	166.7	643.8	620.9
Skiing (7X) A. C.	134.9	163.2	532.0	580.7
Skin Diver C.	98.9	98.9	1,199.7	1,217.4
Southern Outdoors (9X)	54.3	47.5	364.1	366.1
Southern/Western Links (6X)	—	—	188.7	158.9
Sport Magazine C.	25.2	50.7	302.9	320.8
Sports Afield C.	107.0	85.3	652.8	682.8
Surfing	50.7	81.0	593.5	745.3
Tennis C.	54.3	36.3	618.0	613.9
Volleyball (9X)	26.7	—	235.5	57.5
Waterski (10X)	—	—	524.0	571.0
Western Outdoors (9X)	27.0	21.7	209.3	274.0
Wind Surfing (8X)	—	—	361.0	412.9
Total Group	**1,909.1**	**1,991.9**	**19,486.5**	**20,399.9**
% change	**-4.2%**		**-4.5%**	
■ Photography				
American Photo (6X) C.	—	—	259.6	241.5
Outdoor Photographer (10X)	29.3	31.7	248.2	244.1
Petersen's Photographic	46.8	36.5	371.1	254.5
Popular Photography C.	110.1	112.3	1,060.4	1,018.2
Total Group	**186.2**	**180.4**	**1,939.3**	**1,758.2**
% change	**3.2%**		**10.3%**	
■ Science/electronic/mech				
Compute	78.1	98.8	681.2	98.8
Home Office Computing C.	30.7	48.0	331.8	446.4
Omni C.	74.8	74.3	557.7	502.7
Popular Science C.	67.7	67.3	588.0	625.5
Scientific American C.	45.1	49.3	481.7	416.7
Spectrum C.	37.2	56.4	421.6	510.4
Total Group	**333.5**	**394.1**	**3,062.1**	**2,600.5**
% change	**-15.4%**		**17.7%**	
■ Woman/fashion/service				
Bride's Magazine (6X) A. C.	351.5	356.6	2,571.6	2,711.6
Child (10X) C.	81.4	66.8	480.7	457.7
Cosmopolitan A. C.	193.7	190.3	1,633.0	1,768.3
Elegant Bride (6X)	159.0	94.4	853.7	732.0
Elle C.	201.6	276.1	1,415.2	1,866.7
Essence C.	81.5	76.8	652.4	726.9
Family Circle (17X) A. C.	131.4	129.0	1,196.1	1,347.1
Glamour C.	152.0	180.8	1,389.7	1,556.0
Good Housekeeping A. C.	148.6	162.1	1,289.3	1,387.0
Harper's Bazaar C.	101.5	177.2	856.7	1,173.8
Imagen	109.2	128.1	748.0	997.0
Ladies' Home Journal C.	136.5	141.0	1,193.9	1,214.9
Lear's C.	56.1	64.1	395.1	523.6
Mademoiselle C.	95.2	122.0	1,067.6	1,275.9
McCall's C.	120.7	102.2	835.4	807.2
Military Lifestyle (11X)	63.7	86.1	545.8	645.9
Mirabella C.	100.9	134.1	761.4	885.8
Modern Bride (6X) C.	271.5	283.7	2,199.3	2,176.1
New Woman C.	62.6	115.8	609.6	788.9
Parenting (11X) C.	96.0	89.5	681.9	624.7
Parents Magazine A. C.	135.5	152.1	1,097.4	1,168.5
Redbook C.	117.9	96.2	889.5	949.6
Self C.	79.8	113.2	765.7	1,061.0
Seventeen C.	63.7	72.8	822.8	1,067.4
Shape C.	54.0	55.2	565.0	532.0
Soap Opera Digest (26X) C.	50.0	46.8	357.2	339.0
Teen Magazine	45.6	38.5	482.0	521.1
True Story A. C.	50.9	52.1	421.0	525.5
Victoria C.	60.4	71.8	413.9	459.2
Vogue C.	239.3	301.4	2,127.0	2,467.5
W Magazine (26X) C.	139.4	220.4	1,046.2	1,203.0
Weddings West (2X)	—	—	215.3	37.2
Weight Watchers C.	30.3	32.2	316.8	344.5
Woman's Day (15X) A. C.	119.5	178.8	1,022.5	1,163.6
Workbasket (6X)	—	—	126.4	76.4
Working Mother C.	78.7	61.8	559.7	602.8
Working Woman C.	67.9	101.1	659.9	836.5
Total Group	**4,047.7**	**4,572.9**	**33,264.5**	**37,021.8**
% change	**-11.5%**		**-10.1%**	
■ Youth				
Boys' Life C.	11.1	13.5	143.7	163.0
Campus Life (10X)	97.3	110.5	405.5	387.0
Total Group	**108.5**	**124.0**	**549.2**	**550.0**
% change	**-12.5%**		**-0.1%**	
■ Business/national				
Barron's	157.1	175.5	1,268.9	1,451.2
Black Enterprise C.	77.3	69.3	759.6	769.0
Business Week (52X) A. C.	523.7	591.8	2,789.2	3,436.9
Economist (52X) C.	274.1	247.7	1,982.8	2,201.1
Entrepreneur C.	151.0	177.1	1,630.6	1,682.1
Entrepreneurial Woman (7X) C.	44.5	44.7	329.9	258.7
Financial World (26X) C.	86.3	96.0	551.0	847.3
Forbes (26X) C.	466.3	697.1	2,784.3	3,184.8
Fortune (26X) C.	389.8	450.3	2,330.7	2,770.7
Frequent Flyer	33.0	37.7	337.9	401.5
Futures	41.5	56.5	396.5	410.2
Harvard Bus. Review (6X) C.	—	—	253.0	302.8
Inc. Magazine C.	117.8	126.5	781.2	910.7
Income Opportunities	82.0	89.2	714.1	745.3
Industry Week (23X) A.	88.2	97.8	732.7	897.5
Nation's Bus. (12X) A. C.	33.8	29.8	250.2	249.2
Success C.	54.3	37.5	369.7	286.7
Total Group	**2,620.6**	**3,024.4**	**18,262.2**	**20,805.9**
% change	**-13.4%**		**-12.2%**	
■ Business/regional				
Business Atlanta	54.8	63.0	450.3	633.0
Bus. First-Columbus (52X)	162.8	150.6	1,081.1	935.2
Bus. Jrnl.-Milwaukee (52X)	124.8	176.7	1,181.0	1,466.0
Bus. Jrnl.-Sacramento (52X)	90.0	109.5	821.5	906.8
Bus. North Carolina	30.7	35.5	318.0	407.3
Capital Dist. Business Review (52X)	61.9	88.6	765.1	726.8
Caribbean Business	117.6	104.8	978.3	1,188.1
Corporate Rpt. Minnesota	52.5	55.3	486.5	524.2
Crain's Chicago Bus. (52X)	142.4	200.9	1,109.9	1,447.3
Crain's Cleveland Bus. (52X)	156.0	194.0	611.1	759.1
Crain's Detroit Bus. (52X)	75.6	97.8	648.2	867.7
Crain's New York Bus. (52X)	97.0	123.0	631.0	699.0
Florida Trend (12X)	41.3	46.9	364.3	442.0
Georgia Trend	39.7	46.8	340.7	425.9
Grand Rapids Bus. Jrnl.	54.7	61.9	523.8	548.4
Hawaii Business	47.7	45.2	519.9	566.7
Houston Bus. Jrnl. (52X)	134.5	132.7	1,216.2	794.2
Indianapolis Bus. Jrnl. (52X)	105.2	179.4	1,292.5	1,549.5
Nashville Business & Lifestyle	15.7	28.9	193.8	346.7
New England Bus. (12X) A.	18.5	48.2	217.5	331.5
New Orleans City Bus.	92.0	47.8	790.4	545.0
Pacific Bus. News (52X)	121.4	172.5	1,128.0	1,132.4
Philadelphia Bus. Jrnl (52X)	121.4	155.8	866.7	959.2
Pittsburgh Bus. Times (52X)	58.1	120.0	498.3	895.7
Providence Business News	61.5	60.6	626.4	602.3
Regardie's/Washington (7X)	70.0	108.0	497.0	884.0
St. Louis Bus. Jrnl. (52X)	138.2	193.7	1,263.2	1,114.8
Warfield's/Maryland (26X)	66.7	56.7	573.4	593.5
Total Group	**2,352.4**	**2,904.8**	**19,993.8**	**22,292.3**
% change	**-19.0%**		**-10.3%**	
■ National Sunday mags				
Parade (52X) C.	68.0	75.5	619.2	593.8
USA Weekend (52X) C.	73.7	58.1	562.7	558.2
Vista Magazine (12X)	32.5	40.2	163.6	226.0
Total Group	**174.3**	**173.7**	**1,345.5**	**1,378.0**
% change	**0.3%**		**-2.4%**	
■ Newspaper Sunday magazine				
Boston Globe	161.5	197.4	1157.6	1583.1
Chicago Tribune	145.4	155.7	1,042.8	1,255.6
Cleveland Plain Dealer	49.2	65.0	440.7	608.2
The Dallas Morning News	57.2	68.2	468.0	548.1
Detroit Free Press	34.0	56.0	344.0	522.0
L.A. Times C.	130.0	173.7	799.3	844.9
New York Times Mag. C.	329.5	377.6	2,283.0	3,056.5
Philadelphia Inquirer	83.1	95.2	672.1	927.2
Seattle Times	67.0	99.0	690.0	819.0
St. Louis Post Dispatch	89.1	84.1	820.5	790.9
Toledo Blade Magazine	20.5	32.9	302.0	346.7
Washington Post	71.4	103.0	731.0	1,065.8
Total Group	**1,238.0**	**1,507.8**	**9,751.0**	**12,367.9**
% change	**-17.9%**		**-21.2%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	143.7	151.4	1,747.7	1,516.9
Army Times Military Group:				
Air Force Times (52X)	147.5	191.1	1,424.7	1,586.5
Army Times (52X)	146.0	194.5	1,391.7	1,580.8
Navy Times (52X)	153.1	201.3	1,487.0	1,675.3
Capper's (26X)	35.0	32.8	283.4	291.1
Commonweal (22X)	3.8	4.5	59.7	78.4
Entertainment Weekly (52X) C.	112.2	67.4	734.0	678.6
Golf World (41X) C.	92.7	71.9	1,298.8	1,272.5
Grit (52X) A.	38.7	40.1	319.5	375.8
Jet (52X) C.	79.0	112.0	858.4	881.9
National Journal (50X) C.	68.2	87.7	479.0	579.5
National Review (25X)	32.1	66.1	323.0	311.0
New Republic (48X)	45.0	47.4	381.9	383.4
New York Mag. (50X) C.	229.6	296.5	1,728.8	2,072.0
New Yorker C.	241.4	304.8	1,424.9	1,777.3
Newsweek (52X) A. C.	222.5	255.1	1,495.7	1,797.8
People (51X) C.	318.0	310.0	2,492.9	2,804.6
Rolling Stone (25X) C.	239.7	184.4	1,379.2	1,537.2
Sporting News (52X) C.	51.7	61.2	380.3	429.7
Sports Illustrated (52X) A. C.	287.2	279.1	1,828.0	2,085.8
Time (52X) A. C.	235.0	364.9	1,669.5	2,158.9
TV Guide (52X) A. C.	188.5	229.3	1,939.7	2,416.1
U.S. News & World Report (50X) A. C.	254.5	290.7	1,539.1	1,615.4
Total Group	**3,365.0**	**3,844.2**	**26,666.8**	**29,906.6**
% change	**-12.5%**		**-10.8%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

TV ads gaining favor worldwide

By Pat Sloan

NEW YORK—TV advertising is more highly regarded today by consumers than five years ago, according to a global research study released by BBDO Worldwide.

The study, based on phone and in-person interviews with more than 5,000 consumers ages 18 to 49 in 32 countries, showed 71% view advertising as better than it was five years ago, while only 8% think it's worse. The study, conducted in late 1990, measured attitudes toward TV advertising in general and in 13 specific product categories.

TV advertising also got high marks for entertainment and information value.

"Despite consumers' criticism and complaints, despite increased media clutter and despite the perception that advertising creativity has suffered in the wake of the megamergers of the 1980s, it seems that people around the world have very favorable attitudes toward TV advertising," said Karen Olshan, BBDO exec VP-director of research services.

Ms. Olshan acknowledged that the study found the greatest net attitudinal improvement among consumers in less developed countries and the least in more developed nations.

In Malaysia, for example, net improvement in the way advertising is perceived was more than 85%, while in the U.S. it was just 15%. Net improvement was calculated by deducting the number of respondents who felt advertising was worse from the number of those who felt it was better.

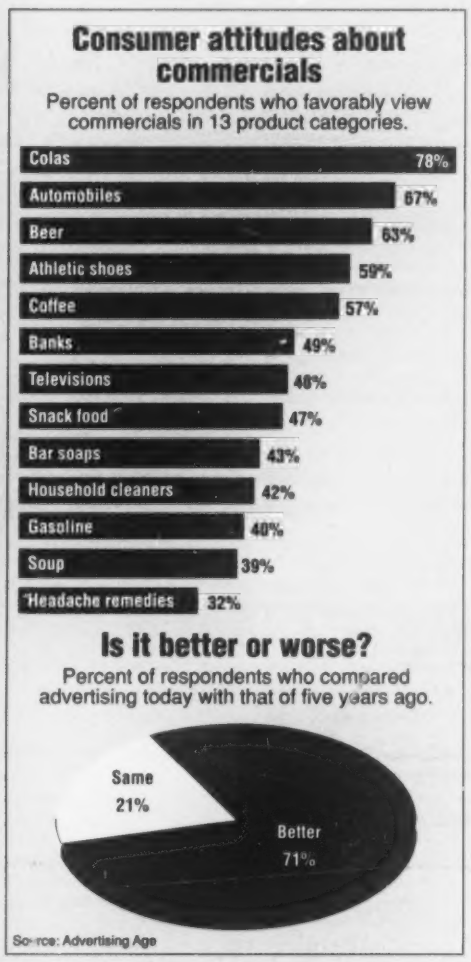
Of the product categories studied, BBDO found cola advertising to be the most popular worldwide with marks of excellent or good from 78% of respondents.

Automobile, beer and athletic shoe ads followed; at the bottom were bar soaps, household cleaners, gasoline, soup and, least favorite, headache remedies.

The study, also broken down by country, found that 70% of Americans see TV advertising as entertaining and 73% informative. The two negatives cited by Americans were "commercials often treat people as if they're not very smart" (81%) and "commercials often mislead consumers about products" (79%).

"This extremely positive general characterization of advertising . . . clearly indicates that even Americans are open to advertising—they are ready to listen and be entertained. It's up to advertisers and their agencies to captivate and motivate these consumers," Ms. Olshan said.

The study had an margin of error of plus or minus 1.2 percentage points on a worldwide basis and 6.6 within a specific country. □



CYNTHIA WATSON

HBO extends reach

Hungary, Latin America get pay channel

By Richard Bruner and Nancy Giges

Time Warner is expanding its Home Box Office pay cable channel beyond the U.S.

The company this fall entered Hungary in a partnership with US West and United International Holdings, launching HBO as the country's first pay entertainment channel.

GLOBAL NEWS

Time Warner owns 50% of the joint venture, Kabelkom, which plans to launch an ad-supported channel for cable systems next spring.

Also, Time Warner has entered Latin America in a 50-50 joint venture with Omnivision Latin-american Entertainment.

The Spanish-language service, HBO Ole, is airing throughout Latin America and the Caribbean.

"It was coincidental that the two services launched at about the same time," said June Winters, director of corporate affairs at HBO. "We've been investigating [foreign markets] for a long time. For the past two, two and a half years, we've been making quick progress. The world has changed, and that has helped to open up some doors."

HBO's interest outside the U.S. goes beyond pay channels.

"We are investigating every possibility and in lots of different markets," Ms. Winters said, adding that Asia and Southeast Asia are of special interest.

Time Warner is also looking at entering Czechoslovakia and Poland with HBO and has done a feasibility study in Czechoslovakia, said Robert M. Leighton, Kabelkom's Budapest-based managing director of programming.

The regulatory environment is more hospitable in Hungary than in other Eastern European countries, Mr. Leighton said.

Currently, HBO offers 6 hours of films, usually from 6:30 p.m. to 12:30 a.m. About half the movies are subtitled and half dubbed.

The second, ad-supported channel will probably start with 6 hours of entertainment programming, Mr. Leighton said. □

Theaters try 'videos'

By Barry Brown

TORONTO—Cineplex Odeon has found a way to benefit from the popularity of videocassette players.

The theater chain was about to close two movie complexes in Edmonton and Calgary, Alberta, because of low attendance when it decided to show second-run movies.

MOVIE

"Someone in publicity suggested we could piggyback on the video promotion," said Marci Davies, Cineplex's director of marketing.

Cineplex started the program, called Encore Cinema, in August in Edmonton and October in Calgary. This month, four complexes in Toronto were added.

The second-run films are timed to take advantage of the video releases' advertising and promotion, Ms. Davies said.

Radio spots and a promotion with *The Toronto Sun*, both handled in-house, supported the Toronto opening.

The theaters show such fare as "Silence of the Lambs" and "Thelma & Louise" for $1.60 in Toronto and 80¢ elsewhere.

The idea, Ms. Davies said, "is to get people out who did not see [the movie] and would rather enjoy it in a movie theater environment than pick up a video and watch it on TV."

The concept "has been a phenomenal success [in Edmonton and Calgary], and it's been building in Toronto as people hear about it," she said.

Because concession sales form a "much greater" share of the theaters' revenues than ticket sales, the discount prices have been a tremendous success in drawing moviegoers who then spend money on snack foods, she said.

Ms. Davies noted that discount movie houses are more common in the U.S., but she said she's "not aware of any plans to put Encore in the U.S. right now."

Cineplex plans to open another Encore in Edmonton by yearend. □

'Whore' video gets 2 versions

By Marcy Magiera

A film titled "Whore" might easily be shunted away in the corner video store's adult section. Add its NC-17 rating and that's almost a sure bet.

To avoid that death sentence, Vidmark Entertainment will release the controversial arthouse film in two R-rated video versions, one without the potentially offending title. Then it will try to appeal to parents by marketing "Whore" as the educational flip side to "Pretty Woman's" glamorized look at prostitution.

"Whore" stars actress Theresa Russell in the gritty story of a young single mother who becomes a prostitute to support herself and her child, then must escape her violent pimp. The movie, from Vidmark's Trimark Pictures, opened Oct. 4 and is still playing in a few theaters.

The video, which hits stores Jan. 22, will open with a public service announcement for Children of the Night, a non-profit group that helps teenage runaways.

In return, Lois Lee, director of Children of the Night, will appear on talk shows promoting "Whore" as a film parents should watch with their troubled teens.

To ensure its inclusion among mainstream movies on video store shelves, Vidmark will release "Whore" in two R-rated versions. One version will carry the original title; the other will have the same packaging but the title "Whore" will be replaced with "If you can't say it, just see it."

That was the tagline Trimark used in its movie marketing campaign this fall.

The title change was made "for some retailers who are sensitive," said David Bowers, Vidmark VP-public relations. Likewise, "the 'R' rating was needed so that people who wanted to see the movie, but don't feel comfortable renting an NC-17 [film], could see it," he said.

The company plans to spend $500,000 on a trade campaign to video retailers. It hasn't yet set plans for consumer advertising, Mr. Bowers said.

Vidmark creates its ads in-house. International Communications Group, Los Angeles, handles media buying.

Vidmark will also release "Whore" on video in its original NC-17 form, and a more explicit, unrated version. □

Social messages urged in product placements

By Marcy Magiera

The newly formed Entertainment Resources & Marketing Association is trying to polish the product placement industry's image by urging members to place positive social messages, along with leading brands, in movies and TV shows.

"We're going to be using our influence to talk up [social causes] with the creative people," said Frank Devaney, president of the association and senior VP at Rogers & Cowan, Burbank, Calif., a public relations and product placement company.

Association members such as Anheuser-Busch Entertainment Marketing are urging film and TV executives to incorporate responsible drinking messages in scenes where A-B products are used, he said.

All the association's 17 members will start to promote "social issues in general," such as safe sex and anti-gang messages in scenes where they're appropriate, Mr. Devaney said. For example, a waiting room set could be decorated with posters warning of the dangers of smoking or gang violence, instead of generic artwork.

The association was formed in September in an attempt to legitimize the product placement business. A-B and AT&T Co. are the only advertiser members; the rest are mainly product placement companies.

The group denies its formation was in response to a Federal Trade Commission investigation of product placement. The FTC began reviewing the practice in May at the request of the Center for the Study of Commercialism. □

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NEWSPAPER

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Brands in trouble

Marketers say they want to return to brand-building in the package-goods industry. But consumers are tuning out ad messages and flocking to discount stores. Is Sam Walton's retailing vision a force for brand-building, or brand-bashing? See Page 16.

1992: Is the ad industry ready? See International Special Report

Retailers find good holiday media deals

By Kate Fitzgerald

Two major retailers are taking advantage of the soft fourth-quarter marketplace by buying media at discount rates.

Sears, Roebuck & Co. and Toys "R" Us say they've managed to increase their media presence this holiday season without stepping up their ad spending budgets, a move they hope will boost sales.

Mattel also said it's increased its TV advertising without fattening its budget, due to media buying bargains.

"The market's been soft like the economy, and it's worked in favor of retailers that are getting more frequency and effectiveness for their advertising dollars," said Allen Bohbot, president of Bohbot Communications, a New York-based toy media-buying company.

Giant toy retailer Toys "R" Us opened 50 new stores this year and managed to stretch its media plan to include several new markets without spending any more money, thanks to "more attractive" media buys, Mr. Bohbot said.

J. Walter Thompson USA, New York, handles the creative portion of the $20 million account.

Sears' holiday TV campaign will also be its "heaviest ever," said VP-Marketing Matt Howard, but the retailer won't spend more money than last year.

Sears is counting on new TV spots promoting its reliability to drive sales during the holidays.

Sears snared "excellent" electronic media buys for fourth-quarter advertising, said S. Scott Harding, Sears' national advertising manager.

Sears maximized the oppor-

(Continued on Page 49)

Sylvia Bichnevicius (l.) and Paula Douglass took advantage of the post-Thanksgiving holiday sales last week at Marshall Field's Water Tower store in Chicago.

Shoppers launch cautious holiday

An Ad Age Roundup

Big sales, low prices and contests were the reasons most shoppers hurried to the malls on Nov. 29 for the kickoff of the holiday selling season.

Retailers and consumers cited the bleak economy as the reason many people are holding off on purchases this year, except for items with marked-down prices.

But traffic was heavy at many stores touting sales, with the biggest crowds at discount outlets and strip malls with a high concentration of lower-price merchandise.

Many stores opened early Friday, and some reported brisk customer traffic for sales that ended before noon.

Kmart Corp. went one step further by opening its stores nationwide on Thanksgiving Day for the first time ever and advertising that fact in national newspapers. All other major retailers were closed that day.

The nation's No. 2 retailer successfully tested Thanksgiving Day hours in its Detroit-area stores last year.

Kmart officials weren't available to comment about the tactic's results, but individual store managers said customers

(Continued on Page 49)

Kodak's Olympic commercial simulates a stadium full of people holding up individual cards that create giant images. Actually, only 200 people were there; computer generated images supplied the rest.

Kodak may hunt for 3rd agency

Film marketer focuses on global strategy

By Alison Fahey

ROCHESTER, N.Y.—Eastman Kodak Co. is restructuring its marketing communications department, and the move is expected to result in an agency roster change.

The restructuring will "allow us to take a more global approach to all our communications," said Richard Bartlett, Kodak's VP-director of communications for imaging. That may mean a third major worldwide agency could be added, he said.

"Part of that exercise is to look at our agencies," he said. "Our agency structure will have to change to mirror our new structure."

Kodak's current lead worldwide agencies are J. Walter Thompson Co., which handles film products, and Young & Rubicam, agency for camera advertising.

Mr. Bartlett said several scenarios are under consideration and the company is examining its agency situation "without any preconceived ideas."

"We could go to a consumer photography agency of record all over the world" for product or future corporate image advertising, he said.

"Would we consider a third agency down the line? Yes, I'm not ruling out anything," Mr. Bartlett said.

"We are very satisfied with the quality of both Y&R and JWT. . . . But as our business grows and segments, there may be an opportunity for another agency. . . . There could be an agency charged with Kodak brand enhancement globally.

"As we grow, our advertising expenditures will grow," Mr. Bartlett said. In 1990, Kodak spent $665 million on measured and unmeasured media in the

(Continued on Page 48)

New product search

Campbell looks for growth in different areas

By Judann Dagnoli

Campbell Soup Co. is searching for new products, a hunt that could take the food marketer beyond its existing product categories.

"There has been a philosophy change, as instituted by [Chairman-CEO] David Johnson to look at new opportunities," said Campbell President Herb Baum.

The company will explore ways to move brand names established in one category, such as Prego spaghetti sauce, into related categories, such as bread crumbs and olive oil, Mr. Baum said.

"Earlier, we had stuck to what we knew best. But now, if someone has a good idea, we're talking about trying it," he said.

"There has been a philosophy change . . . to look at new opportunities."

Citing another example, Mr. Baum said a brand like Open Pit barbecue sauce could be extended into charcoal briquets. Or Great Starts, Campbell's frozen breakfast line, could be expanded into waffles, he said.

"We've just scratched the surface on Great Starts," Mr. Baum said.

As part of the initiative, the company will become more flexible in other ways, he said, such as experimenting with heavy spending tests for some of its lines.

Still, Campbell will be cautious in testing these new ideas and highly selective in how far it will stretch its cross-branding moves,

(Continued on Page 48)

LAST MINUTE NEWS

Nike told to halt Side 1 line

LOS ANGELES—Nike has been ordered to cease selling or advertising its Side 1 women's shoe and accessory line pending trial of a trademark infringement lawsuit brought by Sideout Sport, a sportswear marketer. U.S. District Judge David Kenyon issued a preliminary injunction to keep Nike from using its Side 1 logo. Wieden & Kennedy, Portland, Ore., is Nike's agency.

Mercedes review under way

MONTVALE, N.J.—Mercedes-Benz of North America has set an initial list of agencies to consider for its estimated $100 million account. Among agencies said by sources to

(Continued on Page 8)

("Creativity" is available on request, call 1-800-678-9595.)

INSIDE

Creativity: Cliff Freeman talks seriously about comedy. **After Page 30**

NEWS SUMMARY

■ **Eastman Kodak Co.** may shift or add agencies as its marketing communications department is restructured. 1

■ **Retailers** are taking advantage of media bargains to increase ad volume for the holiday season. 1

■ **Campbell Soup Co.** said a search for new products may take the company beyond its existing product categories. 1

■ **Sterling Winthrop** plans heavy advertising support for new Extra Strength Bayer Plus Aspirin Plus Stomach Guard. . 3

■ **'Beverly Hills 90210,'** the hot Fox TV series, has already lined up 43 licensees. 3

■ **BPI Communications** and Edgell Communications are separately involved in financial restructuring negotiations. 3

■ **Compaq Computer,** conducting an agency review, said it will probably increase its ad spending next year. 4

■ **Burger King** is testing Pizza Firenze. 4

■ **Nike** will begin a worldwide marketing effort next March, backed with a 10% to 12% increase in the company's ad budget. 4

■ **Ralston Purina Co.** was hit with a $12 million judgment in a false advertising case filed by Alpo Petfoods. 4

■ **Car marketers** aren't cutting spring ad schedules yet, hoping for a sales rebound soon. 10

■ **'Selling,'** a consumer/trade hybrid magazine for sales professionals, plans an April launch. 10

■ **Muse Cordero Chen** has signed a partnership agreement with China Globe agency in Beijing. 10

■ **International Advertising** Association will launch a worldwide campaign on the benefits of advertising. 10

■ **Ramada Inn,** following an industry trend, plans a line of economy hotels called Ramada Ltd. 12

■ **Chevrolet** claims in ads that it is No. 1 in full-size pickup sales for 1991, but Ford begs to differ. 12

■ **Brand loyalty** in the U.S. is slipping as consumers are lured by frequent promotions, low pricing and other incentives from leading retailers. 16

■ **Coca-Cola Co.** has begun a European promotion tying in with Euro Disney theme park that opens April 12. 31

■ **Magazine ad pages** for October were down 9.8% from a year ago, according to Publishers Information Bureau. 32

■ **Nestle Food Co.** urges breast-feeding of infants in magazine ads and posters directed to recipients of government-paid formula, a market it does not serve. 40

■ **Young & Rubicam** named two new senior creative directors and denied reports of impending personnel cutbacks. 43

■ **California** kept Livingston & Keye for its anti-smoking campaign, drawing a protest from one of the finalists. 46

■ **Carl's Jr.'s** founder appears in animated form in new TV advertising for the fast-food chain. 47

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Clorox faces seizure

FDA seeks revised Take Heart dressing label

By Steven W. Colford

WASHINGTON—A senior Food & Drug Administration official indicated Friday that Clorox Co.'s Take Heart salad dressing could be seized if the company doesn't comply with an order to change its label.

The FDA's battle with Clorox began with a September letter to the company's president ordering several labeling changes for Take Heart, the company's successful entry in the low-fat, low-cholesterol dressing market.

After a meeting with the FDA, Clorox officials promised to make all but one of the revisions, said Gene Newberry, deputy director of the FDA's Division of Regulatory Guidance. He wouldn't identify the change Clorox refused to make.

But even after the meeting, Mr. Newberry said, Clorox was bound by the original letter to offer a written response to the ordered changes. Clorox hasn't yet offered that written response, he said.

On Nov. 27, Sandy Sullivan, Clorox's manager of marketing communications, declined comment on the FDA actions, saying it was "inappropriate" to respond since Clorox was in discussions with the agency.

"The ball's in our court, and at this point, we could either forget about it, seize the product or get an injunction," Mr. Newberry said.

"The ball's in our court, and at this point, we could either forget about it, seize the product or get an injunction."

Among the problems cited by the FDA were the placement on the Take Heart label of a heart with the term "heart healthy" flagged and "Take Heart" prominently displayed.

Those elements "cause these goods to be misbranded . . . because they represent and suggest that these products will provide a benefit to the heart when . . . total dietary pattern and overall weight control . . . is necessary to achieve a healthy heart."

The agency also said the statement "fat free" was misleading because the product "was formulated with partially hydrogenated soybean oil which is 100% fat" and the "cholesterol free" term on the label was misleading "because it implies that these products normally contain cholesterol."

The FDA also said the label's makeup and the typesize of labeling information violated federal regulations.

If the FDA opts for seizure, it would be the agency's first since its April confiscation of thousands of cases of Procter & Gamble Co.'s Citrus Hill Fresh Choice orange juice. The seizure came after repeated warnings to P&G to stop using "fresh" in the product's name since it was processed orange juice.

That seizure was enough to win the attention of other marketers who also had ignored FDA orders. Ragu Foods, Citrus World and others quickly agreed to similar FDA label-change orders. □

ActMedia company for sale

By Alison Fahey

ActMedia, the largest in-store marketing company in the U.S., is for sale, but the buyer also will have to acquire the parent company's six TV and 10 radio stations.

Debt-laden Heritage Media Corp. is exploring several "strategic options," including an outright sale of the company, but insisted its "crown jewel," ActMedia, won't be spun off.

Heritage, whose broadcast properties include TV and radio stations, recently hired Goldman, Sachs & Co. to "assist it in a review of strategic options . . . designed to maximize shareholder value," according to a statement.

"We would entertain a sale of the entire company but we would not under any circumstances [separately] sell ActMedia," said David Walthall, Heritage president. "The only way someone can own ActMedia is to buy the whole company."

ActMedia places ads in supermarket aisles, carts and on shelves.

Mr. Walthall said if Heritage sold off its broadcast assets and was left only with ActMedia, the company would then be taken public.

Another scenario Heritage would consider is bringing in a "strategic minority partner" with ActMedia.

Heritage was formed in 1987 by Chairman James Hoak who led a $225 million leveraged buyout of Heritage Communications' broadcast assets.

That transaction came as Heritage Communications merged its cable properties with Tele-Communications Inc., the cable TV company led by John Malone.

ActMedia was acquired in 1989 for about $180 million. Heritage also owns POP Radio Corp., which provides customized, ad-supported radio broadcasts to supermarkets.

At the end of 1989, Heritage had revenues of $165 million, operating cash flow of $37.9 million and long-term debt of about $282 million.

Heritage "is a highly leveraged company and Wall Street has said it doesn't like highly leveraged companies anymore," said Wayne LoCurto, ActMedia's president-ceo.

Heritage has a debt payment to TCI due in July 1994 for $125 million, he said.

But Mr. Walthall said the note could be refinanced, adding, "There are some financial opportunities that are available if someone had deeper pockets than us." □

Soviet TV sets first ad guidelines

By Betsy McKay

MOSCOW—Soviet state TV has set advertising guidelines for the first time since it began airing commercials two years ago.

Gosteleradio Chairman Yegor Yakovlev last week announced regulations to control content, fees and placement of commercials. He also said there are plans to create a single department to oversee advertising.

The new regulations forbid commercials for alcohol and tobacco or spots with pornography or racial slurs.

While Gosteleradio officially says it has never accepted tobacco spots, some TV officials, citing the company's desperate need for hard currency, said as recently as two months ago they would have accepted tobacco commercials for Western currency.

Now, however, Western tobacco spots won't be accepted, "even if they offer us dollars," said Victor Oskolkov, programming director.

The new regulations also prohibit airing commercials during news, religious and children's programs.

Also, ad time may not exceed 5% of any program's total airtime, and movies may be interrupted for commercials only once every 45 minutes.

He said proposed rates were between $5,000 and $10,000 for a 30-second spot.

Previously, there were few pricing standards. Rates varied drastically, depending on which unit of Gosteleradio was contacted about placement.

To coordinate ad placement, a central advertising department is slated to be operational by mid-month, he said. Until then, individual program producers can still cut their own deals, he added.

Mr. Oskolkov's group, which controls airtime between shows, has "many" spots, mostly Soviet, running currently, he said. His department keeps 50% of its profits to buy imported equipment. The remainder goes to Gosteleradio.

Mr. Oskolkov said Western interest has grown in the last month, citing Russia's positive moves toward a market economy as possible incentives for Western companies.

He is negotiating with a Japanese company as well as Hajo Valk, regional director for central Europe, and Simon Goode, corporate development director, Saatchi & Saatchi Advertising Worldwide, London, about the placement of Western advertising, possibly during the 1992 Winter Olympics coverage. □

Brands in trouble

As brand loyalty crumbles, marketers look for new answers

By Julie Liesse

Brands are under siege—and losing the battle.

Once the foundation of the marketing world, package-goods companies are being buffeted by internal and external forces threatening the future of their brands.

Marketers have made it easy for consumers to trade down and tune out presumably venerable brand names—by siphoning ad dollars to fund trade promotions, by producing all too similar ad messages, by losing the edge in product innovation.

While such top-flight product marketers as Kellogg Co. and Coca-Cola Co. seem to stumble, retailers including Wal-Mart Stores, Target Stores and Price Club are proving they understand the consumer of the 1990s. In the process, they've become arguably the best U.S. marketers.

By playing price as a trump card, these retailers are diverting consumer loyalty from brands to themselves.

At the center of this shift in how Americans shop are the package-goods industry's brand names, more vulnerable than ever. Will they survive the changing landscape? If so, in what form? Is the industry's concern about a return to brand-building too little and too late?

Eroding loyalty

The future of brands is of critical importance not just to marketers, but to retailers, ad agencies and the media.

"So much of what we take for granted comes from brands—all of our media systems depend on brand marketing," says Don Schultz, professor in the integrated advertising/marketing communications program of Northwestern University's Medill School of Journalism.

Logically, as the time pressures of modern life grow, the reliance on brands should be growing, too.

"A brand is a memory shortcut," says Russ Ferstandig, a practicing psychiatrist and head of Competitive Advantage Consulting.

Brands are "guideposts," says Marylin Silverman, exec VP-director of strategic planning and international research for Backer Spielvogel Bates, New York.

"Brand credibility brings a convenience of decisionmaking into consumers' lives," says Dave Murphy, president of the Betty Crocker division of General Mills.

Is that still true today?

The Roper Organization for a decade has measured brand loyalty to a broad group of package goods. Three years ago, 56% of those polled by Roper said they know what brand they want to buy when they enter a store. That figure fell to 53% in April 1990 and plunged to 46% by mid-1991.

"The recession has served as a catalyst, accelerating the underlying trends toward eroding brand loyalty," says Bradford Fay, project director at Roper. "But the trend preceded the recession and may well outlast it."

DDB Needham Worldwide's 15-year-old study of consumer habits has shown a drop in loyalty to well-known brands. The number of consumers saying they try to stick to well-known brand names has fallen to about 61% now from 75% in the late '70s. The big drop occurred in the recession of the early '80s—and "brand loyalty has never fuliy recovered from that drop," says Martin Horn, VP-associate director of the Delta Group research arm of DDB Needham, Chicago.

These recessionary trends, combined with the changed role of brands, mean the '90s have become "one of the most dynamic periods ever for brand loyalty," says Sanford Bredine, president of Bishop/Bredine Associates, a marketing agency.

"The relationship of a brand with a consumer in the 1960s was usually as a problem solver," Backer's Ms. Silverman says. "Then as brands became less and less different in the '70s and '80s, they were sold as badges."

It's not unusual that perfumes or apparel are bought and sold on their emotional values. But in the continuing evolution of brand messages, everyday products like toothpaste and frozen dinners today use marketing messages based not on practical value or product differentiation but on their emotional appeal.

What makes for brand loyalty today are all the intangibles—it's finding a consumer's need and filling it, whether it be sexual aspirations, social needs or self-esteem, says Tom Pirko, principal of Bev-Mark, a food and beverage consultancy.

Consumers, particularly the MTV generation, are comfortable with that.

"It's OK to say, 'Part of the reason I drink Pepsi is that it's cooler than Coke,' " says Melody Douglas-Tate, senior VP-group research director at Leo Burnett USA, Chicago.

If a brand's advantage over its competitor is expressed as a largely emotional one, however, its success hinges more than ever on advertising. And many experts believe not only that advertising isn't working but that emotional messages aren't what consumers want to hear today.

"We have a marketplace that's overglutted with brands that are undifferentiated —brands that have not really identified themselves to the consumer as products that can't be substituted," Backer's Ms. Silverman says.

Part of the problem is the number of new products and new brands arriving on store shelves each year. The average supermarket carries more than 16,000 items, a 45.5% increase since 1985.

"Just the sheer proliferation of brand names has led to consumers viewing them as parity," says DDB Needham's Mr. Horn.

But experts also blame advertising.

"In package goods, the difference between one product and another is often a differentiated idea that comes out of the marketing," says Laurel Cutler, vice chairman-worldwide director of marketing planning for FCB/Leber Katz Partners, New York. "As brands have to deal with an ever-smarter, ever-more pinched consumer, they must keep differentiating to earn the loyalty of their franchise. Some are doing that; some aren't."

A tenet of today's market research is that consumers formerly loyal to a single brand in a given category are increasingly becoming "brand switchers": They're loyal to a set of brands they view as essentially equal. Each individual purchase decision is based on shelf price, the availability of a coupon or other factors unrelated to the brand's equity.

Loyalty gives way to economics

Percent of respondents saying, "I usually know the brand I will buy and get that brand."

Brand category	April '90	April '91
Mayonnaise	62%	56%
Coffee	63%	53%
Beer	62%	52%
Canned soup	55%	47%
Tea bags	51%	43%
Liquor	55%	43%
Cold cereal	47%	42%
Ice cream	46%	37%
Orange juice	39%	36%
Dry soup mix	39%	32%
Plastic wrap	31%	26%

Figures represent % of product buyers and other respondents offering an opinion to the question, from a survey of 2,000 adults nationwide. Source: Roper Organization

The erosion of ad dollars has exacerbated the problem, says Richard Furash, national director-consumer products for Deloitte & Touche's consultancy group.

"The problem with branding today is that consumer goods marketers aren't investing in their brands; 70% of their marketing monies are being spent to push products through the retail channel," he says.

"Then it becomes a self-fulfilling prophecy: Manufacturers decreasing the amount of advertising behind their brands is one big reason people don't have the same brand loyalties they used to," Mr. Furash says.

An ongoing analysis of brand loyalty trends by the NPD Group arm of A.C. Nielsen Co. shows consumer loyalty to a brand usually declines when the brand doesn't maintain its share of voice in its category.

The growth of couponing has even changed the habits of those consumers already tagged "price-driven" by Leo Burnett USA's research department. Among those price-oriented consumers, many who were "brand experimental"—occasionally trying a new brand if they held a coupon for it—are now "brand irrelevant."

It's not just the message, though; differences between brands have eroded as well.

"The problem is that the majority of R&D is set to develop parity products—and then the majority of advertising is offering parity claims," says Gary Stibel, principal of the New England Consulting Group. "Knowing that both Eveready and Duracell are good is *not* OK. Advertising that communicates that products are simply 'good' is unaffordable."

Even if a brand does claim superiority, consumers may not respond.

"Whereas brands formerly were given the benefit of the doubt, brands now have to earn your trust," Competitive Advantage's Mr. Ferstandig says. "They are deceptors until proven innocent."

With pressure on to increase sales and profits in a country with flat population growth, package-goods marketers are cutting product costs—usually under the "productivity" banner. But by shaving a little here and a little there off product quality, marketers are at least partly responsible for the gap in consumer trust.

"Product quality has become a problem," says Scott Rahn, VP-corporate development for ConAgra, the country's No. 2 food marketer. "Some companies have sacrificed quality for making more money or holding to a specific price point. It's a valid criticism."

The trend in product quality alarms Tod Johnson, president of NPD Group. NPD regularly uses its focus groups to test product reformulations for its marketer clients.

"When we tested products in the '60s and '70s, I'd say 75% of the changes were product improvements," he says. "Today, two-thirds or even three-quarters of the testing we do is asking for consumer opinion on cost reductions. Product quality is being ignored."

National brands also lose their cachet when confronted by today's generation of lower-price store brands. Unlike their generic ancestors of the '70s, these brand alternatives make quality a priority, a critical ingredient to bargain-hunting shoppers. Private-label sales in supermarkets are at $24.7 billion, up 13% since 1989, Nielsen Marketing Research says, and are making serious inroads into classic marketing categories like ready-to-eat cereal, pet food and beverages.

"If everyone takes advantage, like the cereal people do—by raising prices at every opportunity—there will be a problem for brands," says retail consultant Gene Hoffman, of Corporate Strategies International. "Marketers will have created too many price voids for private-label to move in."

There's also a quality void.

"We tend to look at brand support in terms of media support, but as a brand

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Brands in trouble

(Continued from Page 16)

leader, you have to continue to innovate," says Paul Walsh, joint chief operating officer of Grand Metropolitan Food Sector and head of Pillsbury Co. "When times are tough, the easiest things to cut are new products and R&D. If you do that over a protracted period of time, you're inviting private-label into your category."

Conventional wisdom holds that private-label products fare well in tough economic times, when shoppers feel a need to trade down.

As consumers "trade down" this time around, "They're finding the quality of the private-label products is better," says Mr. Furash of Deloitte & Touche. "So when all is said and done, private-label is going to have gained more long-term share in this recession."

A shift in power

Private-label products are only the tip of the iceberg. Retailers are playing a broader and fast-growing role in controlling consumers' brand loyalties.

At a 1990 meeting, Ralston Purina Co. Chairman-CEO William Stiritz was asked, by a Wall Street analyst eager to see better profits, when his company could raise the price of Eveready batteries. His answer was both frustrated and matter of fact.

"One of the dominant trends in our business is the tilting of power to mass merchandisers and away from grocery chains and drug chains—whether they recognize it or not," Mr. Stiritz said. As a result, he said, "We may now be seeing our peak profit margins—we're getting drug-product margins on cereals, for God's sake. We're seeing the emergence of Wal-Mart—and Wal-Mart pricing—as the prototype for the retail business. It will happen, long-term."

Long-term? In just two years, Wal-Mart has added 357 stores, for a total of 1,882, with 1990 sales of $32.6 billion. Its store count has doubled in five years; its sales in four years.

In those two years, deep-discount drug chains Phar-Mor, Drug Emporium and F&M Distributors together have opened more than 200 new outlets, for 616 total stores nationwide. Estimates show warehouse clubs ringing up $32 billion in sales in 1992, nearly double the $17 billion total from 1989.

"The marketing world has underestimated some of the changes that have taken place at the retail level," says Sid Doolittle, managing partner at McMillan/-Doolittle, a retail consultancy. "The marketplace will never be the same again."

For now, brands are an important ingredient in the new discount channel.

"The fundamental thrust of a Drug Emporium, or a Pace warehouse club, is to make a price impression," says consultant Mr. Hoffman, a former president of Kroger Co. and Super Valu Stores. "Well, the best way to make a price impression is with a recognized brand—a national brand rather than a private brand. When these retailers can take a brand that's constantly escalating in price and discount it, the brands are serving a purpose for these retailers."

But a tour of a Phar-Mor or warehouse club is evidence that brands aren't necessarily treated as valuable allies.

If one strength of brands is that they allow consumers to buy on habit, without making decisions, discounters' merchandising strategy seems to defeat that goal; giving consumers a consistent selection of merchandise frequently takes a back seat to "power buying": buying large quantities at discount prices.

"These discounters often buy what they can get a good deal on—and if they don't have it the next week, they don't care," says consultant Mr. Bredine.

Through their inventory choices—which frequently include making one brand the "exclusive" supplier in a given category—discounters have eliminated brand choice in many aisles.

"These retailers have narrowed the purchase decision for consumers, while still offering the right items, or at least the right number of items," BevMark's Mr. Pirko says. "But in the transition, brands become less important and price more important to the purchase decision."

Despite the care that manufacturers expend on packaging, their products are often merchandised in haphazard fashion.

"There are floor displays all over the place in many of these stores," says Christie Hunt, associate at Willard Bishop Consulting. "It's a style that in general runs contrary to the careful merchandising philosophy of supermarkets."

Simply, the discount channel's focus on saving money—from "everyday low price" to double couponing—relegates choosing a brand to an afterthought.

"It's what we call the commoditization of American package goods," New England Consulting Group's Mr. Stibel says. "It's not just in Wal-Marts, but also in Food Lions and Krogers: Retailers are driving toward 'everyday low pricing' in a more effective fashion. In that setup, the value of the brand will deteriorate over time, right there in the stores."

Consumers are shopping at the new discount outlets because saving money makes them feel good—and paying more makes them feel chumped.

"With all the options out there today, the consumer is asking, 'Am I stupid to maintain my brand loyalty?' " Competitive Advantage's Mr. Ferstandig says. "On the other hand, saving money offers consumers the power of doing something smart; it's a positive stroke. You'd be surprised at the number of consumers of all income levels who are terribly proud when they save $1.50."

The recession has made saving money a more serious proposition.

"The need for minimal price outlay is going to grow as our society polarizes based on income," says Josh McQueen, exec VP-director of research at Leo Burnett USA, Chicago. "For many consumers, what that will mean is they'll be trying to get 'good enough' quality at the lowest price."

High-income bargain hunters

But a surprising number of discount shoppers are not those who *need* to save money. The typical frequent buyer at a discount drugstore has a household income higher than $30,000, according to Nielsen Marketing Research information. Consumers with a household income greater than $50,000 are 38% more likely to be frequent buyers at warehouse clubs than the average.

The lesson: It's not only the prices that draw shoppers to discount stores.

A trip to a warehouse club is "usually a bulk-up trip, for people who don't like to have to buy these products all the time," says Glen Terbeek, managing partner of the food and package-goods industry program at Andersen Consulting. "These consumers have the financial and storage capacity to stock up. And they're buying products for which the only possible shopping enjoyment is getting them cheaper."

Warehouse club shopping can be fun in its own way, though. Although package-goods marketers largely are failing to captivate consumers with their new products, consumers are intrigued with what they find at warehouse clubs: odd sizes and packaging, foodservice and institutional products, things they can't find anywhere else.

Although the reality is that many discounters carry only one brand of plastic wrap, light bulb or battery, Willard Bishop's Ms. Hunt maintains consumer perceptions may be different.

"Consumers may be looking at the deep-discount drugstores, for instance, as providing *more* variety than supermarkets. Usually each chain has a couple of key categories, like haircare or cosmetics, in which they carry unusual products and lots of variety. And they make that big variety statement as soon as you walk in the store."

The future of brands

So where do brands fit into this emerging discount channel of retailing? What happens when Wal-Mart, Target, Drug Emporium, Sam's Club, Pace Membership Warehouse, F&M and the rest have blanketed the country?

"At some point, most package goods will be sold in these high-volume emporiums," Corporate Strategies' Mr. Hoffman says. "Then, an individual store's ability to [establish and promote a] price differential disappears, because all the retailers price

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Lever boss: Brands never stronger

David Webb, as president-ceo of Lever Bros., is steward of some of the most enduring brand names, including Wisk, Dove and All. Just this year, the new Lever 2000 helped propel the company to category leadership in bar soaps.

Unlike some executives who fear for the future of brands, Mr. Webb, a 40-year veteran of the marketing wars, is convinced of their staying power. He explains why to Advertising Age *Reporter Judann Dagnoli.*

Advertising Age: *How do you feel about the strength of brands and the state of brand marketing today?*

Mr. Webb: My deep belief—and I've got ample evidence to prove this—is that brands are stronger today than they have ever been. If you go to any supermarket shelf in this country, the dominant position will be held by the megabrands that have been built by a combination of two things: performance and consistent advertising.

AA: *Advertising, then, is a means of communicating performance?*

Mr. Webb: Lever 2000 . . . has taken eight years of the most sophisticated research to produce. . . . It was national only a month ago, yet that brand is now the biggest-selling brand in Wal-Mart. It's taken Lever to the leading position in the personal washing market for the first time in 75 years. . . . It's done that because it is a better-performing product.

It is performance and delivery of results that make products. What advertising does is to turn superior technology into a long-lasting asset, because the advertising turns that technology into a property.

AA: *How does promotion fit in? Is it at odds with advertising?*

Mr. Webb: No amount of advertising or, in my view, price cutting will take the place of performance and quality. No amount of advertising can save a bad product. Never has and never will. So if you look at the market today, what has happened as a result of the increasing skill of retailers is that the test which both performance and advertising have to go through to get [a product] to the top is an even tougher test than before.

So, in fact, it's actually that the stronger brands are stronger. Because if you're raising the bar of testing, and add in the kind of muscle that the major retailers are able to bring in terms of [ad inserts] and half-price sales, that those [measures] have even more likelihood to sort the sheep from the goats. . . .

This is making even more important the quality and the amount of advertising.

AA: *But not all brands can afford to advertise.*

Mr. Webb: Weaker brands in that situation do not enjoy the luxury of being able to . . . advertise. So the field of advertising is left to the strong brands and the powerful brands and the brands that have the strength, power and muscle to both fight that battle . . . and retain the loyalty and commitment of your consumers. . . .

With weaker brands, yes, they fall by the wayside and they can no longer fight on two fronts. They can't afford to offer the trade huge discounts, sell at a low net price and put money in budgets. But the powerful brands, of course they can. . . .

ONE ON ONE

Doug Goodman

Lever Bros.' David Webb says analysis will show traditional leading brands are still on top.

So, do I feel good about the state of brand marketing? I have never felt better about it in all my life.

AA: *Why do most marketers appear to be cutting budgets in favor of promotion?*

Mr. Webb: That's not true. Even the evidence doesn't bear that out. We are spending more on our advertising budgets this year than we have ever spent. Procter & Gamble is spending more than they have ever spent. . . .

It's the ones with the weaker brands. I have to do it with some of my weaker brands; I'm not trying to be holier than thou. If I depended on my weaker brands, I wouldn't be in business. That's not to say I don't have room for them in my total portfolio.

AA: *Is there a point where ad spending cuts are merited?*

Mr. Webb: If I am going to trim budgets, I will have a very clear set of priorities. The first is, when I have a clear message of product performance to impart, that my brand would not be selling to the consumer if I hadn't told them about it. The trade wouldn't be featuring it. There are retailers who will not accept a new product until they have seen the advertising. . . .

We actually have little [videocassette] units that we take to the retailer and run commercials. Not because we want to but because he insists on it. With one recent brand, I actually had a situation where I had to show an animatic because I didn't have the commercial ready in time.

AA: *There have been numerous reports about strained relations between manufacturers and the retail trade.*

Mr. Webb: The American retailer's been very shrewd. When we sit down . . . we take our total management team. [Retailers] want to see our development chemist, our computer experts. We explain our electronic data. It's a business collaboration. The relationship is not one of hostility. □

OCTOBER AD RESULTS

Quarter starts slow

Top 10 ad categories all down for first time

By Scott Donaton

The ride is still downhill.

Magazine ad pages and revenue for the first month of the fourth quarter were consistent with the downward trend through the third quarter.

MEDIA WORKS

Ad pages for October totaled 15,982, a 9.8% drop from the same month last year, Publishers Information Bureau reports. Revenues were $674.5 million, a 5.1% decline. Through October, pages fell 10% to 125,224.5; revenues fell 4.5% to $5.18 billion.

For the first time this year, all the top 10 ad categories posted declines, when a steep drop in computer and office equipment pages brought the year-to-date figures down 3.1% to 4,555.6. Ad pages for the month fell 22.8% to 648.1 for the category.

Of the 168 publications tracked by PIB—including 164 standalone magazines and four Sunday titles—125 of them posted ad page declines after 10 months. Forty-two showed increases for the period. One, Conde Nast Publications' *Allure*, was launched this year and couldn't be compared with 1990. The 8-month-old beauty magazine carried 232.5 pages through October.

Of the 125 magazines showing losses, 79 were down at least 10% from the same period last year.

The steepest percentage decline through October was at *US*; the monthly's pages fell 38.5% to 362. *Art & Antiques'* pages were down 36.1% to 437.5. *Corporate Finance* was down 35.1% with 193.2 pages. *Financial World's* 551 pages were down 35%, while *Town & Country's* 835.7 pages marked a 33.7% decline.

On the plus side, *Compute* posted the highest percentage gain through October: Its 681.2 pages were up 589.5% over 1990's 98.8. *Walking's* 174.7 pages were up 56.4%. *Country America* was up 40.5% to 361.5 pages. *Success* carried 369.7 pages, up 28.9%. And *Entrepreneurial Woman's* 329.9 pages were up 27.5%.

Newsweeklies continued to be among the hardest hit by the fall-off in pages. *Time* suffered a 22.7% downturn through October, carrying 1,669.5 pages.

U.S. News & World Report passed *Newsweek* after 10 months to take the No. 2 spot with 1,539.1 pages, down 4.7%. *Newsweek* was down 16.8% with 1,495.7 pages.

The three newsweeklies combined carried 867.8 fewer ad pages through October compared with the same period last year, down 15.6%.

Among women's service titles, five of the Seven Sisters were down in pages through October. *Good Housekeeping* led the field, despite a 7.1% drop to 1,289.3 pages.

Family Circle ranked second with 1,196.1 pages, an 11.2% fall. *Ladies' Home Journal* followed with 1,193.9 pages, down 1.7%. Also down were *Woman's Day* (1,022.5 pages, down 12.1%) and *Redbook* (889.5 pages, down 6.3%).

Better Homes & Gardens was up 1.5% with 1,037.8 pages; *McCall's* was up 3.5% with 835.4 pages.

Travel books appear to have made a healthy comeback after watching pages dive in the first quarter because of the Persian Gulf War.

Category leader *Travel & Leisure* carried 1,095.3 pages through October, a decline of only 3%. *Conde Nast Traveler*, whose pages fell 15.6% in the first quarter, was virtually flat after 10 months with 856.4 pages, down 0.3%. *Travel Holiday* was up 6.2% with 395.4 pages.

European Travel & Life was hardest hit: Its 335.4 pages were down 19.8%. *National Geographic Traveler's* 214 pages marked a 4.6% drop; *Endless Vacation*, with 184.9 pages, was down 19.2%.

Gourmet, a strong competitor for travel ads, carried 893.1 ad pages through October, a 13% drop. □

Top 10 magazine ad categories by revenue

Category	1991 revenue	% chg	1991 pages	% chg
Automotive*	$719,199,510	(0.86)	12,512.8	(8.06)
Toiletries & cosmetics	$521,623,359	(4.79)	10,942.2	(12.57)
Direct response cos.	$460,143,231	6.11	14,779.5	(2.42)
Business & consumer svcs.	$355,298,489	(15.52)	9,288.9	(18.7)
Food	$348,992,254	(7.71)	5,568.9	(13.47)
Apparel**	$340,892,099	(5.29)	11,211.9	(9.31)
Travel, hotels & resorts	$296,049,538	(8.22)	9,462.3	(8.56)
Cigarettes & tobacco	$228,862,868	(5.08)	3,825.6	(7.49)
Computers & office equip.	$217,092,096	1.36	4,555.6	(3.13)
Liquor	$160,683,706	(0.88)	3,350.7	(3.33)

Revenue and page figures are from January-October 1991. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

COVER STORY

By Janice Kelly

Cover Story is a monthly ranking of celebrities' popularity as reflected by their appearances on the covers of more than 30 of the nation's leading publications.

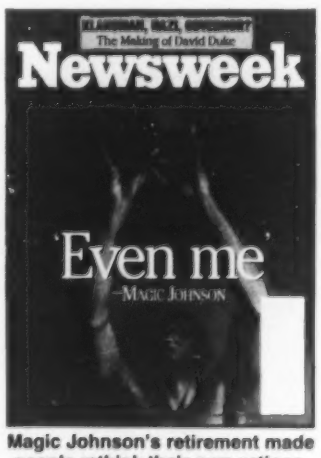
L.A. Lakers superstar **Earvin "Magic" Johnson** outscored everyone appearing on November magazine covers.

Mr. Johnson's retirement from professional basketball after testing positive for HIV generated an avalanche of coverage.

His cover appearances earned 12 points on the Cover Story index, which assigns points based on factors such as publication frequency and prominence of photos.

Tied for second place with 9 points were **Jodie Foster**, as attention continued for her directorial debut with "Little Man Tate," and **River Phoenix**, who co-stars in the critically acclaimed film "My Own Private Idaho."

Fourth place with 8 points went to **Elizabeth Taylor**, a perennial favorite for supermarket tabloids that chatted up her recent marriage and lifestyle.



Magic Johnson's retirement made people rethink their own actions.

A tie for fifth place gave 7 points each to director **Spike Lee** as stories addressed the growing controversy about production of his film about Malcolm X, and **Keanu Reeves**, who co-stars in "My Own Private Idaho."

Michael Jackson took seventh place with 6 points after the debut of his video "Black or White." Some coverage focused on the pending release of his album "Dangerous"; other stories discussed Mr. Jackson's family and sibling rivalry with brother Jermaine.

Eighth place saw a 5-point tie between talk show host **Joan Rivers**, with stories about her plastic surgery and her book "Still Talking"; new United States Associate Justice **Clarence Thomas**, who said he'll get over controversy surrounding his confirmation hearings through prayer and family support; actress **Anjelica Huston**, who stars in "The Addams Family"; and basketball superstar **Michael Jordan.**

Rounding out the survey with 4 points each were two larger-than-life TV stars: **Roseanne Barr** and **Delta Burke.** □

Joe Mandese coordinates MediaWorks.

NYT Co. travel title planned

NEW YORK—The New York Times Co.'s *Child* and *The New York Times Magazine* in the spring will launch *Family Travel*, an annual with initial distribution of 1.6 million copies.

Magazine ad page leaders

Publishers Information Bureau figures for January through October 1991.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	2,789.22	(18.8)	168,355,665	(13.5)
2	Forbes	2,784.28	(12.6)	122,819,928	(10.7)
3	Bride's	2,571.59	(5.2)	47,937,602	(0.2)
4	People	2,492.89	(11.1)	258,930,317	(2.5)
5	Fortune	2,330.68	(15.9)	120,955,259	(9.2)
6	Modern Bride	2,199.29	1.1	35,428,242	(0.1)
7	Vogue	2,127.02	(13.8)	85,678,721	(4.2)
8	The Economist	1,982.83	(9.9)	19,033,864	(1.0)
9	TV Guide	1,939.72	(19.7)	225,777,704	(13.4)
10	Sports Illustrated	1,828.04	(12.4)	247,843,673	(5.0)
11	New York Magazine	1,728.80	(16.6)	29,882,630	(10.3)
12	Time	1,669.50	(22.7)	251,370,187	(16.7)
13	Cosmopolitan	1,633.00	(7.7)	106,561,930	0.1
14	Entrepreneur	1,630.59	(3.1)	17,936,402	10.1
15	U.S. News & World Report	1,539.08	(4.7)	131,312,771	2.2
16	Newsweek	1,495.68	(16.8)	176,182,598	(12.3)
17	The New Yorker	1,424.87	(19.8)	38,265,059	(15.4)
18	Elle	1,415.15	(24.2)	46,940,513	(14.6)
19	Glamour	1,389.73	(10.7)	75,435,240	(4.1)
20	Rolling Stone	1,379.21	(10.3)	56,910,107	(1.5)
21	American Way	1,334.55	(8.0)	19,168,098	(4.2)
22	Golf World	1,298.82	2.1	11,528,497	13.1
23	Good Housekeeping	1,289.26	(7.1)	133,993,012	1.7
24	GQ	1,273.89	(21.1)	34,514,946	(12.1)
25	Skin Diver	1,199.74	(1.5)	12,145,946	6.3
26	Family Circle	1,196.10	(11.2)	102,292,184	(6.8)
27	Ladies' Home Journal	1,193.87	(1.7)	92,157,168	5.6
28	Muscle & Fitness	1,172.23	13.1	21,432,641	20.6
29	Yachting	1,163.62	(14.8)	7,610,499	(10.2)
30	Sunset	1,133.40	(7.6)	34,686,054	(8.9)
31	Texas Monthly	1,106.11	(1.7)	12,938,756	1.2
32	Parents	1,097.39	(6.1)	48,925,607	3.9
33	Travel & Leisure	1,095.29	(3.0)	47,161,983	1.5
34	Vanity Fair	1,082.80	(7.6)	38,750,610	(2.2)
35	Mademoiselle	1,067.58	(16.3)	37,934,804	(8.5)
36	Popular Photography	1,060.43	4.2	25,404,937	3.9
37	Car & Driver	1,053.04	(2.0)	42,813,636	4.0
38	W Magazine	1,046.19	(13.0)	24,852,128	(9.8)
39	Better Homes & Gardens	1,037.84	1.5	128,854,190	10.5
40	Architectural Digest	1,031.22	(31.2)	29,066,756	(26.5)
41	Woman's Day	1,022.52	(12.1)	78,491,140	(5.9)
42	Golf Digest	1,019.12	(6.5)	59,526,203	6.6
43	Southern Living	993.40	(4.7)	50,824,466	(3.9)
44	Money	959.43	(2.2)	65,715,730	7.1
45	Road & Track	897.53	(5.1)	27,709,097	(0.7)
46	Gourmet	893.06	(13.0)	26,505,473	(2.3)
47	Redbook	889.46	(6.3)	59,007,515	(2.3)
48	Golf Magazine	880.09	(9.0)	33,329,225	2.2
49	Jet	858.40	(2.7)	15,279,243	2.4
50	Harper's Bazaar	856.67	(27.0)	25,443,809	(17.2)
51	Conde Nast Traveler	856.42	(0.3)	25,418,114	6.9
52	Town & Country	835.73	(33.7)	23,418,439	(24.1)
53	McCall's	835.42	3.5	66,118,056	11.6
54	Seventeen	822.75	(22.9)	29,458,598	(9.3)
55	Bicycling	801.29	(8.4)	12,198,058	(0.2)
56	Country Living	782.75	(12.5)	35,638,921	(1.9)
57	Inc.	781.21	(14.2)	34,937,043	(6.9)
58	Salt Water Sportsman	779.32	(18.8)	5,510,973	(11.2)
59	Four Wheeler	771.28	(6.9)	6,998,584	6.6
60	Self	765.72	(27.8)	31,228,275	(20.4)
61	Ebony	764.39	(10.3)	29,605,248	(2.0)
62	Mirabella	761.36	(14.0)	16,694,763	15.1
63	Black Enterprise	759.57	(1.2)	11,291,247	10.2
64	San Francisco Focus	752.68	(22.8)	5,216,585	(19.7)
65	HG	747.75	(14.8)	20,109,522	(6.7)
66	Entertainment Weekly	733.96	8.2	18,001,480	25.0
67	Esquire	732.86	(26.7)	24,357,381	(22.8)
68	Bon Appetit	731.88	(10.7)	23,441,133	(6.9)
69	Outside Magazine	707.54	8.9	14,665,844	23.5
70	Reader's Digest	701.82	(18.7)	77,754,182	(13.2)
71	Motor Trend	683.38	(10.4)	27,140,228	(2.9)
72	Parenting	681.93	9.2	15,823,958	44.1
73	Compute	681.24	589.5	6,036,824	607.6
74	Smithsonian	679.04	(13.0)	30,103,747	(10.2)
75	Metropolitan Home	677.27	(26.6)	24,717,232	(16.5)
76	Automobile Magazine	664.01	3.1	17,283,058	37.2
77	Working Woman	659.85	(21.1)	22,280,241	(15.7)
78	Sports Afield	652.76	(4.4)	13,937,763	3.8
79	Essence	652.41	(10.3)	18,522,757	0.7
80	Field & Stream	644.48	(3.2)	29,950,830	1.9
81	Delta Sky	644.20	(10.0)	18,013,565	0.1
82	Ski	643.80	3.7	12,723,177	2.3
83	Outdoor Life	634.61	(7.7)	21,780,307	1.1
84	Penthouse	619.53	19.6	25,101,063	18.5
85	Parade*	619.17	4.3	318,085,443	11.3
86	Tennis	617.99	0.7	21,761,732	5.0
87	Hot Rod	616.06	(9.6)	15,864,121	(3.7)
88	Playboy	612.53	7.8	39,940,032	5.2
89	New Woman	609.63	(22.7)	16,739,141	(13.4)
90	House Beautiful	604.73	(1.3)	25,214,152	11.1
91	Popular Mechanics	592.54	(13.2)	20,954,266	(3.3)
92	Popular Science	588.02	(6.0)	18,146,343	2.5
93	Shape Magazine	564.97	6.2	9,376,287	(2.9)
94	USA Weekend*	562.73	0.8	111,698,719	16.4
95	Yankee	560.80	(12.1)	7,230,174	(7.3)
96	Working Mother	559.73	(7.1)	13,544,216	(4.0)
97	Omni	557.67	11.0	15,267,198	(3.3)
98	M Inc.	552.28	(21.4)	7,681,967	(9.0)
99	Financial World	550.95	(35.0)	13,599,103	(31.7)
100	Premiere	542.09	(12.5)	10,955,362	(1.4)

Percent change compares January-October in 1991 with 1990. *National Sunday magazine; tracked separately by PIB. Source: Publishers Information Bureau

ADREVIEW

Diet Coke raises the dead to star with Elton John

Garfield

By Bob Garfield

Wait'll you see the new Diet Coke spot. Lintas:New York has employed a digital computer-generated genetically engineered cold-fusion matting process, or something, to bring Humphrey Bogart, Jimmy Cagney, Louis Armstrong, Elton John and a bunch of extras all together on one stage. Truly amazing. Real "Hey, Blanche, get a load of this!" stuff.

The Bogie-Cagney-Satchmo action is plucked from the movies, colorized and somehow superimposed on a nightclub scene with Mr. John as the headliner. It's seamless and wonderful, displaying astonishing technical virtuosity and raising two immediate questions: 1) How did they do that? (Answer: Beats me) and 2) What is it lately with the Coca-Cola Co. and technology?

In spite of its essential Cokeness, with all the tradition and sentiment and unmatched brand reverence it represents, and despite its astonishing global soft-drink dominance, Coca-Cola is obsessed with Pepsi-Cola's youthful image in the U.S., and has been trying desperately, pathetically to approximate it.

Pepsi-Cola signs hot entertainers; Coca-Cola signs tepid ones. Pepsi leverages its celebs around its brands; Coca-Cola merely trots them out there singing and dancing. Pepsi does funny ads built around the brands; Coca-Cola does unfunny "humorous" ads, scarcely about the brands.

Rating: ★ ★ ★

Pepsi contrives vast productions that emphasize the Pepsi image; Coca-Cola uses vast productions as a substitute for a coherent image.

Failing to match Pepsi with words and ideas, Coca-Cola and its agencies increasingly have turned to technology, though it would be more accurate to say technology has turned on them.

Cagney seems young and in the pink in an amazing new ad for Diet Coke, but Elton John, in hat above, is getting on in years, isn't he?

Forgetting for a moment the flavor technology that led to the New Coke debacle, we've seen botched 3-D ads in 1989; the surround-sound gimmick in 1990, a nifty effect drowned out by the commotion of 60 million Super Bowl parties; the MagiCan promotion fiasco, and the failure of specially rigged containers to surprise and delight lucky Coke customers (Clarence Thomas doesn't count); and finally the live-television "Crack the Code" sweepstakes, canceled at the last minute due to war in the Gulf, already in progress.

Now, at long last, they've succeeded—at least technically. People will love this ad no matter how well it sells, which is not very.

The problem starts with the jingle. The volume and bombast of Elton John's overarrangement obscure the lyrics and thus also the explanation for why—apart from sheer gee-whizardry—Cagney, Satchmo and Bogart are resurrected. It is because they, like just-1-calorie Diet Coke, are "just one" of a kind.

There's just one, and there's no mistakin' it/One, no way of fakin' it/One, for that real attraction/One, for the satisfaction/-One, just for the feeling/Diet Coke, just for taste. One calorie/Just for the cool . . . Just for the taste, Diet Coke.

A more than satisfactory bit of wordplay, lost in the din. Another puzzlement is why Lintas stints on the majorly cool movie-idol effects and lingers repeatedly on Mr. John, whose last hit song, not counting "Just for the taste of it," was popular, I believe, during the Coolidge administration. It speaks to Coca-Cola's notion of the pop-culture vanguard that its lead presenter, in order to seem contemporary, must be surrounded by dead people.

On the other hand, he's a fitting host for this crowd, being the first major entertainment property retouched via colorization. Here he's wearing candy-apple specs, red satin bowtie and the motley, bejeweled garrison cap of Post 2136, Senegal Veterans of Foreign Wars. So very, very '70s. So very, very forced.

So very, very Coca-Cola Co. □

Brands

(Continued from Page 18)

low and consumers use those low prices as a benchmark.

"Right now, discount retailers are using brands as power, because they can price lower than supermarkets. But at some point, when the low-price philosophy has become the norm, the retailer will have to find new ways of doing his price philosophy."

That's when the forecasts get *really* interesting.

"When the retailer needs to get a price advantage, he can try to cut his own costs further or work out an arrangement for a new line of products that only he can carry," Mr. Hoffman says. "And that's where private-label could come in."

It's already happening. Although Wal-Mart has built itself with national brands, the retailer is experimenting with a Sam's American Choice brand of soft drinks and juices. Chairman Sam Walton's signed message on the cans reads: "Innovative products, made to our own standards, that we're proud to call Sam's American Choice. We believe these products, available only at Wal-Mart, offer better value than the leading national brands."

Northwestern's Mr. Schultz asks: "Brands won't go away, but will they be manufacturer brands, retailer brands or someone else's brands?"

Perhaps manufacturers will be able to tweak products enough to give each retailer something distinctive.

"There may be brands to be developed specifically for those kinds of outlets," says ConAgra's Mr. Rahn.

Mr. Doolittle points to an emerging trend he calls "divisive packaging": Manufacturers split products into different packaging to create a unique assortment for each retailer.

"We're giving different retailers different combinations of merchandise and working out different promotions so no one has exactly the same program" this Christmas season, says Donna Gibbs, Mattel's director of media relations.

Wal-Mart's wholesale Sam's Club chain this fall got a unique version of Mattel's popular "Bathtime Barbie" with a bathtub, packaged together for an end-aisle display that no other retailer has.

Another point of difference for national brands could be a *higher* price.

"Price is one of the lost variables in marketing; companies are blatantly using low price as a tool, assuming that low price is better. Maybe it's not," says Mr. Stibel of New England Consulting Group.

One of the real fears for brand marketers is that retailers will create brand loyalties not just with private-label goods but with a broader store image. Consumers can shop the Wal-Mart brand —"always the low price"—trusting they will get the best deal in each product category. Does it matter if that "best deal" is on Colgate, Crest or Aqua-fresh?

"It's reached a point where the manufacturer-retail circus is getting so out of control that brands don't have as much meaning as they used to. . . . People are transferring their loyalty from the brand to the retailer," Mr. Doolittle says. "It's hard to get people to give up on brands, and the fact that brands are important to consumers is part of the reason discounters have been so successful. But brand marketers are going to lose some ground as a result of all this change in the retail sector."

Planning for the future

Marketers and conventional retailers need to learn how to deal with the new discount channel now —"rather than waiting till we're forced in the year 2000," says Mr. Hoffman of Corporate Strategies.

Almost everyone in marketing agrees: In the face of this level of retailer power, manufacturers tempted to reduce marketing costs must resist.

"As a consumer-goods marketer, you have leverage to the extent that the customer wants your product. . . . " says Mr. Furash of Deloitte & Touche. "Some products regularly are sold below cost, because the manufacturer is able to command a premium in the consumer's eyes. The consumer draws that product through the channel even though retailers don't make money on it. A product like that is the closest thing to a diamond you can get in this industry."

Even those companies who've already struck long-term deals with discounters need to be vigilant.

"The man who has an exclusive deal with Wal-Mart has to know that he got that deal on price and that tomorrow a competitor will come in with a lower price," Mr. Stibel says. "When that happens, that manufacturer must . . . through product quality and consumer marketing, have convinced his retail customers that the product can't be dropped."

"Brands won't go away, but will they be manufacturer brands, retailer brands or someone else's brands?"

Marketers have seen the danger of cutting advertising too far.

"I see a trend toward companies making a serious effort to reallocate money to media, thereby streamlining promotion," says Maurice Kelley, VP-marketing services at SmithKline Beecham Consumer Products. "We've overdone the price thing in stores . . . and brand loyalties have eroded a tad there."

Brands' worst enemy

Protecting established brand equity and mining new "diamonds" isn't easy, though. Unfortunately, many experts believe the package-goods marketers themselves—their organizational setups and corporate mentalities—represent the worst threat to brand health and the greatest obstacle to developing breakthrough products.

Corporate megamergers brought brand equity into the spotlight during the '80s. But Wall Street's increased input in brand decisions and the huge bureaucracies that have developed at the megamarketers have left companies unable to properly manage those equities.

A lack of integrated marketing systems is a key problem that leading ad agencies and marketers are trying to address with executive training programs and new organizational setups.

"Corporations are not set up to handle brand equity," Burnett's Ms. Douglas-Tate says. "Decisions aren't based on the brand's needs."

Bureaucracies don't produce the best new products, either. Despite a general belief that the supermarket is saturated with undistinguished products, new items are racing into supermarkets—and failing at a faster and faster rate. The most innovative new products of the recent past, from Gatorade to Budget Gourmet to Iams dog food to Chicken by George, usually have been developed outside the expansive research & development departments of the leading package-goods marketers.

While small companies are launching breakthrough concepts, many larger marketers lament their overreliance on line extensions.

"The line extension strategy is going to play itself out at some point; it can't go on forever," says Mr. Pirko of Bevmark.

But the difficulty and expense of establishing a truly new brand name will force marketers to continue using their existing brands as umbrellas for new products—but with better-defined extensions.

"I think megabrands with microvarieties is the future of brands," says Burnett's Mr. McQueen, whose agency works on several, like Procter & Gamble Co.'s Cheer detergent.

Big marketers can score big hits, too—and not just with line extensions. The food industry's hottest brand remains ConAgra's Healthy Choice, which seeks to revolutionize the rest of the supermarket in the way it's dominated the freezer case in the past three years.

"We've gone through and analyzed why Healthy Choice worked," Mr. Rahn says. "Last February, at a management presentation, we agreed that one reason for its success was that there was a singular focus from the beginning on what it was. The objective was clear, the mandate from on top was there—but we were left alone to develop it. [Chairman-CEO] Mike Harper told us what he wanted, but he was not an interferer."

"We're seeing top management getting more and more actively involved in new products," says consultant Mr. Bredine. "Plus, companies are trying to find ways to reward people for developing new products."

That's one positive trend for new products and brands. Tangible new product and brand opportunities may also exist in consumers' interest in eating right and being environmentally correct.

Package-goods companies also have a perhaps underutilized chance to build consumer loyalty to broader, more corporate identities.

With billions of dollars at stake, package-goods marketers won't give up on brands despite the challenges emerging in the '90s. And they won't stop mining for gold, because of the power potential of a strong brand name.

"In the end, there are only a couple of things a company has—its people and its brands, both the trademarks and the good will they carry with consumers," says John Blair, VP-marketing services and new ventures for Quaker Oats Co. "And once you have a brand that's established in the minds of consumers, it's a crown jewel." □

Kate Fitzgerald contributed to this story.

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Doug Goodman

Roger Ailes has worked on presidential campaigns since Richard Nixon's 1968 effort.

Ailes out of '92 campaign

Negative ad guru says 'I will help the president if he needs me'

By Steven W. Colford

WASHINGTON—Roger Ailes, the "Darth Vader" of Republican political advertising, will not be a member of the president's 1992 campaign team.

Mr. Ailes, who guided George Bush's 1988 image transformation from "wimp" to decisive leader, Friday ended speculation about his political future by removing himself from any official involvement in the upcoming presidential campaign.

Mr. Ailes said he "will always help [the president] if he needs me."

A spokesman at Ailes Communications said that help would be limited to advice "if the president called and asked if he should do this or that."

The official statement came barely 24 hours after the office said Mr. Ailes, the Bush campaign's senior media adviser in 1988, was "in discussion with the campaign's management about a role" in the 1992 effort, but would "not undertake the same role as in 1988."

Questions about Mr. Ailes' place in the 1992 campaign surfaced weeks ago, but were fanned Dec. 5 when his name wasn't on the Bush re-election team list announced by the White House.

■ Tsongas is the first presidential candidate to air TV spots—Page 4.

Mr. Ailes' sudden lack of any role in the 1992 race leaves unanswered the question of how the 1992 Bush campaign will handle its advertising.

"The campaign might want to take more of a Tuesday Team approach as was used in 1984, when, under Michael Deaver, the Reagan people had a group of advertising execs from Madison Avenue to develop ads," said a well-in-

(Continued on Page 49)

How FCB's muscle doomed breakaway

By Scott Hume

CHICAGO—"Desert Storm Begins."

That was the message left on Mark Weinstein's word processor screen the morning of Nov. 27 after he tendered his resignation as senior VP-managing director of Foote, Cone & Belding Communications' direct marketing unit and walked out of the agency.

The office's president, Jim Tennant, tendered an identical letter of resignation, and 18 others, 20% of the total staff, turned in their letters a half-hour later, just as they planned.

Ironically, the breakaway from FCB/Direct didn't even last as long as the Persian Gulf War, and wasn't nearly as successful.

Six days after Tennant Weinstein Organization opened, it closed, a victim of the legal muscle FCB amassed to squelch the creation of a direct-marketing rival. All but Mr. Weinstein returned to their jobs at FCB/Direct.

The maneuver failed so quickly and so completely that it could serve as a model of how *not* to orchestrate an agency breakaway, if the scenario of events contained in an FCB lawsuit is correct.

How the breakaway principals executed their plan, the myriad mistakes they made, all outlined in the lawsuit filed in Cook County Circuit

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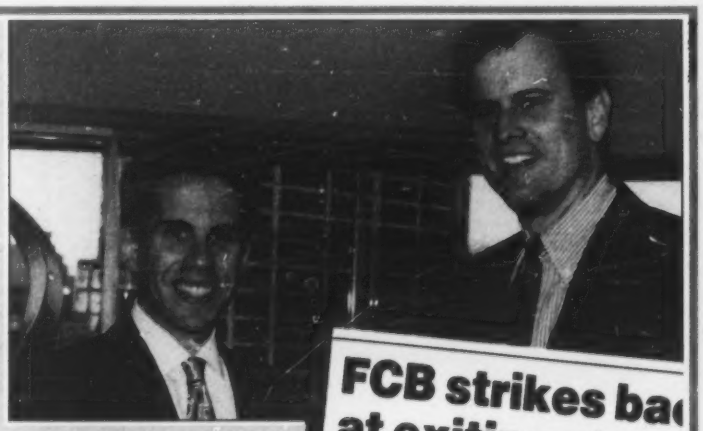
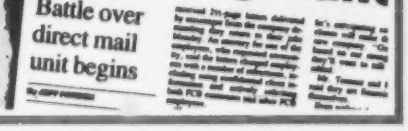


Despite the smiles, Jim Tennant (l.) and Mitch Engel face the difficult task of putting FCB's direct marketing unit back together after the breakaway was crushed.



FCB strikes bac at exiting staffe

Battle over direct mail unit begins

LAST MINUTE NEWS

Coen: 1991 ad spending down from '90

NEW YORK—McCann-Erickson Worldwide Senior VP-Director of Forecasting Robert Coen is expected to report U.S. ad spending dropped in 1991, sources familiar with the report say. That would mark the first year-to-year spending decrease since 1961. Mr. Coen, who will address the PaineWebber Media Conference this week, expects ad spending to pick up in the second half of 1992. In his most recent forecast, he predicted a 7% to 9% increase in 1992 ad spending.

RJR campaign tells kids not to smoke

WINSTON-SALEM, N.C.—R.J. Reynolds Tobacco will announce an anti-smoking campaign for kids this week, coinciding with the publication of a study in the *Journal of the American Medical Association* that finds the company's Camel cigarette ads encourage children to smoke. The outdoor board campaign, created by Lockhart & Pettus, New York, is already running in six markets and will be extended to 30. Three

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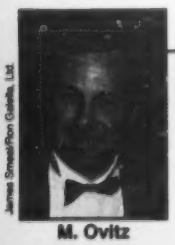

James Smeal/Ron Galella, Ltd.

M. Ovitz

Close-up: Ad Age sits down with Michael Ovitz. **Page 20.**

Cable TV: Battling to maintain its hard-fought gains. **Page 27.**

'Daily News' hopes dim

Maxwell upbeat, but rivals set to move in

By Scott Donaton

NEW YORK—As the publishing empire of Robert Maxwell crumbles, rivals of the *Daily News* here are getting ready to pounce.

The *News* filed for Chapter 11 bankruptcy protection last week. However, Kevin Maxwell, son of the late Robert Maxwell, insists the newspaper isn't for sale and that every attempt will be made to save the tabloid.

But industry watchers believe the title will fold or be sold.

Last week both the *New York Post* and *New York Newsday* said they are drawing up expansion plans based on the possibility of one fewer daily in New York.

"The *Daily News* is continuing along the sad path to its demise," said Peter Apert, a media analyst with Cyrus J. Lawrence Inc. "I think the long-term prognosis is not good."

An investment banker who asked not to be identified was more blunt: "I think the whole thing is going to explode. I would bet that the *News* shuts down right after the Christmas season. It's a cash drain."

Mr. Maxwell, chairman and publisher of the *News*, appeared at a news conference Friday to announce a "partnership" between the paper's board and its unions to draw up a reorganization plan.

"The *Daily News* is continuing along the sad path to its demise. I think the long-term prognosis is not good."

He insisted the paper has "sufficient cash" to continue publishing for the short term and isn't for sale. But, he said, "the reorganization plan will almost certainly call for fresh equity."

While he didn't say where an equity infusion might come from, he said "all avenues will be explored," including the sale of a minority stake to employees or outside investors.

The same unions provided concessions to the *Post* last year when it was on the verge of financial collapse. In exchange, the unions received partial ownership of the paper.

But analysts and competitors are skeptical about whether the *News* has the funds to keep publishing and say the paper will need to seek union concessions and other cost reductions to stay afloat.

The tabloid's Chapter 11 filing listed total assets as of Oct. 27 of $37.4 million and total liabilities of $53.3 million. The petition indicated projected cash receipts of $21.6 million in the next 30 days

(Continued on Page 49)

NEWS SUMMARY

■ **Roger Ailes,** leading media consultant to George Bush in 1988, confirmed he will not be part of the President's re-election campaign team for 1992. 1

■ **New York's 'Daily News'** filed for bankruptcy protection and Publisher Kevin Maxwell vowed full efforts to save the paper, but observers expect it to be sold or shut down. 1

■ **FCB/Direct** has rehired all but one of the 20 employees who broke away in an unsuccessful effort to start their own direct marketing agency. 1

■ **Olympic Games** organizers plan to seek hefty increases in sponsorship costs when they meet soon to set marketing plans for the 1994 and 1996 Games. 3

■ **Courtroom Television Network** hopes its coverage of the William Kennedy Smith trial via basic cable will boost viewership and ad revenues. 3

■ **Mazda** executives begin hearing agency presentations this week for the new Amati auto account. 3

■ **Young & Rubicam** Chairman Alex Kroll has set up two internal task forces to study ways the agency can become "easier, faster and simpler to work with." 3

■ **Super Bowl XXVI** TV advertising on CBS, set at more than $800,000 for a 30-second spot, has scared off some companies that usually advertise on the telecast. 3

■ **Paul Tsongas** has become the first 1992 presidential candidate to air TV spots, aiming at the Feb. 18 New Hampshire primary with a three-state buy. 4

■ **David Duke,** running against George Bush for the Republican presidential nomination, said 30-minute commercials will be a key element in his campaign. 4

■ **National Advertising Review Board** was urged to become a watchdog over political advertising by Young & Rubicam Chairman Alex Kroll. 4

■ **Arby's** has set a new marketing strategy around the theme "Arby's is different. Different is good." 12

■ **Lintas:USA** is asking some of its major clients to increase their ad investment in radio, terming it an "underutilized and undervalued" medium. 12

■ **'Martha Stewart Living'** will double its rate base next year when Time Warner plans new related TV properties and other spinoff projects. 16

■ **Market researchers** are sharply divided over whether certification of practitioners through education is the best way to improve the craft's image. 35

■ **Bruce Beach,** the former head of Ogilvy & Mather's Chicago office who is suing Ogilvy Group over compensation, was named ceo of Campbell-Mithun-Esty, Chicago. 36

■ **Christmas shopping** by the well-to-do is unaffected by the economic downturn, a three-person survey shows. 42

■ **Yuletide parties** are being supplanted by contributions to charity and volunteer work at many ad agencies. 50

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New suit hits Riney

Former employee alleges fraud in dismissal

By Alice Z. Cuneo

SAN FRANCISCO—A former top Hal Riney & Partners executive has sued the agency for fraudulently inducing him to quit his job and give up his right to share in the proceeds of a sale of the company.

Peter Murphy, former Riney executive creative director, said in his complaint he was tricked into signing an agreement giving him a 3% share of the proceeds from the purportedly "imminent" sale of the agency if he agreed to leave.

The severance agreement limited Mr. Murphy's eligibility to share in sale proceeds for two years from his November 1989 resignation, or through last month.

The suit, which names the agency and Exec VP-Chief Financial Officer Lyn Muegge as defendants, was filed in Superior Court here last May. *Advertising Age* recently learned of its existence.

Attorneys for both parties declined to comment. Efforts to reach Mr. Murphy, Ms. Muegge and Hal Riney, agency chairman-ceo, were unsuccessful.

Mr. Murphy, now an exec VP-copywriter at Backer Spielvogel Bates, New York, said in the suit that Ms. Muegge falsely indicated to him "repeatedly in words or substance that a sale of the agency to an English company was imminent" when he agreed to resign.

In its response filed with the court by Rosenblum, Parish & Bacigalupi, San Francisco, Riney's law firm, Riney denied telling Mr. Murphy the agency was about to be sold.

"There was no 'imminent' sale to anyone," the agency response said.

Riney acknowledged in its court filings a possible sale of the agency to Gold Greenlees Trott, London, had been discussed. However, it isn't clear how close the parties ever were to an agreement.

"There was no deal with Hal Riney that nearly got done. I don't want it said that GGT [Gold Greenlees Trott] nearly bought Hal Riney."

Matthew Allen, GGT group finance director, told *Ad Age* last week the agency had met with Riney officials, "but there was no deal with Hal Riney that nearly got done. I don't want it said that GGT nearly bought Hal Riney."

Mr. Murphy alleged Ms. Muegge, in an effort "to induce" him to leave the company, falsely told him he might not receive his share of any sale proceeds unless he resigned.

The complaint also alleged Ms. Muegge falsely said attorneys had been hired to draft sale documents and a closing date was set. Mr. Murphy contended he was led to believe the agency even had rented a hall for the closing celebration.

He was later told the proposed sale had "fallen through," the complaint said.

Mr. Murphy's 3% share would have been $1.2 million, according to the complaint, giving the purported sale a total value of $40 million.

Mr. Murphy was a copywriter with Ogilvy & Mather's San Francisco office, headed by Mr. Riney. That office became Mr. Riney's shop through a buyout in January 1985; Mr. Murphy later became its first executive creative director.

The complaint said Mr. Murphy earned 2% in phantom stock in the agency, increased to 3% in 1989, by helping win the Stroh Brewery Co. and Saturn Corp. accounts.

The agency didn't deny the existence of the severance agreement but countered that Mr. Murphy overstated his contributions to the agency and that he "failed to discharge his duties" as creative director throughout his tenure.

Mr. Murphy is seeking compensatory damages of $1.2 million plus an unspecified amount in punitive damages. He has requested a jury trial.

Riney is also a defendant in a sexual harassment suit brought by former agency secretary Debby Ann LeBeau earlier this year. The agency has denied Ms. Le Beau's charges and has filed a countersuit (AA, Nov. 11). □

Threat of ad tax resurfaces as Fla. seeks new revenue

By Steven W. Colford

Florida may be back on the tax attack.

Gov. Lawton Chiles is threatening to seek a new ad tax, an issue that helped spur the downfall of his predecessor, Bob Martinez.

The governor is giving serious consideration to trying to tax advertising and other services, or to taxing adjusted corporate revenues.

It's unclear whether national ads would be affected, as they were by the short-lived 1987 tax. That extension of the state sales tax was repealed after just six months, due to a firestorm of controversy that included threats by national marketers to pull conventions from Florida.

If either ads or corporate revenues are taxed, the losers will be advertising and the media, expecially TV and radio.

Advertising and media lobbyists plan to meet this week with legislators and representatives of the governor.

Gov. Chiles, a Democrat, is expected to unveil his tax preference before the Legislature reconvenes for its 1992 session Jan. 14, said Kathy Putnam, deputy press secretary.

A special one-week session beginning Dec. 10 in Tallahassee is expected to deal with budget and spending reform to clear the way for the governor's new revenue proposals, Ms. Putnam said.

Several tax options appear alive, government and business representatives say. One of the most likely is repealing all current exemptions from the state's 6% sales tax, including the exemption held by the ad industry for creative and media expenditures. Another possibility is a 1% to 2½% tax on adjusted corporate revenues.

"We tried this for six months in 1987 and it didn't work. The small Florida advertisers paid the tax back then, while the national advertisers didn't; they just discounted rates 5%. We lost $70 million."

"We tried this for six months in 1987 and it didn't work," said Pat Roberts, exec VP of the Florida Association of Broadcasters. "The small Florida advertisers paid the tax back then, while the national advertisers didn't; they just discounted rates 5%. We lost $70 million."

Ms. Putnam said even if the governor proposes extending the sales tax to advertising and other services, the affected services could seek a new exemption.

If there's a tax on revenue, ad time and space purchases as well as creative expenses by ad agencies and clients apparently would be exempt, said Dennis Brown, executive director of the ad industry's State Advertising Coalition.

But such a tax would pose a different set of problems for media, he said.

Mr. Roberts and others say Gov. Chiles is more likely to propose a revenue tax, which would hit the media because marketers' ad expenditures are the media's "revenue." Businesses would be asked to pay the tax regardless of whether they are profitable.

A revenue tax would especially harm Florida radio and TV stations, Mr. Roberts said, since broadcasters across the state are as much as 20% below their revenues from a year ago. As many as a third of all Florida radio and TV stations have laid off personnel.

If the tax hits the media harder than advertisers, it could create a schism between the two groups and mean less unified lobbying against the tax than there was in 1987.

Mr. Roberts also said Democratic Senate President Gwen Margolis and other legislators adamantly oppose taxing advertising as a service. □

FORUM

My meeting with Ovitz

CAA boss says he's no threat to agencies

By Marcy Magiera

He uses the term "macrovision" frequently, puts his hand over his mouth when he talks and says he is not out to take over the advertising agency business.

Meeting Hollywood power broker Michael Ovitz for the first time is the kind of experience one doesn't forget quickly.

At first, "macrovision" struck me as a red herring, a meaningless term thrown out there by Mr. Ovitz to avoid saying anything concrete about exactly *what* it is that Creative Artists Agency, his powerful talent agency, is doing for Coca-Cola.

Soft drink giant Coke in September named CAA its new "worldwide marketing consultant," surprising the marketing world and throwing a scare into the advertising agency business. Was Mr. Ovitz muscling in on new territory?

But the more he repeated "macrovision" over the course of our half-hour meeting, I started to buy the premise that vision is exactly what Coke wants from CAA. Not new-product ideas, or CAA client Kevin Costner as its secret weapon against Pepsi, but some high concept of how Coke should position itself globally over the next several years.

Mr. Ovitz himself was not what I expected. I thought I'd been summoned to meet a very quick-witted, fast-talking, aggressive New York type. Instead, what I found when I was ushered from his private conference room stacked with African antiquities still in boxes into Mr. Ovitz's unmarked but locked office overlooking the Wilson's House of Suede & Leather on Santa Monica Boulevard was a soft-spoken, reserved man.

He disarmed me when he adjusted the window blinds to cut the glare from the late afternoon sun, which streamed into where I perched on his sitting room sofa. His handshake, too, threw me off. It wasn't a strong grip, but the fingertip touch some male executives reserve for women.

He entered the room from what I judged to be his inner sanctum, the working space hidden around the corner from the sitting room, and took a chair on the other side of a coffee table topped by books about African antiquities and CAA-building designer I.M. Pei, a bowl of gardenias and another of Hershey's kisses.

It became apparent fairly quickly why Mr. Ovitz agreed to meet with me. It seemed his patience was wearing thin with speculation about what CAA's doing for Coke.

He's stubborn in his belief that until there's a definitive plan, CAA's work for Coke shouldn't be of interest to *Ad Age* or the advertising industry.

In a surprising twist of naivete for so powerful a businessman, I came away with the impression that Mr. Ovitz really didn't understand how CAA's dealings with Coke might be perceived as a threat to ad agencies.

Maybe he's just discounted the ad business for so long that he has no clue about the pressure the changing nature of the business is putting on ad agencies.

Or maybe it's all a smokescreen. Even for a trained observer and skeptic, it's hard to get a read on Michael Ovitz, at least in half an hour.

He seemed to think that ad agencies thrive only by stealing each other's clients and that the paranoia this creates makes it impossible for agencies to see the addition of CAA to a marketing team as a plus.

Talent agencies are different, he seemed to say, because though they also thrive on wooing clients from competitors, the core philosophy of the business is to build long-lasting relationships.

I got the feeling Mr. Ovitz likes to build relationships with potential partners before any business is transacted. After all, he did have personal relationships with top Coke executives for 10 years before CAA officially became a marketing consultant to the company October 1.

And despite his assertions that he'd be willing to talk about Coke when and if the marketer executes CAA's ideas, I can't exactly envision sitting down with Mr. Ovitz for a tell-all, heart-to-heart about Coke's marketing strategy.

He was obviously proud of the team he's assembled to work on Coke, an eclectic mix of 14 CAA staffers chosen to represent a broad range of ages, lifestyles and jobs within the agency.

Smeal/Galella Ltd.

Michael Ovitz

He also seems proud of the fact that of the already legendary 160 ideas CAA initially presented to Coke, none was celebrity-driven.

In the last two months, that apparently has changed, with CAA recently recommending celebrities Coke might use to develop CAA's "macrovision." Contrary to popular belief, I got the impression that none of the celebrities being considered for this event-driven, macro-marketing plan, likely to begin next year and take at least one year to play out, are CAA clients.

Mr. Ovitz was paternal about his employees, and I had to believe him when he said if I walked around CAA and talked to the people who worked there I'd really like them.

As I left the building I noted the comfortable way high-powered agents and their assistants would lean over balustrades to converse from floor-to-floor, undaunted by the cavernous lobby between them. A lobby, which, by the way, was being set up for an evening tasting of wines from CAA client Francis Ford Coppola's winery.

If people do interact like this at CAA, maybe Mr. Ovitz was being straight about the company's role with Coke and that word I'm still wary of, "macrovision."

Or maybe "macrovision" is just a hypnotic term to bring journalists who persist in writing about him—even when he says there's nothing to report—over to his way of thinking.

Know what I think? I don't know. □

Ms. Magiera, a reporter in Ad Age's *Los Angeles bureau, covers Hollywood and movie marketing.*

LETTERS

Defending RJR's move

The editorial about RJR and its decision to go with Mezzina/Brown (AA, Oct. 21) is biased and pointless and undermines what Mezzina/Brown has accomplished.

Because Mezzina/Brown is a small "start-up" shop does not mean they will remain so. Didn't Young & Rubicam and Apple Computer and countless other giants start out as two-man shops? So what if Y&R had as many as 100 people working the RJR account. For all we know, 98 of them could have been monkeys with car keys and Mezzina and Brown said, "We're outta here!"

I also would like to believe that RJR is smart enough to base its decision to move on Messrs. Mezzina and Brown's proven track record and not to "save a few bucks," as *Ad Age* suggested.

Mark R. Gregorek
President, Blue Moon Licensing
Mahwah, N.J.

Volvo replies

Your editorial (AA, Nov. 25) dealt with what you have alleged to be an "unfair" Volvo advertisement concerning safety. As with your earlier editorials on Volvo ads, it was not preceded by a phone call to learn Volvo's side of the story. Judging by its content, I would suspect you had spoken to someone from Chrysler.

I think your readers are entitled to some facts from which they may develop their own opinions.

- The ad clearly states the source of the data and the years the study covers.
- The Insurance Institute for Highway Safety, upon whose study the ad is based, is an independent, highly respected, source. . . . The study, released in April 1991 . . . is the latest comprehensive study of passenger vehicle fatalities available.
- Chrysler claims that the Chrysler minivans covered by the study were not equipped with "minivan" airbags as their present minivans are. The Volvo 240 wagons sold during the period of the study were not equipped with airbags either. Today they are standard equipment on all Volvos sold in North America. . . . Therefore the addition of the airbag should not alter the relative safety of the vehicle.
- Does one death per 10,000 [accidents] offer a serious safety threat? It does if it is someone you love. The Volvo advertisement never stated minivans were unsafe. It stated what the study data concluded, that the death rate for minivans as a group was twice as high as the safest car in the study—a Volvo 240 wagon. These are facts we believe people are entitled to know.

At Volvo, we don't want to scare people into buying our cars. But we want people to think about just how important and complex automotive safety is. We want people to ask more questions about safety before they make their purchase decisions. We do not believe that is unfair.

Robert C. Austin
Manager-public relations
Volvo Cars of North America
Rockleigh, N.J.

Sauce for the gander

[*In reply to a letter-writer in the Nov. 18 issue who complained of a* Lear's *ad showing a ". . . salacious creature presumably naked and embraced from behind by a presumably naked and obviously much younger man":*]

The high-demographic female reader of *Lear's*, as shown in its advertising, enjoys young men in much the same way as high-income, over-35 males enjoy young women.

Frances Lear
Editor in chief, *Lear's*
New York

CORRECTIONS & CLARIFICATIONS

- All columns headed "1990" in the Global Media & Marketing chart (AA, Oct. 28, P. S-2) should have read "1991." Figures for circulation and ad page costs for 1991 were June numbers as noted in the methodology (P. S-13). The percentage change columns were for the corresponding midyear period in 1990. Under the chart's "Ad page costs" section, the column with heading, "1991 b&w/4-color" should have been "1992 projected b&w/4-color." The last column should have carried the title "Top worldwide advertisers."
- Asher/Gould, Los Angeles, is the agency that created the Suzuki corporate print ad reviewed by Lyle Wedemeyer (AA's *Creativity*, Dec. 2, P. 30C). Lord, Dentsu & Partners, Los Angeles, is the agency for Suzuki motorcycles.
- DDB Needham Worldwide's Washington office, not its New York headquarters, is the agency for *National Geographic* (AA, Nov. 25, P. 35).
- A caption misidentified William V. Weithas (AA, Nov. 18, P. S-10). He's vice chairman of Interpublic Group of Cos. □

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Dan Rostenkowski
NEW REPUBLIC
Subscriber #69,737

Cable's ad allure strong despite some budget cuts

Brands feel recessionary pinch after run of double-digit hikes

By Joe Mandese

Top advertising brands aren't buying the rosy projections for cable growth—at least not according to their spending patterns for the first half of 1991.

While Cabletelevision Advertising Bureau projects total cable ad revenues will grow 19% this year to $3.023 billion, an *Advertising Age* analysis of the top 15 brands in six leading ad categories shows their spending dropped in aggregate by about 7% during the first six months of the year.

"Some categories have been especially hard hit by the recession," says John Hunt, VP-director of research of CAB. But he says there are a number of variables affecting the cable spending patterns of many of the top brands that may not be relevant to overall cable spending patterns.

"I don't see a need at this point to re-evaluate our projection," he adds.

Although some brands increased their cable spending significantly during the first half, three out of the five charted brands cut cable budgets from the same period last year.

While the recession may have had a role in some of the cuts, cable buyers contend the recession also may be driving the increases of brands that have boosted cable budgets.

"Cable is a way for national advertisers to get national exposure at a lower out-of-pocket cost. Sometimes they can't afford big broadcast network schedules," says Hal Zwick, exec VP-director of media services of Wunderman Worldwide, which buys cable TV for several of the medium's bigger advertisers, including *Sports Illustrated*.

While *SI* cut its budget about 15%, to $4.6 million, during the first half, Mr. Zwick says cable still represents a good media value for the magazine.

"Cable is able to target the customers of individual magazines and the [cost per thousand is] efficient. It brings in a low cost per order. And the value of the customers from cable TV is higher than it is from spot broadcast TV," he says.

Time Warner's Time-Life division finds "that cable provides us with higher quality customers, as opposed to conventional broadcast television," says Barry Rosen, director of broadcast media. "It's still an efficient medium for us."

Indeed, Time-Life's records and tapes increased cable spending 20% to $2.7 million during the first half of 1991, according to LNA/Arbitron Multi-Media Service data.

However, Time-Life books reduced its cable outlay 33% during the same period to $3.1 million.

Still, Mr. Rosen said cable continues to be an integral part of Time-Life's overall media strategy, which relies heavily on direct response.

"The cable networks are so highly targeted that if we have a series on history videos or nature videos, Discovery Channel works terrifically for us. We have a lot of music product and MTV works great for that. It enables us to target, it's efficient and the customers we get from cable perform better for us," says Mr. Rosen.

AT&T, another cable advertiser heavily dependent on direct response, is up about 49% in the first half, to $8.1 million. Linda Urben, manager of media advertising, says the brand's aggressive use of cable does not reflect a recessionary strategy.

"We didn't rethink our media plan on any given day for any given reason. We use the different vehicles for what they can do for us in their efficiencies as well as their environment."

"We are very programming specific, and there's a lot of good programming on cable," says Ms. Urben, referring to AT&T's sponsorship of CNN's "Science & Technology Today" segments, CNN business news updates and a variety of programming on Arts & Entertainment.

Similarly, Bob Bolte, director of media services of Clorox Co., says his brand's cable strategy is tied to program specific associations on such networks as Lifetime, Discovery Channel, TNT, Nick at Nite and VH-1.

He cites Clorox's sponsorship of "Growing Up Together" on Lifetime.

"It provides us with the ability to develop and place programming, which provides us with a compatible advertising environment along with solid cost-efficiencies and selective audience targets," he says.

While Clorox's spending is down 49% to $623,800 during the first half according to the LNA data, Mr. Bolte notes that data only reflect buys made on six cable networks: CNN, ESPN, Family Channel, MTV, WTBS and USA.

Programming has also been key to Subaru's cable strategy. Through the first half of 1991, Subaru increased its cable spending 19% to $1.3 million.

"Subaru tends to be fairly upscale in their use of cable, but we've been trying to broaden that," says Scot Butler, exec VP-media director of Subaru's agency Wieden & Kennedy, Cherry Hill, N.J.

"Within each network, we bought very selectively," explains Mr. Butler. "For example, on A&E, we bought 'The Best of David Letterman,' 'David Wolper Presents' and 'Night at the Improv.'

While Anheuser-Busch also has broadened its use of cable networks, it is still primarily focused on sports.

Indeed, with a four-year $100 million deal on ESPN, A-B is the biggest advertiser using cable TV.

Its Budweiser currently is the largest brand on cable TV, spending $17.3 million in 1990, according to LNA. Through the first half of 1991, Budweiser's cable spending was up 42% to $10.5 million.

While Michelob was down 78% to $512,400 and Busch was down 66% to $522,100 during the first half, those appear to be brand-specific strategies and do not reflect an A-B shift from cable.

"We're really just following the trends of where our viewership is going. And as that trend continues our cable budgets continue to grow," explains Tony Ponturo, A-B VP-corporate media and sports marketing.

"About 35% of the national TV audience is now no longer from the broadcast networks, so we're following the eyeballs as they go to cable and other alternatives," he adds.

While A-B's cable emphasis has been primarily sports programming on ESPN, WTBS, TNT and USA, it has recently begun to broaden it to include heavier use of MTV and VH-1 and Comedy Channel.

"In 1992, we're even looking at what Arts & Entertainment has to offer," says Mr. Ponturo, adding, "As the programming quality continues to grow, cable TV becomes more attractive."

While it is unlikely A-B's beer brands will expand beyond cable buys reaching the core audience of 21-to-34-year-old males, Mr. Ponturo says other A-B brands may soon be evaluating buys on such networks as Nickelodeon and USA.

"As Sea World develops and as Eagle Snacks develops, it's not out of the question that down the road, we wouldn't have a broader look in cable," says Mr. Ponturo. □

"We didn't rethink our media plan on any given day for any given reason. We use the different vehicles for what they can do for us in their efficiencies as well as their environment."

Linda Urben
AT&T

"About 35% of the national TV audience is now no longer from the broadcast networks, so we're following the eyeballs as they go to cable and other alternatives."

Tony Ponturo
Anheuser-Busch

Ad expenditures show the Persian Gulf War and the recession didn't keep half the top cable advertisers from boosting budgets. Dollars are in millions.

Advertiser	Total 1990	Jan.-June 1990	Jan.-June 1991
Budweiser beer	$17,273.0	$7,440.1	$10,533.7
AT&T Co.	14,494.2	5,443.7	8,090.6
Sports Illustrated	12,835.3	5,365.6	4,553.3
Levi's sportswear	12,671.6	4,701.9	4,495.6
Time-Life books	10,972.9	4,708.6	3,136.3
Wrigley gums	10,127.0	4,484.2	6,173.6
McDonald's restaurants	8,795.2	4,481.5	7,152.8
Nabisco cookies and crackers	8,183.0	4,175.2	3,207.6
Burger King restaurants	6,602.3	2,679.7	3,697.2
Time-Life video	6,125.4	3,597.5	2,659.4

Note: Measured networks include CNN, ESPN, Family Channel, MTV, WTBS and USA
Source: LNA/Arbitron Multi-Media Service

Advertising Age graph: John Hall

MEDIA MIX

Hearst titles map joint buy, mall tour

News briefs on electronic, print and alternative media.

Two sales are better than one. Hearst Corp.'s *Good Housekeeping* and *Popular Mechanics* will publish separate home improvement guides in their April issues but will sell the sections jointly to advertisers, offering a 5% discount to marketers buying space in both. *Popular Mechanics* also will join *Good Housekeeping's* All-American mall tour next year and the magazines may jointly publish a home improvement guide in 1993.

MEDIA WORKS

"We feel there's a lot of synergy between the two in this particular area," said *Good Housekeeping* Publisher Alan Waxenberg.

Ads power Nintendo title. *Nintendo Power*, a 1.2 million-circulation videogame magazine published by Nintendo of America, Redmond, Wash., will begin accepting paid ads with its January issue. The monthly, targeting 8-to-15-year-olds, won't accept ads for videogames, cigarettes or alcohol.

Dodge rocks with MTV. MTV: Music Television has signed Dodge as a major sponsor of MTV's "Don't drink and drive" campaign, MTV's first pro-social partnership with an auto advertiser. Dodge will sponsor MTV's "Spring Break '92" programming, including MTV coverage of Dodge's upcoming college program "The Dodge Rockin' Campus Bash," a battle of bands conducted on college campuses that begins in January. An MTV public service announcement running during Spring Break programming will carry Dodge's logo.

NYT Co. expands event marketing. NYT Event/Sports Marketing is the new name of the New York-based sports marketing arm of the Sports/Leisure Division of The New York Times Co. Magazine Group. Previously, it was named GD/T Sports Marketing. The name change more clearly identifies the division with its corporate parent and allows it to expand efforts to include all event marketing for the company's sports and women's magazines, as well as newspapers and broadcast properties.

A natural evolution. Times Mirror Magazines, New York, will unveil a redesign of *Outdoor Life* with its January issue. The logo will run across the cover as one line instead of being stacked; layout and design also will change. The monthly has a rate base of 1.5 million; ad rates are unchanged.

Outdoor Life's redesign includes a new logo.

Meredith shops retail distribution. Meredith Corp.'s Video Publishing unit will test a line of *Better Homes & Gardens* how-to tapes in Minneapolis grocery and retail stores. The 10-title line has been offered only through the magazine and direct response. Des Moines, Iowa-based Meredith says it has no immediate plans for advertising for the titles.

CNN prescription for Johnson & Johnson. Turner Broadcasting System's Cable News Network has signed Johnson & Johnson to advertise in all eight of its one-hour, year-in-review TV specials, scheduled to run Dec. 15-23, sources said. Johnson & Johnson is the only advertiser to buy all eight episodes, each covering a single theme —such as finance, sports, news, fashion and health—highlighting the most important developments in each category during the past year.

Seeing green. Magazine Publishers of America, American Society of Magazine Editors and Graphic Communications Association will host the industry's first recycling conference Jan. 22-23 at New York's Plaza Hotel. The conference is themed "Untangling the recycling web: A framework for magazines." For information, contact MPA or the editors society at (212) 752-0055.

VW drives to Family Channel. Volkswagen of America on Jan. 1 becomes the first import-auto marketer to advertise on cable's Family Channel. Volkswagen bought a year's schedule on the cable network "World Premiere Movie," and will be the exclusive automotive sponsor of the "World Premiere Movie" package that includes ads with sponsor identification in *TV Guide*. Volkswagen agency DDB Needham Worldwide, New York, made the buy for Volkswagen.

Murphy a syndie hit? Emmy-Award winning CBS series "Murphy Brown," which makes its debut in off-network syndication next fall, has been cleared in 102 markets, covering 87% of the U.S. The show is being distributed by Warner Bros. Domestic Television Distribution.

Armchair traveler. The Vacation Network, an ad-supported cable network, will make its debut Jan. 27 as a wholly owned subsidiary of Fishing Land, Amarillo, Texas. The network is expected to reach 10 million to 13 million households nationwide. □

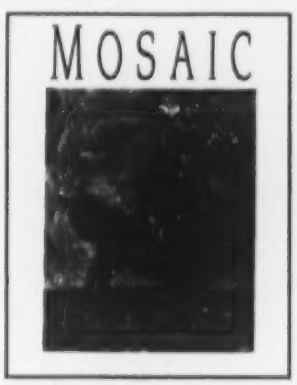
LAUNCHING PAD

New publication launches.

'Brides Today'

A. Sawyer Publications and H&S Publications introduce with a January issue *Brides Today*, a quarterly targeting black brides. Paid rate base is 100,000, with additional copies sent free to beauty salons and retailers. A b&w page is $3,000; a color page is $4,600. Andrew Sawyer is publisher, editor and ad director. Offices are at 3400 Dundee Road, Suite 230, Northbrook, Ill. 60062. Phone: (708) 498-0618.

'Mosaic'



A Mirich Publication introduces with a March issue *Mosaic*, an every-other-monthly targeting upscale Jewish consumers interested in the arts. Rate base and controlled circulation are 400,000. The magazine is free to donors of participating groups of the Council of Jewish Federations in the U.S. and Canada. A b&w page is $19,860; a color page is $26,475. Michael Schneider is publisher and editor; Jeffrey Dryfoos is ad director. Offices are at 45 W. 34th St., New York 10001. Phone: (212) 239-0855.

'Biotechnology Week'

Cahners Publishing Co. introduces with an April 13 issue *Biotechnology Week*, an every-other-weekly sent free to 30,000 research, science and management professionals at academic, commercial and government organizations. Publisher Robert L. Ziegel said circulation will eventually be converted to paid. A b&w page is $3,600; a color page is $4,575. Richard Krawiec is editor; Mr. Ziegel is ad director. Offices are at 275 Washington St., Newton, Mass., 02158-1630. Phone: (617) 964-3030.

'Megachine'

Megachine introduced with an October issue *Megachine*, a lifestyle monthly targeting Chinese-Americans. "The magazine is devoted to helping its readers to understand, progress in and enjoy the traditions of their homeland and the new world they have chosen," said Publisher Patrick Chu, president of Loiminchay Advertising, New York. Each edition is written in Chinese and English. Paid rate base is 30,000. A b&w page is $1,500; a color page is $3,200. Patrick Chu is publisher, Wincy Tfe is editor and Dale Chan is ad director. Offices are at 390 Broadway, New York 10013. Phone: (212) 941-7488.

'Medical Industry Executive'

Medical Industry Publications launches with a February/March issue *Medical Industry Executive*, an every-other-monthly for senior managers in medical manufacturing. Controlled circulation is 40,000. A b&w page is $4,695; a color page is $5,745. Ted Conrad is publisher, Elizabeth Porter is editor and Larry Jacobs is ad director. Offices are at 1190 Hightower Trail, Atlanta 30350. Phone: (404) 998-9797. □

NEW AD RATES

Automobile, New York: Rate base to 525,000, up 5%; b&w page to $25,670, color page to $36,670, both up 13%; b&w cost per thousand to $49, color CPM to $69.68, both up 8%. Effective: January issue.

Congressional Quarterly Weekly Report, Washington: Rate base unchanged at 10,012; b&w page to $6,400, color page to $8,840, both up 6%; b&w CPM to $63.93, color CPM to $88.29, both up 6%. Effective: Jan. 2 issue.

Golf, New York: Rate base to 1.125 million, up 2%; b&w page to $33,265, color page to $49,935, both up 8%; b&w CPM to $30, color CPM to $44.39, both up 6%. Effective: January issue.

Money, New York: Rate base unchanged at 1.8 million; b&w page to $49,705, color page to $77,110, both up 5%; b&w CPM to $27.61, color CPM to $42.83, both up 5%. Effective: January issue.

Smithsonian, New York: Rate base unchanged at 2.1 million; b&w page to $37,805, color page to $56,180, both up 6%; b&w CPM to $18, color CPM to $26.75, both up 6%. Effective: January issue.

Soap Opera Digest, New York: Rate base unchanged at 1.3 million; b&w page to $20,910, color page to $25,480, up 7%; b&w CPM to $16.08, color CPM to $18.32, up 7%. Effective: January issue.

Soap Opera Weekly, New York: Rate base unchanged at 500,000; b&w page to $6,070, color page to $7,490, both up 7%; b&w CPM to $12.14, color CPM to $14.98, both up 7%. Effective: Jan. 7 issue.

Sports Illustrated, New York: Rate base unchanged at 3.5 million; b&w page to $84,260, up 6.5%, color page to $127,600, up 5.5%; b&w CPM to $24.07, up 6.5%, color CPM to $36.46, up 5.5%. Effective: Jan. 12 issue.

Utne Reader, Minneapolis: Rate base to 260,000, up 8.3%; b&w page to $8,065, color page to $11,695, both up 13%; b&w CPM to $31.02, color CPM to $45, both up 4.6%. Effective: January/February issue. □

TRACKING SHARES

Survival of the fittest

The top-rated syndicated talk shows got even bigger during the November 1991 sweeps period at the expense of newcomers and less established talk shows. Figures are based on data from 24 metered markets.

The top nine syndicated talk shows	Ratings/share Nov. '90	Nov. '91	% chg in ratings
"Oprah Winfrey Show" (King World Productions)	10.3/27	11.4/30	11
"Donahue" (Multimedia Entertainment)	6.0/19	6.9/21	15
"Sally Jessy Raphael" (Multimedia Entertainment)	5.1/20	6.5/24	28
"Live With Regis & Kathie Lee" (Buena Vista)	3.7/15	4.7/19	27
"Geraldo" (Tribune Entertainment)	4.7/15	4.4/15	−6
"The Maury Povich Show" (Paramount)	NA	4.4/13	10*
"The Joan Rivers Show" (Tribune Entertainment)	3.1/11	2.8/12	−10
"The Chuck Woolery Show" (Group W)**	NA	2.1/9	−13*
"Jenny Jones Show" (Warner Bros.)	NA	1.9/8	−10*

*Newcomers are compared with the performance of programs in the same time period a year earlier. **Recently canceled.
Source: Nielsen Station Index

NEWSSTAND

Advertising opportunities in print.

Backpacker, Emmaus, Pa., "Gear heaven: annual buyer's guide" special edition, March/April issue; ad close: Dec. 19. B&w page: $9,880; color page: $13,625.

Runner's World, Emmaus, Pa., "Review of cross-training shoes" special editorial section, March issue; ad close: Dec. 20. B&w page: $17,800; color page: $26,525.

The Wall Street Journal, New York, "Yearend review of markets and finance" special editorial section, Jan. 2 issue; ad close: Dec. 20. B&w page: $110,627.

Prevention, Emmaus, Pa., "The healthwise consumer" special editorial section, March issue; ad close: Jan. 2. B&w page: $35,840; color page: $44,800.

Alaska Airlines Magazine, Seattle, "Great escapes: fall and winter getaways" special editorial section, March issue; ad close: Jan. 15. B&w page: $3,440; color page: $4,455.

Horizon Air Magazine, Seattle, "Northwest athletes" special editorial section, March issue; ad close: Jan. 15. B&w page: $2,695; color page: $3,450.

The New York Times Magazine and **Child**, New York, "Family travel" special supplement (AA, Dec. 2), April 12 issue of *The New York Times Magazine* and May issue of *Child*; ad close: Jan. 17. B&w page (combined): $30,790; color page (combined): $44,910.

Victoria, New York, "Great Britain" special edition, April issue; ad close: Jan. 20. B&w page: $21,245; color page: $32,670. □

Joe Mandese coordinates MediaWorks.

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NEWSPAPER

Advertising Age

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The cost of pitching new business soars

Recession-plagued agencies are caught in a vicious circle as they chase accounts

An Advertising Age roundup

For advertising agencies, the sober reality of these recessionary times is that the new-business stakes have been raised higher than ever.

Account reviews have become less personal, more time-consuming, more demanding and more expensive—especially for the losers. And the pressure doesn't take a holiday.

Consider the seven agencies pitching the Mercedes-Benz of North America account.

If their strategy presentations this week go well, they may be named finalists in the review for the $100 million account. But that also means a second round of presentations—possibly before New Year's Day. *That* means working up to or on Christmas.

The likely price tag: anywhere from $100,000 to $200,000 each, without a creative presentation. Mercedes said it would give each finalist $60,000 to cover expenses.

The level of new-business activity at some shops may never pay for itself, given changes in agency compensation, said Guy Day, a founder of Chiat/Day/Mojo and current vice chairman of McElligott Wright Morrison White, Minneapolis.

"The real cost of pitching, using the new math of operating an agency, is fairly sobering," he said.

A midsize agency chasing a $10 million account is unlikely to recoup presenta-

(Continued on Page 31)

Hasbro, Mattel key early upfront

Buys come after NBC exits Sat. 'toons

By Joe Mandese

NBC's decision to pull out of the children's animated TV market has sparked the earliest upfront market ever.

Two major toy companies, Hasbro and Mattel, have cut expensive 1992-93 kids TV deals with several cable networks, and other advertisers to children are discussing upfront buys with Fox Broadcasting Co.

The moves were sparked by NBC's decision to replace its 3 hours of Saturday morning animated shows with news and information programming.

The unusual advanced sales activity has been limited to cable TV and Fox. The Big 3 TV networks haven't begun discussing potential deals for the '92 fall season; their upfront sales normally come in spring.

Hasbro's agency is Griffin Bacal, New York, and Mattel is split between Foote, Cone & Belding and Ogilvy & Mather.

The Fox talks were initiated by advertisers concerned that NBC's pullout, as well as recent declines in overall kids TV viewing levels, will significantly reduce the supply of rating points available to reach kids during the 1992-93 TV season, driving prices for kids shows up to record levels.

If the early cable deals are an indication, that may indeed be the case.

For example, Hasbro and Mattel paid twice as much as previous years in the new deal with Turner Broadcasting System's TBS and TNT cable networks, said a Turner source. Turner's cost per thousand for kids 2 to 11 years old increased to a range of $5 to $7 from a 1991-92 average of about $3, the source said.

However, a buyer involved in one of the Turner deals called those estimates "ludicrous," noting that the increase was only in the "15% to 25% range."

Even so, the early cable deals suggest

(Continued on Page 31)

Sears in review? Talks with shops fuel O&M rumors

By Kate Fitzgerald

CHICAGO—Sears, Roebuck & Co.'s meetings with other agencies have recently rekindled talk that its relationship with core agency Ogilvy & Mather is in trouble.

Sears officials last week gave O&M a vote of confidence, denying that agencies including DDB Needham Worldwide and Leo Burnett USA, both of which handle Sears units,

■ P&G mulls media buying consolidation—Page 29.

are part of any review.

Sources say the retailer may be shopping for new advertising ideas for some of its store-within-a-store concepts.

Speculation about an agency change has persisted throughout the year as Sears' monthly sales results have been generally lackluster, in contrast to its hefty Merchandise Group ad budget, estimated at around $250 million to $300 million.

A retail advertising budget of that size in the current recessionary environment seems to be a constant source of attraction to agencies nationwide, several of which have

(Continued on Page 30)

Infiniti drives back to edge

By Cleveland Horton

After months of running what some have called cookie-cutter advertising, Infiniti has decided to return to risky business.

Although the new campaign, scheduled to break Dec. 23, doesn't re-create the controversial rocks and trees that Nissan Motor Corp. USA used to launch the division in late 1989, it's "out on the edge a little bit," said Bob Paske, Infiniti general marketing manager.

"It's a little risky," he said. "But it will not be offensive to people."

While careful not to offend, as some of the earlier advertising did, the new campaign tries to promote the personality of the cars, the company and its customers.

The tone of the ads is designed to appeal to the self-assured individual not seeking peer approval. In fact, the ads poke fun at conformists.

One spread for the flagship Q45 sedan throws down the gauntlet with the headline: "Defy the Joneses."

The copy reinforces the stand-apart appeal of the car: "You aren't your neighbor. And you don't want to be." It ends with: "The Infiniti Q45. It's not the most common choice. But then, how common were you trying to be?"

Sources say the TV spots borrow a technique from the hit movie "Goodfellas," in which the action on screen is narrated off-screen, as if to a friend.

The commercials will focus on the total enjoyment of owning an Infiniti and compare it with the cherished feel-

(Continued on Page 30)

Infiniti cops an attitude with its newest campaign in an effort to reach the self-confident luxury car buyers.

LAST MINUTE NEWS

Buyout forges No. 1 promo shop

ELMSFORD, N.Y.—Sims Freeman O'Brien, a division of Omnicom Group, New York, acquired Alcone Promotion, Irvine, Calif., to create Alcone Sims O'Brien, which claims to be the largest sales promotion agency in the U.S. with 1991 income of more than $50 million.

Ammirati wins Compaq

HOUSTON—Compaq Computer last Friday moved its $35 million North American ad account to Ammirati & Puris, New York, from Ogilvy & Mather. The switch deals yet another blow to O&M, whose Houston office has handled Compaq since the company was founded in 1982. Staff reductions are likely at O&M.

Clorox makes label changes

OAKLAND, Calif.—Clorox Co., threatened with product seizure of its Take Heart salad dressing by the Food & Drug Administration (AA, Dec. 2), agreed to drop a heart symbol, "Heart Healthy" and "Fat Free" from the label. But Clorox has refused to scrap the popular brand's Take Heart name, which the FDA says is an implied health claim. The agency has given Clorox till mid-January to respond to its latest request to change the name.

Good news for magazines

NEW YORK—Consumer magazines

(Continued on Page 8)

INSIDE

Truth or fiction: Most people think ads are unbelievable. **Page 4.**

Kudos: Three leaders join Hall of Fame. **Page 12.**

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NEWS SUMMARY

■ **Hasbro and Mattel** have cut expensive 1992-93 kids TV deals with several cable networks following NBC's decision to stop running Saturday morning cartoons. **1**

■ **Infiniti's** new ad campaign, breaking next week, defines its luxury cars as the uncommon choice. **1**

■ **New-business pitches** by agencies are becoming more time-consuming and more expensive as recessionary pressures change the nature of these presentations. **1**

■ **Media forecasts** for 1992 at the PaineWebber media conference last week were mostly glum. **3**

■ **Political advertising** in the presidential election next year will be the most vicious ever, political consultants say. . **3**

■ **Corporate magazines** from major marketers, some accepting outside advertising, are growing in number. **3**

■ **Camel advertising** featuring the Old Joe cartoon character was attacked in studies in the *Journal of the American Medical Association* for targeting children. **3**

■ **Fox Broadcasting** continues to break the rules by counterprogramming during the Super Bowl halftime telecast on CBS. The live special is sponsored by Doritos. **4**

■ **Budweiser** says its new non-sexist TV spots are slowly winning approval from distributors. **4**

■ **Henkel** reassigned the accounts it took from Eurocom; DDB Needham got the major share. **4**

■ **Believability** of advertising by consumers is very low, according to a survey by Video Storyboard Tests. **4**

■ **Advertising Hall of Fame** inductees are Richard Christian, a founder of Burson-Marsteller; the late Neil Borden, Harvard advertising professor; and the late Theodore Repplier, first president of the Advertising Council. **12**

■ **Bozell** has a new media planning process to facilitate integrated marketing, categorizing media as "relationship media," "preference media" and "behavior media." **12**

■ **Thomas Monaghan,** founder of Domino's Pizza, discusses his corporate goals and industry challenges as he resumes active control of the company. **13**

■ **In-store media** growth is expected in mass-merchandise outlets as the discounters adopt some of the merchandising activities of supermarkets. **23**

■ **Wal-Mart** is setting higher standards for private-label marketing as it introduces Sam's American Choice cola, cookies and fruit drinks. More products are expected. **26**

■ **Dollar retail stores** are a fast-growing trend, with the Everything's $1.00 chain being one of the hottest newcomers, offering odd lots, closeouts and factory overruns. . **26**

■ **James Dowling** was replaced as president-ceo of Burson-Marsteller by Larry Snoddon, the second major public relations management shake-up in recent months. **26**

■ **Grey Advertising** named media and marketing consultant Steve Greenberger as VP-director of print media. **28**

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Where marketers advertised in 1991

Advertising on cable and syndicated TV showed the largest gains.

Medium	Dollars in billions	% chg over '90
Network TV	$8.92	−5.0
Spot TV	$7.28	−6.5
Cable TV	$1.53	+10.0
Syndication TV	$1.83	+15.0
Radio (network & spot)	$2.08	−2.0
Magazines	$6.53	−4.0
National newspapers	$3.87	0.0
Direct mail	$24.31	+4.0
Yellow Pages	$1.18	+4.0
Other national media	$15.19	−1.0
Total national media	**$72.72**	**−0.1**

Source: McCann-Erickson Worldwide

Media malaise to persist

TV awaits Olympics; magazines hike subscriptions

By Scott Donaton and Joe Mandese

NEW YORK—Broadcasters hope the impact of the Olympics and elections will spark a recovery in ad spending next year, but publishers, anticipating a continuing decline in advertising, are asking readers to pick up more of the tab.

That was the message of media companies appearing at the annual PaineWebber media conference last week.

Not surprisingly, 1991 was fairly gloomy for most media companies.

Bob Coen, senior VP-director of forecasting at McCann-Erickson Worldwide, revised his overall U.S. ad spending projection for 1991 largely because of deeper than expected downturns in some media.

He predicted local newspaper ad revenues will fall 6% to $26.7 billion, network TV will drop 5% to $8.9 billion and magazines will fall 4% to $6.5 billion.

"It will not be a return to the good old days."

Mr. Coen said overall 1991 ad spending would fall 1.5% to $126.7 billion compared to 1990, the worst decline since World War II. But he was more optimistic for 1992, predicting total ad spending would increase 6.2% to $134.6 billion.

All national broadcast media, both radio and TV, will rise 7.8% in 1992 to $23.3 billion, he said, attributing the increase largely to the impact the Olympics/election year will have on stimulating the economy.

National print will rise 5% to $10.9 billion in 1992, he predicted.

"I think we will have bigger and better gains in the national media, particularly in broadcast," Mr. Coen said.

Locally, he predicted newspaper ad spending will climb 6.5% to $28.4 billion and broadcast will rise 5.7% to $15.4 billion.

Others were even gloomier in their predictions for spending in 1992.

Jack Myers, president of Myers Market-

(Continued on Page 32)

Down 'n' dirty politics

Experts say '92 campaign ads could be vilest yet

By Steven W. Colford

Political advertising experts—led by Republican consultant Roger Ailes—believe the 1992 presidential election will feature the most vicious ads in U.S. political history.

These experts contend "attack" advertising increases amid economic problems, which are making President Bush vulnerable. Such a media assault could force the president into a defensive, counterattack campaign, they believe.

"The Democrats are all lightweights with no track records and with no world view. They will do one thing—savage George Bush," Mr. Ailes told *Advertising Age* last week. "It will be the most vicious ad campaign in the history of American politics."

Mr. Ailes led the '88 Bush media team but won't be part of the '92 effort.

Widely regarded as a master of the political "attack" commercial, Mr. Ailes predicted the Democrats' ads will zero in on President Bush's domestic agenda, especially if the economic doldrums linger deep into 1992.

Sharing Mr. Ailes' view was Robert Squier, the Democratic political consultant, who believes the memory of 1988's presidential defeat still looms in the minds of Democrats.

POLITICS 92

"In 1988, the paid media was first, attacking Michael Dukakis, followed by George Bush attacking Michael Dukakis," Mr. Squier said. "Now, payback time has finally arrived because the Democrats think they never got their rebuttal time in 1988."

1992 could be a watershed year for negative political ads, said Kathleen Jamieson, dean of the Annenberg School for Communications, University of Pennsylvania, and a leading authority on U.S. politics and political media.

"The circumstances certainly are there for that to happen, with the president seen as responsible for a national economy in serious trouble," she said.

Republican attack ads will be the roughest, said John Sasso, Michael Dukakis' 1988 campaign manager.

"If I were the Bush administration, I guess I'd attack the opposition because there is no record to campaign on," said Mr. Sasso, now president of Advanced Strategies, a consultancy.

But it's risky for a Democrat with a markedly inferior recognition factor to take on the president with ads that merely attack, said Democratic consultant Mark Melman, of Melman-Lazarus, a polling company.

"You want people to know more about you first, state your case," he said. "If George Bush was at 65 or 70 points in the popularity polls, then maybe you'd try to tear him down."

President Bush needs Mr. Ailes and will have to call on him eventually, said Cathy Farrell, a former business partner of Mr. Ailes at Farrell Media, a media buying company that worked for the '88 GOP presidential team. □

New studies in the *Journal of the American Medical Association* say Camel's "Smooth character" leads kids to smoke.

'JAMA' lights new fire under Camel's ads

By Judann Dagnoli

A powerful coalition of health groups wants R.J. Reynolds Tobacco Co.'s Old Joe character to walk his last mile.

Citing three studies from the *Journal of the American Medical Association* contending the cartoonlike ads lead kids to smoke, the Coalition on Smoking or Health last week petitioned the Federal Trade Commission to "take immediate action against RJR's cartoon camel."

The coalition—formed by members of the American Heart Association, American Cancer Society and American Lung Association—called the Camel ads "the most egregious example in recent history of tobacco advertising targeted at children."

RJR has featured the "Smooth character" of Smokin' Joe—or Old Joe, as the character is also known—in its U.S. advertising since late 1987. The account is now handled by Mezzina/Brown, New York, a new breakaway agency from Young & Rubicam, which previously handled Camel and Old Joe.

The petition is limited to the Camel ads, but the *JAMA* studies called for a total ban on tobacco advertising and promotions as part of an effort to protect children from the dangers of tobacco.

Ad industry groups said the *JAMA* studies might lend credence to the coalition's stance on RJR's Camel advertising but will have little impact on the group's goal of restricting all tobacco advertising.

"Even if the FTC takes a close look at RJR's ads, it's no

(Continued on Page 32)

Magazine floodgate opens

Marketers turn to publishing for more clout

By Scott Donaton

A growing number of marketers are donning another hat these days—that of magazine publisher.

Companies are creating their own magazines as a way to develop a stronger bond with customers while gaining greater control over shrinking marketing budgets and over the editorial environment in which their ads appear.

While some of the corporate publications carry ad messages solely from their parent companies, many solicit outside ads, sometimes from competitors, as a way to gain credibility and offset publishing costs.

Coming in 1992 are magazines from Slim-Fast Foods Co., Pillsbury Co., Wyeth-Aherst Laboratories, Chase Manhattan Bank, IBM Corp. and Hallmark Cards.

They join other titles published by the likes of Federal Express Corp., Benetton, General Motors Corp., Nintendo of America and Philip Morris USA, several of which are undergoing changes.

The flood of corporate magazines hasn't gone unnoticed in the publishing industry, where they're viewed as competitors for ad budgets.

"Potential advertisers are responding very favorably."

"It's a trend, and I think it grows out of the compression of funds, the continuing examination of current advertising procedures and the search by advertisers for something different and unique," said John Mack Carter, director of magazine development for Hearst Magazines.

Valerie Muller, VP-media director at Pedone & Partners, New York, said she's open to buying space for clients in magazines owned by other advertisers as long as the publications have editorial credibility and aren't merely promotional vehicles for their publishers' products.

Slim-Fast Foods, in a joint venture with Welsh Publishing Group, will launch *Slim-Fast Magazine* as a quarterly next year after publishing a test issue last June.

The magazine is aimed at Slim-Fast users and will focus on fitness, health and nutrition. It will be sold on newsstands and to subscribers with an initial rate base of 500,000 and will accept outside ads.

Pillsbury's *Fast & Healthy* is slated to make its debut in April and will be sold through subscriptions and at supermarket checkout counters.

In addition to ads from its own brand groups, Pillsbury is solic-

(Continued on Page 29)

Beer distributors develop taste for new Bud ads

By Ira Teinowitz

Anheuser-Busch may have reaped warm reviews for its new non-sexist Budweiser ad policy, but the brewer is just now overcoming the chill distributors gave the first spots.

A-B officials last week acknowledged the new "Nothing beats a Bud" executions, aimed at overcoming a sales slide by the nation's No. 1 beer, were received with near silence by distributors at an October convention.

Their unhappiness with the advertising also fueled rumors A-B was disturbed enough to review the status of longtime Bud agency D'Arcy Masius Benton & Bowles, St. Louis.

But Budweiser Brand Manager August Busch IV said distributors have finally warmed to the new approach and said no review of the $75 million-plus account is planned.

"I am very much in love with the advertising," he said. "I couldn't believe the timing. It couldn't be more appropriate."

"It received a cool reception [at the October convention]. I don't think it struck the chord," said one East Coast distributor attendee, who asked to remain unidentified. "Some of the ads didn't mention Budweiser before half the spot was over. There didn't seem to be any bang to it."

A Midwestern wholesaler who also asked to remain unidentified said distributors were more concerned with the creative's neglect of the traditional working-class Budweiser drinker than A-B's plan not to portray women as sex objects.

"They were going after the contemporary drinkers, and we thought they needed more blue-collar," the wholesaler said.

Distributors are concerned because A-B flagship Budweiser, which makes up much of their volume, has experienced sales problems. Last year, Budweiser posted its first volume decline in more than a decade, down 0.8% to 48.1 million barrels shipped, according to *Impact*, an industry magazine. Still, Budweiser accounted for 24.9% of the nation's beer volume.

Jerry Steinman, publisher of *Beer Marketer's Insights*, said last week he expects Budweiser's volume to drop 1% to 1.5% this year, the result of several factors including a higher alcohol tax and the growth of Budweiser's siblings, Bud Light and Bud Dry.

That kind of dropoff isn't as great as the industry's projected 2% decline, so the brand may actually show an increased share. But the performance still doesn't thrill distributors.

Last week, 15 distributors met with A-B officials as part of a regular program to discuss concerns. Instead of criticizing the ads, the panel expressed chagrin about the earlier lack of support. □

Breaking the rules

Fox's Doritos show just another example

By Joe Mandese

Fox Broadcasting Co. isn't through breaking the rules of network TV.

The fledgling network said last week it will counterprogram during CBS-TV's Super Bowl halftime show, and that's winning kudos from agency executives, who say the Big 3 networks are feeling pressure to follow Fox's innovative lead.

"Fox is breaking the rules, and that's making it easier for advertisers to approach the three major networks with new and innovative ideas," said Steve Farella, exec VP-media director at Young & Rubicam, New York, an early Fox supporter. "Fox is breaking another rule—that you don't counterprogram the Super Bowl—and we applaud it."

Fox will run a special live "In Living Color" program called "Doritos Zaptime/The In Living Color Super Halftime Party."

The special, sponsored by Frito-Lay's Doritos brand, will feature a $1 million grand prize giveaway announcement. Frito-Lay will use the event to launch new Bite Size Doritos.

Fox President Jamie Kellner said the network has several similar projects on the drawing board, but they require support from advertisers willing to share the risks.

"Frito-Lay is putting a lot of money into this, and I think it's exciting that advertisers are willing to take risks with their advertising money. I'm hopeful that it is a big success and that they look back on it and find it one of the best investments they ever made," Mr. Kellner said. "It's fun when you find advertisers as willing to take risks as we are."

A "Doritos Zaptime" game piece.

Frito-Lay hasn't said what it's paying to sponsor the special, but the company estimated it would have paid about $2 million on a campaign during CBS' coverage of the Super Bowl.

"Counterprogramming may have its risks, but big wins demand taking big chances," said Frito-Lay VP-Marketing Steve Liguori.

Agency media executives say Fox's innovative programming and promotion, marketing and sales strategies are forcing the Big 3 to make changes faster than they would have.

For example, Mr. Farella said Fox's recent decision to accept condom commercials that focus on disease prevention was a major force in the Big 3 networks' re-evaluation of their policies.

At its recent affiliate board meeting, NBC said it would step up public service ads and public affairs programming about the use of condoms for disease prevention and continue to review its policy on accepting paid condom commercials.

CBS said it's reviewing its policy, while ABC's affiliate board met last week and was expected to discuss the topic.

"When one network, even if it is Fox, makes a decision to accept it, it puts pressure on the other guys to accept it," said Alec Gerster, exec VP-media and programming services at Grey Advertising.

Mr. Farella said Fox's programming strategies have pressured the Big 3 to pursue new methods.

Earlier this year, Fox adopted a strategy of rolling out series year-round rather than using fall launches, as the Big 3 have. Fox is also experimenting with "interstitial" programming between regular programming, intended to provide a theme to the evening lineup.

The cast of "Beverly Hills 90210" hosted Fox's Halloween programming; "Married . . . With Children" star Ed O'Neill has also hosted theme nights.

Mr. Kellner said the network plans to keep viewers and advertisers guessing.

"We have a younger audience than the other networks do, and we find that they like to be surprised and excited," he said. "And that's what we're trying to do: find ways to make it more exciting, different and surprise people once in a while.

"And that's exactly what our halftime show does. The Super Bowl game is exciting, but the halftime is basically boring." □

DDB Needham wins in Henkel ad shuffle

By Dagmar Mussey

DUESSELDORF—Henkel rewarded DDB Needham Worldwide for persistence and loyalty last week with about $52 million in new business.

The detergent and toiletries marketer, after becoming disillusioned with Eurocom, also rewarded BBDO Worldwide and Lowe Group Europe, dividing another $42 million in detergent, cleanser and toiletries accounts between those two shops.

Last month, Henkel fired Eurocom, its largest agency, because the newly created Euro RSCG couldn't decide whether to keep Henkel or Procter & Gamble Co., an RSCG client, following the October merger.

Klaus Morwind, director of Henkel's international detergent and cleanser business, cited several reasons for giving DDB Needham the major portion without a pitch.

He said Clorox Co., in which Henkel has a minority stake, uses DDB Needham's Chicago office as one of its U.S. agencies.

"DDB Needham was one of the very few international agency networks that was still [conflict-] free to accept Henkel as a client."

BBDO, a sister agency of DDB Needham within Omnicom Group, is already a major Henkel agency, and Henkel wanted to expand its relationship with Omnicom agencies, Mr. Morwind said. Lowe also is a major Henkel shop.

DDB Needham picks up Dixan and Atlas detergent brands, billing an estimated $45 million, after trying for years to break into Henkel's detergent roster. It also picked up $7 million in toiletries from Poly Soft and Poly Swing hair styling products, Le Chat soap and Shim.

The company didn't break down the new-business split between BBDO and Lowe. The accounts represent $35 million in detergent and cleanser spending and $7 million in unspecified toiletries.

In addition, Publicis FCB-owned Baums, Mang & Zimmermann won the $6.5 million Pril dishwashing detergent account and $7 million for Theramed toothpaste and City Men toiletries. Paris-based FCA picked up the Minidou fabric softener business.

Agency sources say the redistribution of Eurocom business makes DDB Needham Henkel's largest agency, with about $80 million to $90 million in billings. BBDO handles about $65 million and Lowe about $60 million, agency sources say. □

Bruce Crumley in Paris and Pat Sloan in New York contributed to this story.

Poll: Ads strain credibility

By Joe Mandese

Unbelievable!

That's how most consumers react to ad messages on TV and in magazines. But far fewer express doubts about specific ads.

In a third-quarter telephone survey by Video Storyboard Tests, seven out of 10 respondents said they believe few, if any, of the ads they see on TV or in print.

The findings are in stark contrast to the primary goal of most advertisers: to make credible claims that will encourage consumers to buy their products.

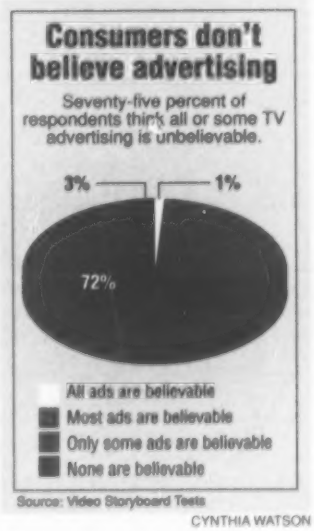
"The trend toward unbelievable ads is growing," said Dave Vadhera, president of Video Storyboard Tests.

He said more marketers are using outrageous—though not necessarily false or misleading—ad themes to break through clutter.

In the unaided, random-sample survey, based on calls to 600 households, 75% of the respondents said they found either all or some TV ads unbelievable, while 70% were equally incredulous about print ads.

But when asked to watch specific commercials, only 10% of respondents identified any that lacked credibility.

The discrepancy between these two findings suggests consumers' general consensus that ads are unbelievable may disappear when they view specific TV commercials or print campaigns, Mr. Vadhera said.



Source: Video Storyboard Tests

CYNTHIA WATSON

Consumers also may retain more of the advertising they find hard to believe, he said.

Even conservative categories such as package goods are experimenting with the technique, said Mr. Vadhera, citing Procter & Gamble Co. as an example.

In a recent campaign for All-Temperature Cheer detergent from Leo Burnett USA, Chicago, P&G miraculously depicts a badly soiled handkerchief being cleansed by a mere tumble in a cocktail shaker containing cold water and Cheer.

Other recent examples of "unbelievable" ad campaigns include one for Dr Pepper Co. from Young & Rubicam, New York, showing a man walking on ceilings; a series of spots from Chiat/Day/Mojo, in which Eveready Battery Co.'s Energizer bunny "interrupts" parody commercials; and a campaign whose very premise was based on unbelievability: American Isuzu Motors' lying Joe Isuzu, created by Della Femina, McNamee, New York and Los Angeles, which no longer has the account.

As a result, many package-goods marketers are turning to the technique, which has virtually replaced the traditional package-goods approach of using irritating messages, such as Charmin toilet tissue's Mr. Whipple, or Wisk detergent's "ring around the collar," he said.

One of the only irritating campaigns to show up in recent years on Video Storyboard's quarterly polls of ad campaign popularity was Burger King Corp.'s 1986 "Herb the Nerd" campaign, from J. Walter Thompson USA, New York, Mr. Vadhera said. Another was Energizer's 1987 campaign from DDB Needham Worldwide, Chicago, featuring annoying Australian football star Jacko.

But "if you make too outrageous a claim, nobody will take you seriously," he said.

The survey had a margin of error of plus or minus 4%. □

WORDS

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FORUM

PR isn't marketing

Using its tools as sales aid masks danger

By William N. Curry

The recent rise of marketing public relations has created visions of sugar plums dancing in the heads of marketers, brand managers and others seeking market share that is increasingly costly to achieve through paid media. The popularity of Thomas L. Harris' "The Marketer's Guide to Public Relations" reflects the search by marketers to exploit new promotional strategies.

But marketers and their advertising colleagues should bear in mind that marketing public relations is little more than the systematic application of a traditional subset of public relations tools and functions such as promotion and publicity. The danger for today's organization is that marketing public relations obscures what the management function of public relations is all about.

This distinction and the need to maintain a broader public relations perspective are critical. For when marketing thinking overtakes public relations thinking, the organization leaves itself vulnerable to marketplace challenges that are often far greater than any competitor can mount. Lotus' Marketplace: Households, Perrier's purity, Volvo's integrity, and G. Heilman's PowerMaster malt liquor all faced serious (or fatal) marketplace threats brought on not by competitors, but by public reaction to the organizations' own policies, practices, products and promotions.

And marketers, even such organizations as Kraft and Procter & Gamble, demonstrate repeated (and avoidable) failure in dealing with such challenges. In too many cases, whatever the competence of the public relations professionals who manage the corporate response, *marketing thinking* (or worse, lawyer thinking) crowds out *public relations thinking*.

Crucial challenges to businesses and products, like those cited here, increasingly come from outside the transactional exchange of values—the province of marketers. They come from key, non-customer groups and forces in the social and political environment—the domain of the management function of public relations.

Broader than such notions as brand management, public relations thinking seeks to protect the organization's overall business franchise, its decision-making autonomy, its reputation, as well as the organization's investment in employees, channnels, customers and products. How? By aligning the organization's interests with the public interest so that both are served.

Tylenol prospered because Johnson & Johnson's credo aligns it with "doctors, nurses and patients, mothers and all others"; Gerber failed to align itself with mothers and thus suffered when reports circulated of glass in its baby food. Volvo's apologetic response to its misleading "Bear Foot" commercial achieved alignment; Procter & Gamble was at variance with the public interest in defending its claims of "fresh" Citrus Hill orange juice.

A recent issue of *Public Relations Journal* explored the increased use of marketing public relations by drug firms. A quoted survey conducted by Wang Associates found increased use of marketing public relations to promote pharmaceutical products and projected still more use in the future.

Survey respondents cited "marketing support" as the most common reason for using outside public relations firms and "marketing savvy" as a key factor in selecting which firm. But the survey also noted that most of the executives polled anticipate some form of regulation of the industry's marketing public relations in the future.

This is precisely the kind of peril that can result when marketing thinking overwhelms public relations thinking. Public relations thinking would seek to alter drug company practices to better align the industry with the public interest—thus *precluding* regulation and optimizing business autonomy. Indeed, two issues later, *Public Relations Journal* reported on a new crackdown by the FDA on video news releases issued by the pharmaceutical industry.

So what should an organization do? *Empower the management function of public relations—its competence, role and organizational reporting—to lead you to alignment.* Public relations is purposive action and communication by an organization to align its interest with the interests of key groups on whom it depends, *to the benefit of both.* It incorporates sensitive responsiveness, not just defensive reaction. It listens, and then it shapes change in organizational policies and practices to achieve alignment.

It is not just product promotion, press agentry, free media coverage, "getting our story out" or blindly defending brands and products under attack. It is about advancing *your* interests while meeting the *public* interest. Public relations, properly empowered and practiced, overarches marketing promotion and should not be subsumed by it. □

Mr. Curry is manager of corporate communications for Virginia Power in Richmond, Va.

LETTERS

'Ad Age' aided Ad Council

There was one omission from your brilliant special advertising section, "The Advertising Council: 50 Years of Public Service" (AA, Nov. 11). Understanding that modesty forbade you mentioning it, may I now say that *Advertising Age*, from the days of [founder] G.D. Crain Jr. on, helped nourish, challenge and invigorate the Ad Council's work at every turn?

Ad Age was the schoolmaster at our elbow—questioning, chiding, inspiring—and always giving currency and importance to our work.

During the late '60s and the '70s, when our country was threatening to tear itself apart, the Ad Council, as writer Warren Berger aptly observed in his narrative, was in the thick of it, trying to do what we could to communicate positive solutions to the overwhelming problems facing our nation. Caught up in all kinds of crossfire, the council became a hot news item. First thing each Monday morning, I'd grab *Ad Age* to see what that morning's issue had to say about us. It was our report card. Pass or flunk? You were always there to tell us.

In this and so many other ways, *Ad Age* has been one of the Ad Council's greatest benefactors. And you still are—viz., your superb 50th Anniversary section. "Good, the more communicated, more abundant grows."

The most poignant comment in the section was Sid Bernstein's, when he said that the November 1941 meeting of the Association of National Advertisers and the American Association of Advertising Agencies, at which the Ad Council was created, was the most important business meeting he ever attended.

Thanks, Mr. Chips—and all the rest of the faculty!

Robert Keim
Madison, Conn.

Editor's note: Mr. Keim was president of the Advertising Council from 1966 to 1988.

When we started looking seriously into the history of the Advertising Council, some of our people visited the *Ad Age* library in New York and collected a 3-inch-thick file of articles mentioning the council over 50 years.

Even before reading that wonderful supplement on the Ad Council anniversary, we knew it would put into perspective the contributions of advertising to the public interest. After all, you've been doing this for years.

A year into World War II, G.D. Crain wrote about how the War Advertising Council had created a sympathetic understanding of advertising in government. As he pointed out in the supplement, Sid Bernstein covered the historic meeting which gave birth to the idea of the Ad Council. As Washington reporter for *Ad Age*, John Crichton, chronicled the early days; the influence of his articles gave the council impetus to take hold at the start.

Advertising Age recognizes the unique and abiding role for advertising in furthering knowledge and the public interest. That attitude has been demonstrated clearly through 50 years of *Ad Age* involvement—as narrator, friend and occasional critic of the Ad Council. This involvement by the leading trade paper has helped give public service a higher profile and priority in our industry than it has in any other. For all this and more, thanks.

Ruth Wooden
President, The Advertising Council
New York

Artzt doesn't get it

I am both disappointed and amused by Edwin Artzt's Orwellian comparison of advertising to exercise and promotion to recreation (AA, Oct. 28). He must do his workouts at Burger King and if promotion marketing is his idea of a wild time, then he needs to get out a little more often.

The philosophical battle between the virtues of advertising versus promotion should have ended years ago, and hardly warrants a banner headline in *Advertising Age*. It is not true that promotion denigrates brand imagery, just as it is not true that advertising can't build sales. It is not a matter of promotion. It is not a matter of advertising. It is all about marketing.

David Ogilvy understands this. If Mr. Artzt did, maybe Procter & Gamble's third-quarter net earnings wouldn't have dropped.

John Henderson
President, Promotional Innovations
Stamford, Conn.

Address letters to Advertising Age, *Viewpoint Editor, 220 E. 42nd St., New York 10017.*

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CORRECTIONS & CLARIFICATIONS

- Nike said it didn't advertise on NBC-TV's recent sports special "Jock Spots" (AA, Nov. 25, P. 1).
- John Cameron Swayze, the voice in the Timex ads, is retired, not dead (AA, Nov. 11, P. 12).
- A chart showing projected multimedia personal computing revenues (AA, Nov. 11, P. S-11) included incorrect estimated revenues from system upgrades. The correct projections are: 1992, $470 million; 1993, $770 million; 1994, $1.01 billion; and 1995, $1.16 billion.
- SuperShow, the sporting goods industry trade show, is sponsored by the Sporting Goods Manufacturers Association, not the National Sporting Goods Association (AA, Nov. 4, P. 2). □

AD REVIEW

O&M ads bring back our old friend Sears

Garfield

By Bob Garfield

In a world where everything's turned upside down, whom do you trust?

The CIA, upon further consideration, is saying please excuse previous message, what's dangerous is *abolishing* the Soviet Union. The late mythic capitalistic hero Robert Maxwell has posthumously been transfigured into a fat, $1.2 billion bad Czech. And, in defense of the public's right to know, CNN aired a rape trial in fine gynecological detail while reducing the rest of world events to nine-word blurbs every 20 minutes.

Black is white. Up is down. Yes is no. And, if we are to draw any conclusions from what Sears, Roebuck & Co. is now telling us, old is new. For the past two years, in response to critical structural problems in its retailing business, Sears (Where America Used to Shop) has been trumpeting its new self: its famous-name merchandise, its "everyday low prices," its new look.

Forget about that. In two-dozen new spots from Ogilvy & Mather, Chicago, new is out and old is in. Sears (The High Overhead Store) is suddenly positioned as a faithful old friend. Trust your old pal, Sears says, "You can count on me."

"We've grown up together," jingles the handsome SweetCam anthem, filled with images of Americans being wholesome. "I've relied on you and you on me. Though both of us keep changin', growin' every day, there's one thing you can count on: Look around you everywhere, you know I'll always be there. You can count on me. You can count on me. Wherever you go, you know where I'll be. . . ."

Rating: ★ ★ ★

Homespun Americans and images of palpable trustworthiness are the means by which Sears communicates its unique brand of value.

Lots of desperate people, of course, say "You can count on me" just prior to skipping town with your wife and bankbook. But this seems different. Like that wonderful KitchenAid spot—which transforms a sappy easy-listening standard, "Through the Years," into an emotional, beatific reverie and actually generates nostalgia for a dishwasher—this 60-second paean positions Sears (Home of the Service Agreement Pressure Sell) as inextricably linked with your memories, your values, your belongings, the very fabric of your life.

A new strategy? Hardly. As recently as six years ago we were told, "There's more for your life at Sears." And there was, but it was that dreary and unpleasant part of your life you'd have just as soon forgotten—the brown, tweed sofa and plastic three-piece suit part. Whipsawed by stylish department stores on one end and mart discounters on the other, Sears was your first stop for dull, expensive goods. But a lot has changed.

While its real estate and personnel entanglements doom it never to be price-competitive with Wal-Mart, the Sears we knew ("No, you'll have to ring that up over there") has undergone a radical merchandise and merchandising makeover, vastly improving the shopping experience. When those changes materialized a couple of years ago, Sears had no choice but to scream "contemporary" and "price," which a disconcertingly offbeat Ogilvy campaign did. Now that the changes have taken root, the company can once again concentrate on value and image—with the understanding that Sears' retailing future depends on how successfully it sells image as part and parcel of its value.

Leavened with tactical spots introducing such innovative, Sears-exclusive benefits as KidVantage (which unconditionally guarantees children's clothes to be outgrown before they're worn out), this campaign offers the imagery and the texture to begin the process, to stop being an "it" and start being a "me," to transcend even Sears' status as an institution and to imbue the chain with an almost spiritual connection to the American family.

Anything less and Sears dissolves like the Soviet Union. In other words, a power vacuum that no service contract covers. In other words, another alarming threat to the American way of life. □

'JAMA' burns 'Joe'

(Continued from Page 3)

grounds to ban all tobacco advertising," said Dan Jaffe, VP at the Association of National Advertisers. "That's absolutely illogical and inappropriate."

The three studies, published by *JAMA* last week, were contested by RJR.

The first estimated that the "Smooth character" depicted in Camel advertising boosted RJR's share of "the illegal children's cigarette market" from 0.5% before the campaign to 32.8% today.

The study further estimated that RJR's sales of Camel to kids rose from $6 million before the ad campaign to a current $476 million on the strength of the character.

RJR angrily denied the study's findings, characterizing them as "absurd."

"Camel's performance since the 'Smooth character' campaign began in 1987 simply doesn't support the article's absurd conclusions about youth share of total sales," RJR said in a statement.

Citing figures from industry analyst John C. Maxwell Jr. of Wheat, First Securities, RJR said: "Camel's share of [total] market [at 4.3% in 1990] has been basically flat for five years."

The second *JAMA* study found that kids ages 12 and 13 registered the highest recognition of the Camel campaign and that "Camel's market share among 12-to-17-year-old boys [24.5%] was almost twice that among 18-to-24-year-old men [12.7%]."

RJR disputed that study as well.

"According to [U.S.] Office on Smoking & Health numbers, 3% of 12-to-18-year-olds at least occasionally smoke Camels," RJR said. "Survey data from [the government] indicate that cigarette smoking among teen-agers has essentially been flat for the past few years and that 15.7% of teens age 12 to 18 are at least occasional smokers."

The third study concluded 6-year-olds recognize Joe Camel as representing cigarettes at a rate nearly equal to their recognition of Mickey Mouse as representing the Disney Channel.

"Approximately 30% of 3-year-old children correctly matched Old Joe with a picture of a cigarette compared with 91.3% of 6-year-old children," the study said.

"If you say, 'You are a minor, you are not allowed to smoke,' it will have just the opposite effect."

For its part, RJR has responded that the industry wouldn't intentionally leave itself open for advertising restrictions on cigarettes by targeting underage smokers.

"Contrary to anti-smoking activists' rhetoric, it is not in the tobacco industry's best interest for youth to smoke," the marketer said.

"Whenever a young person smokes, it is the cigarette manufacturers that are blamed—not the parents, peers or lifestyle of the young person. This concerns us greatly because it increases the potential for government restrictions on our ability to communicate with adult smokers," the company said.

Last October, RJR began running an outdoor and print campaign in both English and Spanish urging young people not to smoke.

The ads will move into 30 markets next year. They've been running in New Orleans; Colorado Springs, Colo.; Detroit; San Diego; Tampa, Fla.; and RJR's hometown, Winston-Salem, N.C.

The company has been aiming for placement of the non-smoking ads on outdoor boards within 500 feet of schools, said Peggy Carter, RJR manager-media relations.

Created by Lockhart & Pettus, New York, one ad shows kids smoking in a public restroom with the theme, "And you think this looks cool?" A second is themed "Don't create a smoke-screen between you and your friends."

Also included is a program for parents, in which parents who smoke can get a booklet telling them how to convince their kids not to. That program is supported by print ads running in Sunday magazines and an out-of-home campaign.

Ms. Carter said the company's goal with the campaign is to tell kids "Don't smoke. You're not ready. Adults can weigh the controversy [over smoking], but we wanted to reinforce the message to kids."

But John Pierce, associate professor at the University of California, San Diego, and author of one of the *JAMA* studies, said: "If you say, 'You are a minor, you are not allowed to smoke,' it will have just the opposite effect." □

Steven W. Colford contributed to this story.

Media

(Continued from Page 3)

ing & Research, predicted a zero to 2% real growth in media spending in 1992, or 4% to 6% after factoring in inflation.

Factoring in a 1992 inflation rate of 4%, Mr. Myers said ad spending for newspapers, broadcast syndication, consumer magazines and out-of-home media would actually decline in 1992 in terms of real growth.

David Poltrack, senior VP-planning and research for CBS, predicted ad spending on the Big 3 networks would rise 5% to $8.9 billion in 1992, attributing about 2 percentage points of that growth to Olympics spending.

From the agency point of view, Philip H. Geier, chairman of McCann-Erickson's parent, Interpublic Group of Cos., predicted a 5.7% ad spending increase, with most of the gains coming in the second half.

WPP Group Chief Executive Martin Sorrell said one of his agencies had budgeted for a 5.6% increase in client spending for '92. But he said the figure would be "difficult to achieve."

Mr. Sorrell said a 2% to 3% increase in spending was a more realistic outlook.

The most pessimitic forecast came from Saatchi & Saatchi Co.'s Zenith Media Worldwide.

Zenith Chairman-CEO John Perriss said North American ad spending fell 5.9% this year and predicted declines of 2.2% in 1992, 0.8% in 1993 and 0.7% in 1994.

Fred Meyer, chief financial officer of Omnicom Group, said he expected 1992 U.S. ad growth to be aproximately 6% to 7%—"as unlikely as this seems to all of us at this point."

Publishers of magazines and newspapers weren't as optimistic in their forecasts.

Most said they don't expect a dramatic recovery in advertising in 1992 and are instead looking to strengthen their circulation revenues to offset the ad decline.

"We're doing business in an era dramatically different from the one we prospered in during the '80s," said S. Christopher Meigher, president of Time Inc. Magazine Co.'s New York magazine division. "The consensus is while we're hoping for an upswing in advertising spending, it will not be a return to the good old days."

In addition to looking for new ways to satisfy advertisers' needs, he said, publishers have to raise the prices they charge readers and offer them extra value in return.

For example, Time Inc. is studying the use of selective binding and ink-jet printing technology to create customized magazines. Readers would pay higher subscription costs to have additional editorial material on specific topics bound into their magazines.

The same concept is being used on a limited basis by some publishers already, and a growing number are exploring it.

Time Inc. is also testing a "*Sports Illustrated* Super Subscription," for which readers would pay about $8 more than a regular subscription to get such additional materials as a newsletter, calendar and video based on the magazine.

Mr. Meigher said circulation revenues now account for about half of magazines' total revenues, up from about one-third in 1975. He predicted circulation revenues will account for 60% of total revenues by the end of the decade.

Newspaper publishers also said they're asking readers to pay more for their products.

During 1991, there's been a 56% increase in the number of daily newspapers selling for 50¢ and a 28% jump in the number of Sunday papers selling for $1.25, said Bruce Murray, circulation sales manager at *New York Newsday*. The number of daily papers selling for 25¢ fell 13%, he said.

Reader's Digest Association said it hasn't been as hard hit by the recession as most other media companies because ad revenues account for only about 9% of total revenues. The association also said it plans to raise both ad rates and subscription prices for its special-interest magazines and flagship *Reader's Digest* next year. □

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NEWSPAPER

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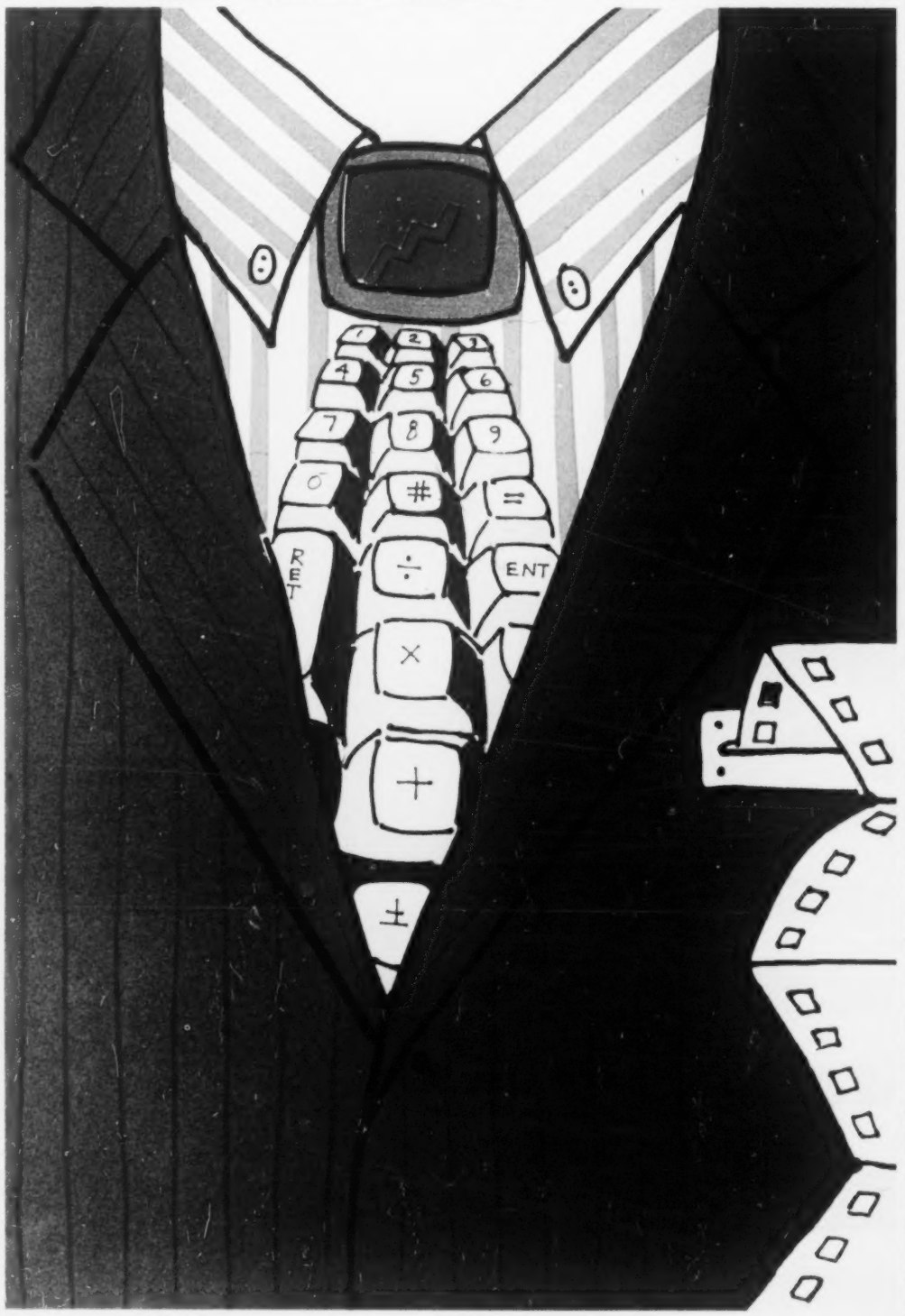

Easy access to the best of Ad Age's files: Who's on top among advertisers, agencies, the media and more.

See Page S-1

Mike Quon The Image Bank

NEWS SUMMARY

■ **'TV Guide'** will announce newsstand and subscription price increases this week as rival TVSM restructures for the national rollout of *Total TV*. 1

■ **Western marketers** in Russia took a cautious approach to price increases as the government lifted price controls. 1

■ **Thomas' English muffins** will "restore the normal balance" between advertising and promotion with a $9 million effort breaking on TV today. 1

■ **A. H. Robins** unit of American Home Products Corp. has asked other AHP agencies to work on alternatives to current Anacin ads, now handled by Partners & Shevack. 1

■ **Philips Consumer Electronics** unveils its digital compact cassette system, a new audiotape concept, at the Consumer Electronics Show this week. 3

■ **AIDS awareness ads** from Converse broke last week, and the major TV networks are being urged to run more AIDS-related public service announcements. 3

■ **Clairol** plans a March introduction of Ultimate Blonde home hair color, citing renewed popularity of blonde hair. 3

■ **Noxell** will upgrade its mass-market Clarion cosmetics line to a premium brand. 3

■ **Coors Brewing** will step up its international expansion as a hedge against a slowdown in U.S. sales. 4

■ **Environmental ad claims** have dwindled because of the lack of a national standard for such claims, says NAD's Ron Smithies. 4

■ **Direct marketers** could face back taxes if the U.S. Supreme Court decides states can collect sales taxes on mail purchases, the Direct Marketing Association argues. 4

■ **'Mademoiselle'** will, starting with its February issue, focus solely on fashion and beauty coverage in its main editorial "well," dropping such topics as relationships and careers. 12

■ **Mezzina/Brown** founders John Mezzina and William Brown say that although the $40 million Camel cigarette account is the new agency's only business, they're not a thinly veiled house agency and they're pursuing new business. 18

■ **Alka-Seltzer's** new advertising, to break next April, won't include the Speedy character, which was resurrected last month to help celebrate the 60th anniversary of the brand. ... 18

■ **Zeos International,** a mail-order computer house, put some $20 million into personal computer magazine advertising to become the largest advertiser in PC books. 18

■ **Publisher Ralph Ingersoll** hopes to build a network of niche magazines throughout Europe, starting with a weekly planned to make its debut in April. 20

■ **East/West Network,** once a leading publisher of in-flight magazines, is now down to two titles. 20

■ **Smartcars,** a franchise program for selling used cars, is growing as used-car sales outpace new-car sales. 22

■ **Fresca** diet soft drink from Coca-Cola USA will introduce new packaging early this year. 23

■ **Australian ad regulations** now allow foreign content to account for about 20% of all TV commercials. 26

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CBS fights back

Gloria Estefan to star in Super Bowl show

By Joe Mandese

CBS-TV will try to prevent viewers from tuning away from its halftime coverage of Super Bowl XXVI with a special performance by pop star Gloria Estefan.

Fox Broadcasting Co. earlier announced it would air counterprogramming to the Jan. 26 event at halftime, apparently forcing the CBS countermove.

Fox will air a special live episode of its hit prime-time series "In Living Color" at that time.

Last week, Fox said it will counterprogram the CBS/Estefan halftime performance with a live performance by a major recording artist, to be named this week.

"The halftime performer that Fox has offers a very distinctive choice that is on the other end of the spectrum from Gloria Estefan," said Jay Coleman, president of Entertainment Marketing & Communications International. "It will be a performer that fits the profile of Fox and 'In Living Color.' "

Mr. Coleman said the promotion and advertising efforts for the Fox show, to be targeted at teens and young adults, will be the biggest ever for a one-time TV entertainment special.

"They can claim anything they want, but it's more of an example of promotion by press release," said George Schweitzer, senior VP-marketing and communications at CBS. "They're not even on seven nights a week. Our CBS daytime schedule reaches more people than all of their shows except three."

■ **New study says media weight has little to do with effectiveness of Super Bowl spots—Page 21.**

CBS' Super Bowl halftime show will feature a winter sports theme that will serve as a platform for the network's coverage of the 1992 Winter Olympics. It was unclear how Ms. Estefan's performance will be integrated into the show.

"The Super Bowl is the biggest television event of the year, and all of the amount of Fox promotion won't make a difference," Mr. Schweitzer said.

The Fox effort will break this week with an estimated $1 million radio campaign by Frito-Lay, via Tracy-Locke, Dallas, to be followed by in-store displays, newspaper inserts and ads targeted at children on Whittle Communications' "Channel One" school TV program.

Fox's on-air promotion effort will appear during the two weeks preceding the Super Bowl.

The Fox special, dubbed "Doritos Zaptime/The 'In Living Color' Super Halftime Party," is the first major effort ever to counterprogram Super Bowl halftime coverage.

"We're pretty confident that we have a good chance of getting people to switch," Mr. Coleman said, "because the halftime show has never really been designed for a television audience." □

Olds backs new Achieva with buy-back guarantee

By Raymond Serafin and Cleveland Horton

Oldsmobile will take the unprecedented step of offering to buy back its new Achieva from West Coast customers if they decide they'd rather buy a different car, even from a competitor.

That shows the extraordinary steps General Motors Corp. is willing to take to begin making inroads into the import-dominated West Coast market.

A 30-second TV spot that will air on West Coast network feeds starting Jan. 13 is almost as unusual as the guarantee itself—it names the Toyota Camry and Honda Accord, chief competitors for Olds' new compact sedan and coupe.

A customer has up to 30 days or 1,500 miles to return the Achieva and buy another vehicle to qualify for his money back.

Olds agency Leo Burnett USA, Chicago and Southfield, Mich., prepared both the national and West Coast-only advertising, said Michael Grimaldi, the division's general marketing manager.

National advertising includes two other :30s, one focusing on the car and the second on a $199-a-month lease program. Those two spots also break on the West Coast, then go national in mid-February.

"This will boldly and directly challenge the import market," said J. Michael Losh, Oldsmobile VP-general manager, who revealed the West Coast marketing plans at the Los Angeles Auto Show last week.

Cars like the Camry and Accord have cut deeply into Oldsmobile's sales volume, especially in California.

Achieva's national and regional advertising will feature the line "Never has so much thought gone into this much fun." Ads will retain Oldsmobile's overall theme, "The power of intelligent engineering."

Some observers are skeptical Oldsmobile can win the battle in California.

"That market, that's so committed to the imports, isn't going to slow down long enough to look at an Oldsmobile," said Jim Wangers, senior managing partner at Automotive Marketing Consultants. He added that the Achieva would fare better positioned against domestic competition.

Officials from GM's six vehicle-selling divisions have been meeting to forge a California strategy, with an important component being the identification of "core products" with a potential for increasing sales at the expense of import competitors (AA, Nov. 18).

GM had 28.7% of California vehicle sales in the first nine months of 1991, lagging behind the company's national share by about 7 points. Mr. Grimaldi said Oldsmobile has about a 3% share of the California market, more than 2 points less than the division's national share. □

Dec. good for discounters

By Ira Teinowitz

It was a ghost of Christmas past for department stores, as discount and some specialty stores got most of the holiday shopping goodies.

December sales figures, released last week, show Wal-Mart Stores' same-store sales surged 5% last month over December 1990 and that Kmart Corp. saw same-store sales rise 4%.

But same-store sales at Sears, Roebuck & Co. slipped 1.8% for the month. Sears said the U.S. portion of its business fell 0.6% in December, compared with December 1990, but grew 3.6% for the full November-December holiday season.

Among other chains reporting declines: Woolworth Corp., down 0.5% based on same-store sales; May Department Stores Co., down 1%; and Ann Taylor Stores, down 8.9% (including its leased shoe departments, and down 4% without the leased department).

"Stores have divided into two groups," said Kurt Barnard, president and publisher of *Barnard's Retail Marketing Report*. "The upscale stores have taken it on the chin. For them, it was not a very merry Christmas. But the second tier of retailers did better, and some moderate-price retailers came through with fireworks."

Mr. Barnard pointed to the 20% increase in sales reported by discounter Dollar General Corp., the 15.8% increase by the 50-off Stores and to the Gap's 14% increase in sales.

Other retailers reported minimal increases in sales, with J.C. Penney Co. up 0.4% at its department stores, though its catalog and drugstores raised the figure to 1.4%. Dayton Hudson Corp. reported sales grew 1.5%, though the company said the 6% growth in sales at its Target Stores discount chain far outpaced the 1% growth of sales in its department store division. Target's Mervyn's division reported an 8% de-

(Continued on Page 22)

The Advertising FACT BOOK

Change is only constant in key AA business lists

By R. Craig Endicott

Charts invariably become dated the moment they're sent to the printer. So each chart presented in *The Advertising Fact Book* has been updated where necessary.

In updating the 100 Media Companies chart, Family Media was excluded, making room for former No. 101 Ackerley Communications. Family Media literally shuttered its offices as the 100 Top Media Companies ranking was issued in August.

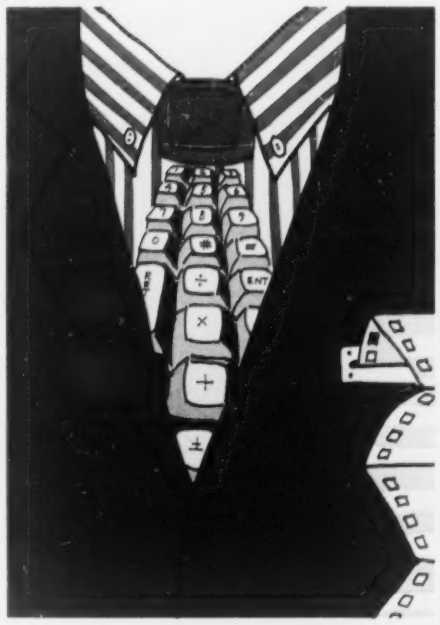
Family Media's closure led to the death of its *1,001 Home Ideas*, ranked No. 71 in revenues last June among the nation's magazines. Eliminating the title from the Top 100 made room for Advance Publications' *HG Magazine*.

New agencies entered the Top 200 agency brands chart to fill a vacuum left by Levine, Huntley, Vick & Beaver, the 34th largest U.S. ad agency that dissolved in late 1991, and former No. 196 Winius Brandon, bought by No. 146 Fogarty & Klein and now called Fogarty & Klein/Winius Brandon.

Other agencies just changed names, sometimes reflecting new affiliations.

In the case of mergers, no numbers were joined to trigger new rankings in the edited charts because the whole of a new company is rarely equal to the sum of its merged parts.

Other than providing a more current reading, a snapshot at the mid-life cycle of charts issued annually can project anticipated changes in future rankings.



Mike Quon/The Image Bank

Particularly revealing is the jockeying for position by media companies under way. Two are under bankruptcy reorganization protection, No. 49 Gillett Holdings and No. 55 Maxwell Communication Corp. Their positions are in jeopardy should properties be sold to pay creditors.

Two of the world's largest advertising organizations—No. 7 Eurocom Group and its former antagonist, No. 14 Roux Seguela Cayzac & Goudard, both Paris-based—have beaten their swords into plowshares and merged. The resulting unit could move ahead of Young & Rubicam into the No. 6 spot.

An added benefit of the *Fact Book* is that it offers the luxury of space to present numbers in new ways. The chart on the 100 Leading National Advertisers addresses U.S. sales as an expression of U.S. ad spending—an analysis not present in the September issue.

For example, No. 1 advertiser Procter & Gamble Co. drew sales of $6.70 in 1990 per $1 invested in advertising, down from $8.30 the year before. Wal-Mart Stores, No. 70 in total ad spending, generated $214.90 per ad dollar in 1990, up from $203.10. One could read into such ratios the growing marketing power of the retailer.

But the *Fact Book*, even in its updated and expanded version, is still but a thumbprint in time. The top five agencies, media companies and national advertisers today weren't the same set of companies five years ago, rendering change the only promise of any ranking. □

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100 leading national advertisers

Rank 1990	Rank 1989	Company, U.S. headquarters	Total U.S. ad spending 1990	Total U.S. ad spending 1989	Total U.S. ad spending % chg	Measured media 1990	Measured media 1989	Worldwide sales 1990	Worldwide sales 1989	Worldwide earnings 1990	Worldwide earnings 1989	U.S. sales 1990	U.S. sales 1989	U.S. sales/ad dollar 1990	U.S. sales/ad dollar 1989
1	2	**Procter & Gamble Co.**, Cincinnati	$2,284.5	$1,802.3	26.8	$1,240.0	$978.3	$27,026.0	$24,081.0	$1,773.0	$1,602.0	$15,276.0	$14,962.0	$6.7	$8.3
2	1	**Philip Morris Cos.**, New York	2,210.2	2,072.4	6.6	1,199.7	1,124.9	51,169.0	44,080.0	3,540.0	2,946.0	36,014.0	33,178.0	16.3	16.0
3	3	**Sears, Roebuck & Co.**, Chicago	1,507.1	1,465.0	2.9	590.8	574.3	55,972.0	53,794.0	902.0	1,509.0	51,751.0	49,659.0	34.3	33.9
4	4	**General Motors Corp.**, Detroit	1,502.8	1,363.8	10.2	1,100.9	999.1	124,705.0	126,931.9	(1,986.0)	4,224.3	86,967.0	93,878.4	57.9	68.8
5	5	**Grand Metropolitan**, London	882.6	806.2	9.5	402.1	367.3	16,616.0	15,567.1	1,132.0	863.9	8,025.0	6,228.2	9.1	7.7
6	6	**PepsiCo**, Purchase, N.Y.	849.1	786.1	8.0	547.0	506.4	17,803.0	15,242.0	1,091.0	901.0	14,047.0	12,519.4	16.5	15.9
7	17	**AT&T Co.**, New York	796.5	567.8	40.3	505.4	360.3	37,285.0	36,149.0	2,735.0	2,697.0	NA	NA	NA	NA
8	7	**McDonald's Corp.**, Oak Brook, Ill.	764.1	774.4	(1.3)	426.0	431.8	6,640.0	6,066.0	802.0	727.0	3,871.0	3,887.0	5.1	5.0
9	18	**Kmart Corp.**, Troy, Mich.	693.2	561.7	23.4	230.0	186.4	32,070.0	29,533.0	756.0	323.0	30,971.0	28,441.0	44.7	50.6
10	16	**Time Warner**, New York	676.9	582.0	16.3	358.7	308.4	11,517.0	10,779.0	(227.0)	(432.0)	8,550.0	6,361.0	12.6	10.9
11	8	**Eastman Kodak Co.**, Rochester, N.Y.	664.8	719.0	(7.5)	218.2	236.0	18,908.0	18,396.0	703.0	529.0	10,663.0	10,869.0	16.0	15.1
12	20	**Johnson & Johnson**, New Brunswick, N.J.	653.7	505.7	29.3	330.9	256.0	11,232.0	9,575.0	1,143.0	1,082.0	5,427.0	4,881.0	8.3	9.7
13	9	**RJR Nabisco**, Winston-Salem, N.C.	636.1	696.7	(8.7)	349.3	382.6	13,879.0	12,764.0	(429.0)	(1,149.0)	12,125.0	10,521.0	19.1	15.1
14	11	**Nestle SA**, Vevey, Switzerland	635.9	618.0	2.9	325.8	316.6	36,511.0	30,596.0	1,789.0	1,536.0	NA	NA	NA	NA
15	15	**Warner-Lambert Co.**, Morris Plains, N.J.	630.8	587.8	7.3	215.7	201.0	4,687.0	4,195.8	485.0	412.7	2,445.0	2,249.0	3.9	3.8
16	10	**Ford Motor Co.**, Dearborn, Mich.	616.0	618.8	(0.4)	471.3	473.5	97,650.0	96,145.9	860.0	3,935.0	56,902.0	61,452.0	92.4	99.3
17	24	**Toyota Motor Corp.**, Toyota City, Japan	580.7	417.6	39.0	406.5	292.3	71,400.0	60,083.9	3,100.0	2,884.3	NA	NA	NA	NA
18	12	**Kellogg Co.**, Battle Creek, Mich.	577.7	611.6	(5.5)	404.4	428.1	5,181.0	4,651.7	502.8	470.2	3,043.8	2,940.5	5.3	4.8
19	13	**Unilever NV**, London/Rotterdam	568.9	604.4	(5.9)	355.9	378.1	39,620.0	33,444.0	1,634.0	1,629.0	8,680.1	8,113.8	15.3	13.4
20	21	**General Mills**, Minneapolis	539.0	467.6	15.3	406.6	352.7	7,153.0	6,448.3	473.0	381.0	6,377.0	5,796.1	11.8	12.4
21	19	**Chrysler Corp.**, Highland Park, Mich.	528.4	533.3	(0.9)	412.7	416.5	30,620.0	35,186.0	68.0	359.0	26,887.0	31,014.0	50.9	58.2
22	14	**Anheuser-Busch Cos.**, St. Louis	459.2	591.5	(22.4)	301.3	388.1	11,611.7	10,283.6	842.4	767.2	NA	NA	NA	NA
23	33	**Walt Disney Co.**, Burbank, Calif.	435.7	338.4	28.7	229.2	178.0	5,844.0	4,594.3	824.0	703.3	NA	NA	NA	NA
24	22	**Bristol-Myers Squibb Co.**, New York	428.7	451.4	(5.0)	223.8	235.6	10,300.0	9,189.0	1,748.0	747.0	7,017.0	6,478.0	16.4	14.4
25	26	**American Home Products Corp.**, New York	415.4	407.0	2.1	234.3	229.6	6,755.2	6,747.0	1,230.6	1,102.2	4,607.6	4,725.7	11.1	11.6
26	29	**Sony Corp.**, Tokyo	410.5	358.3	14.6	246.0	214.7	25,649.1	18,343.0	829.3	654.8	7,474.8	5,466.2	18.2	15.3
27	38	**Nissan Motor Co.**, Tokyo	410.2	300.6	36.5	323.4	237.0	42,300.0	40,000.0	340.0	823.0	NA	NA	NA	NA
28	25	**J.C. Penney Co.**, New York	393.8	407.5	(3.4)	153.6	158.9	16,365.0	16,103.0	577.0	802.0	16,365.0	16,103.0	41.6	39.5
29	28	**Coca-Cola Co.**, Atlanta	377.2	381.4	(1.1)	224.6	227.1	10,236.0	8,965.8	1,382.0	1,723.8	3,931.0	3,679.0	10.4	9.6
30	31	**May Department Stores Co.**, St. Louis	363.6	345.9	5.1	254.5	242.1	10,035.0	9,336.0	500.0	515.0	10,035.0	9,336.0	27.6	27.0
31	23	**Ralston Purina Co.**, St. Louis	354.5	429.5	(17.5)	127.6	154.6	7,101.0	6,658.3	396.0	422.5	5,084.0	4,826.0	14.3	11.2
32	42	**Hershey Foods Corp.**, Hershey, Pa.	338.7	290.9	16.4	108.7	93.3	2,715.6	2,421.0	215.9	171.1	2,508.5	2,235.7	7.4	7.7
33	37	**Matsushita Electric Industrial Co.**, Secaucus, N.J.	330.2	301.7	9.5	165.0	150.8	46,804.0	42,573.0	1,836.0	1,671.0	5,400.0	NA	16.4	NA
34	30	**Quaker Oats Co.**, Chicago	329.3	357.8	(8.0)	165.0	179.3	5,491.0	5,030.6	206.0	169.0	3,860.0	3,610.0	11.7	10.1
35	34	**Dayton Hudson Corp.**, Minneapolis	318.7	316.1	0.8	167.7	166.3	14,739.0	13,644.0	410.0	410.0	14,739.0	13,644.0	46.2	43.2
36	39	**Honda Motor Co.**, Tokyo	318.0	298.8	6.4	231.5	217.5	30,507.0	27,326.0	541.0	579.0	NA	NA	NA	NA
37	32	**H.J. Heinz Co.**, Pittsburgh	307.9	342.3	(10.0)	134.2	149.2	6,647.1	6,085.7	568.0	504.5	3,863.1	3,779.9	12.5	11.0
38	27	**Sara Lee Corp.**, Chicago	306.7	382.3	(19.8)	145.5	181.4	12,381.0	11,606.0	535.0	470.3	8,597.9	8,302.4	28.0	21.7
39	36	**U.S. Government**, Washington	304.0	310.2	(2.0)	181.1	184.8	NA	NA	NA	NA	NA	NA	NA	NA
40	46	**Pfizer Inc.**, New York	279.9	235.3	19.0	114.8	96.5	6,406.0	5,671.5	801.2	681.1	3,472.9	3,096.6	12.4	13.2
41	40	**Federated Department Stores**, Cincinnati	273.7	294.9	(7.2)	155.9	168.0	NA	10,439.0	NA	(1,740.0)	NA	10,237.0	NA	34.7
42	41	**Mars Inc.**, McLean, Va.	272.4	293.3	(7.1)	148.8	160.2	8,000.0	8,000.0	NA	NA	NA	NA	NA	NA
43	35	**R.H. Macy & Co.**, New York	272.2	312.7	(13.0)	177.5	203.9	7,267.0	6,974.1	(147.0)	(47.0)	NA	NA	NA	NA
44	44	**Colgate-Palmolive Co.**, New York	265.0	257.3	3.0	82.0	79.6	5,691.0	5,038.8	321.0	280.0	1,899.0	1,828.0	7.2	7.1
45	56	**Mazda Motor Corp.**, Hiroshima, Japan	247.9	196.3	26.3	181.2	143.5	15,800.0	14,500.0	191.0	188.0	NA	NA	NA	NA
46	49	**ConAgra**, Omaha	246.1	223.1	10.3	110.3	100.0	19,504.7	15,501.2	311.2	231.7	NA	NA	NA	NA
47	47	**Tandy Corp.**, Fort Worth, Texas	232.7	233.1	(0.2)	86.2	86.3	4,561.8	4,499.6	195.4	290.3	4,222.5	4,202.2	18.1	18.0
48	45	**General Electric Co.**, New York	230.2	249.1	(7.6)	105.1	113.8	58,414.0	54,574.0	4,303.0	3,939.0	51,270.0	48,912.0	222.7	196.4
49	52	**American Brands**, New York	227.1	210.7	7.8	100.9	93.6	13,780.9	11,921.4	596.0	630.8	4,686.4	4,521.7	20.6	21.5
50	43	**American Express Co.**, New York	217.7	268.0	(18.8)	154.1	189.7	24,322.0	25,047.0	181.0	1,157.0	19,459.0	20,617.0	89.4	76.9
51	51	**Montgomery Ward & Co.**, Chicago	205.6	213.6	(3.8)	103.2	107.2	5,500.0	5,323.0	153.0	151.0	5,500.0	5,323.0	26.8	24.9
52	50	**American Stores Co.**, Salt Lake City, Utah	204.7	220.0	(7.0)	129.0	138.6	22,155.5	22,004.2	182.4	118.1	22,155.5	22,004.2	108.2	100.0
53	53	**Adolph Coors Co.**, Golden, Colo.	194.6	202.1	(3.7)	122.6	127.3	1,863.4	1,763.9	38.9	13.1	NA	NA	NA	NA
54	48	**Hasbro Inc.**, Pawtucket, R.I.	191.8	225.0	(14.8)	156.1	183.1	1,520.0	1,409.7	89.2	92.2	938.8	954.3	4.9	4.2
55	57	**SmithKline Beecham**, London	191.4	192.0	(0.3)	102.4	102.7	9,194.5	9,451.2	1,634.7	250.9	3,873.5	3,782.8	20.2	19.7
56	73	**Loews Corp.**, New York	186.2	143.0	30.2	103.9	79.8	12,636.9	11,436.7	804.7	907.1	NA	NA	NA	NA
57	58	**Gillette Co.**, Boston	181.7	185.1	(1.8)	82.1	97.8	4,344.0	3,818.5	368.0	284.7	1,433.0	1,348.0	7.9	7.3
58	99	**Nike Inc.**, Beaverton, Ore.	178.8	104.6	70.9	87.7	51.3	3,004.0	2,235.0	287.0	243.0	2,142.0	1,755.0	12.0	16.8
59	62	**Goodyear Tire & Rubber Co.**, Akron, Ohio	178.7	168.3	6.2	70.9	66.8	11,273.0	10,869.3	(38.0)	206.8	6,460.0	6,421.3	36.2	38.2
60	60	**Philips NV**, Eindhoven, The Netherlands	177.7	177.1	0.3	89.1	88.8	32,996.4	29,960.2	(2,509.0)	719.4	6,119.0	6,187.9	34.4	34.9
61	59	**U.S. dairy farmers**, Arlington, Va.	175.9	183.1	(4.0)	95.0	98.9	NA	NA	NA	NA	NA	NA	NA	NA
62	55	**Campbell Soup Co.**, Camden, N.J.	175.3	196.7	(10.9)	116.9	131.2	6,204.0	6,206.0	403.0	4.0	3,912.0	3,933.0	22.3	20.0
63	61	**Clorox Co.**, Oakland, Calif.	173.4	172.6	0.5	129.1	128.5	1,646.5	1,484.0	52.7	153.6	NA	NA	NA	NA
64	74	**Paramount Communications**, New York	162.3	141.2	14.9	98.2	85.4	3,869.0	3,391.6	259.0	1,465.0	NA	NA	NA	NA
65	88	**Levi Strauss & Co.**, San Francisco	158.9	123.1	29.1	66.1	51.2	4,250.0	3,630.0	251.0	272.0	NA	NA	NA	NA
66	65	**S.C. Johnson & Son**, Racine, Wis.	158.1	160.1	(1.2)	86.6	87.7	3,000.0	2,500.0	NA	NA	NA	NA	NA	NA
67	72	**Carter Hawley Hale Stores**, Los Angeles	157.4	145.6	8.2	85.9	79.5	2,858.0	2,787.4	(26.0)	13.0	2,858.0	2,787.4	18.2	19.1
68	90	**United Telecommunications**, Shawnee Mission, Kan.	155.3	121.3	28.1	81.3	63.5	8,345.1	7,549.0	308.7	362.9	8,345.1	7,549.0	53.7	62.2
69	81	**Circuit City Stores**, Richmond, Va.	153.0	131.2	16.6	91.8	78.7	2,366.0	2,096.6	3.2	76.1	2,366.0	2,096.6	15.5	16.0
70	86	**Wal-Mart Stores**, Bentonville, Ark.	151.7	127.1	19.4	61.3	51.4	32,601.6	25,810.7	1,291.0	1,075.9	32,601.6	25,810.7	214.9	203.1
71	54	**IBM Corp.**, Armonk, N.Y.	148.7	196.9	(24.5)	77.3	102.4	69,018.0	62,710.0	6,020.0	3,758.0	27,132.0	25,745.0	182.5	130.8
72	76	**Hallmark Cards**, Kansas City, Mo.	146.8	138.2	6.2	87.0	81.9	2,500.0	2,500.0	NA	NA	NA	NA	NA	NA
73	111	**Helene Curtis Industries**, Chicago	145.4	93.7	55.2	96.2	62.0	867.3	690.9	6.5	17.5	639.5	533.9	4.4	5.7
74	68	**Revlon Group**, New York	143.6	154.0	(6.8)	71.7	76.9	3,237.0	2,941.8	142.0	52.8	1,918.0	1,890.0	13.4	12.3
75	82	**AMR Corp.**, Dallas	142.5	131.0	8.8	104.3	95.9	11,719.6	10,479.8	(40.0)	454.8	NA	NA	NA	NA
76	63	**Dow Chemical Co.**, Midland, Mich.	141.9	168.1	(15.6)	105.6	125.1	19,773.0	17,600.0	1,378.0	2,486.0	9,494.0	8,084.0	66.9	48.1
77	67	**Mobil Corp.**, New York	140.3	156.3	(10.2)	43.1	48.0	64,472.0	56,188.0	1,929.0	1,809.0	21,198.0	19,191.0	151.1	122.8
78	93	**Marriott Corp.**, Washington	139.6	116.2	20.1	51.2	42.6	7,646.0	7,536.0	47.0	177.0	NA	NA	NA	NA
79	80	**Volkswagen AG**, Troy, Mich.	138.5	131.9	5.0	96.9	92.3	41,816.7	34,822.9	667.2	553.2	2,531.0	2,283.0	18.3	17.3
80	64	**CPC International**, Englewood Cliffs, N.J.	137.0	165.8	(17.3)	50.2	60.8	5,781.0	5,103.0	374.0	328.0	2,322.0	2,260.0	16.9	13.6
81	77	**Seagram Co., New York**	135.3	136.8	(1.1)	100.7	101.8	6,127.0	5,581.8	756.0	710.6	2,779.0	2,742.0	20.5	20.0
82	75	**Hyundai Group**, Seoul, S. Korea	135.3	139.1	(2.7)	96.6	99.3	40,250.0	32,200.0	93.0	53.0	NA	NA	NA	NA
83	84	**ITT Corp.**, New York	134.9	128.5	4.9	42.7	34.0	20,604.0	20,005.0	1,056.0	927.0	14,106.0	14,278.0	104.6	111.1
84	79	**Bell Atlantic Corp.**, Philadelphia	134.2	131.9	1.7	57.6	56.6	12,298.0	11,448.6	1,323.0	1,074.5	NA	NA	NA	NA
85	125	**Thompson Medical Co./Slim-Fast Food Co.**, New York	133.4	84.8	57.3	110.1	70.0	NA	NA	NA	NA	NA	NA	NA	NA
86	92	**Kroger Co.**, Cincinnati	131.1	116.8	12.3	59.1	52.7	20,261.0	19,104.0	8.2	(73.0)	20,261.0	19,104.0	154.5	164.3
87	87	**Wm. Wrigley Jr. Co.**, Chicago	129.1	124.3	3.9	118.3	113.9	1,111.0	992.9	117.0	106.1	714.5	673.9	5.5	5.4
88	83	**Newz Corp.**, Sydney	126.7	130.2	(2.7)	121.2	124.5	8,586.7	6,719.7	(308.0)	263.2	5,134.3	3,780.4	40.5	29.0
89	94	**Delta Air Lines**, Atlanta	126.5	116.0	9.1	94.9	87.0	NA	8,582.2	NA	302.8	NA	NA	NA	NA
90	71	**Citicorp**, New York	124.9	146.3	(14.6)	88.7	103.9	14,587.0	13,752.0	458.0	498.0	9,055.0	8,747.0	72.5	59.8
91	70	**Schering-Plough Corp.**, Madison, N.J.	124.9	150.4	(17.0)	60.4	72.7	3,322.9	3,157.9	565.1	471.3	1,890.2	1,749.1	15.1	11.6
92	95	**Daimler-Benz Group**, Stuttgart, Germany	124.6	115.5	7.8	92.4	85.6	52,531.0	43,320.0	1,103.0	905.8	7,884.0	7,193.0	63.3	62.3
93	85	**UAL Corp.**, Elk Grove Village, Ill.	123.5	127.3	(3.0)	83.8	86.4	11,037.5	9,793.6	94.5	324.2	8,027.5	7,614.6	65.0	59.8
94	91	**Nynex Corp.**, New York	121.5	120.7	0.7	63.2	62.8	13,585.0	13,211.0	949.0	808.0	NA	NA	NA	NA
95	105	**U.S. Shoe Corp.**, Cincinnati	120.7	97.2	24.1	50.4	45.4	2,718.7	2,557.2	433.3	487.3	NA	NA	NA	NA
96	89	**Wendy's International**, Dublin, Ohio	119.8	122.4	(2.1)	91.1	93.1	1,010.0	1,069.7	39.0	30.4	NA	NA	NA	NA
97	104	**Canon Inc.**, Tokyo	119.5	99.7	19.8	65.7	54.8	12,800.0	10,007.0	455.0	264.0	3,820.0	3,058.0	32.0	30.7
98	96	**Bayer AG**, Leverkusen, Germany	115.3	112.0	3.0	67.8	65.9	25,718.0	26,740.0	1,274.0	1,416.0	5,904.0	5,425.0	51.2	48.4
99	123	**Upjohn Co.**, Kalamazoo, Mich.	114.9	84.9	35.3	74.7	55.2	3,021.0	2,725.0	706.0	515.0	2,248.0	2,028.0	19.6	23.9
100	101	**Monsanto Co.**, St. Louis	114.6	102.6	11.7	73.0	65.3	8,995.0	8,681.0	546.0	679.0	5,685.0	5,590.0	49.6	54.5

Notes: Dollars are in millions. Ad dollar totals are AA estimates. Sales and earnings are current through Sept. 1991 and are from public documents. Measured media provided by LNA/Arbitron Multi-Media Service. This chart is updated from 100 Leading National Advertisers (AA, Sept. 25)

100 leading media companies

Rank 1990	Rank 1989	Company, U.S. headquarters	Total media revenue 1990	Total media revenue 1989	% chg	Newspaper revenue 1990	Newspaper revenue 1989	Magazine revenue 1990	Magazine revenue 1989	Broadcast* revenue 1990	Broadcast* revenue 1989	Cable TV revenue 1990	Cable TV revenue 1989	Other media revenue 1990	Other media revenue 1989
1	1	**Capital Cities/ABC**, New York	$5,175.4	$4,767.0	8.6	$524.2	$490.9	$367.2	$376.1	$3,842.0	$3,584.9	$442.0	$315.1	—	—
2	2	**Time Warner**, New York	4,964.8	4,575.0	8.5	—	—	1,947.8	1,855.0	—	—	3,017.0	2,720.0	—	—
3	3	**Gannett Co.**, Arlington, Va.	3,441.6	3,518.2	(2.2)	2,775.2	2,852.0	—	—	396.7	408.3	—	—	$271.4	$257.9
4	5	**CBS Inc.**, New York	3,261.2	2,959.9	10.2	—	—	—	—	3,261.2	2,959.9	—	—	—	—
5	4	**General Electric Co.**, Fairfield, Conn.	3,236.0	3,392.0	(4.6)	—	—	—	—	3,202.9	3,392.0	33.1	NA	—	—
6	6	**Advance Publications**, Newark, N.J.	3,039.6	2,881.7	5.5	1,797.0	1,745.0	845.0	841.9	—	—	397.6	294.8	—	—
7	8	**Telecommunications Inc.**, Denver	2,942.0	2,362.0	24.6	—	—	—	—	—	—	2,942.0	2,362.0	—	—
8	7	**Times Mirror Co.**, Los Angeles	2,855.2	2,807.1	1.7	2,066.0	2,065.9	313.4	305.9	104.5	102.8	371.3	332.5	—	—
9	NA	**News Corp.**, New York	2,234.4	NA	NA	174.4	NA	707.3	NA	834.8	700.0	—	—	517.9	506.0
10	10	**Hearst Corp.**, New York	2,137.6	2,074.0	3.1	715.0	700.0	1,022.0	992.5	289.6	270.5	—	—	111.0	111.0
11	9	**Knight-Ridder**, Miami	2,106.1	2,096.7	0.4	1,992.1	1,994.9	—	—	—	—	114.0	101.8	—	—
12	11	**New York Times Co.**, New York	1,776.8	1,768.9	0.4	1,358.3	1,398.5	340.0	295.6	69.0	65.8	—	—	9.5	9.0
13	13	**Cox Enterprises**, Atlanta	1,710.9	1,664.0	2.8	744.8	754.0	—	—	419.1	400.5	547.0	509.5	—	—
14	12	**Tribune Co.**, Chicago	1,703.0	1,676.8	1.6	1,196.7	1,208.7	—	—	506.3	468.1	—	—	—	—
15	15	**Thomson Corp.**, New York	1,404.0	1,327.6	5.8	654.0	594.5	750.0	733.1	—	—	—	—	—	—
16	14	**Washington Post Co.**, Washington	1,356.1	1,372.9	(1.2)	691.0	726.7	340.2	334.4	179.4	182.5	145.5	129.3	—	—
17	16	**Viacom International**, New York	1,337.5	1,198.7	11.6	—	—	—	—	164.0	146.1	1,173.5	1,052.6	—	—
18	17	**E.W. Scripps**, Cincinnati	1,220.0	1,181.1	3.3	784.6	781.2	—	—	235.9	222.6	199.4	177.3	—	—
19	20	**Turner Broadcasting System**, Atlanta	1,069.1	736.8	45.1	—	—	—	—	—	—	1,069.1	736.8	—	—
20	18	**Dow Jones & Co.**, New York	983.7	991.7	(0.8)	983.7	991.7	—	—	—	—	—	—	—	—
21	19	**Continental Cablevision**, Boston	938.0	780.0	20.3	—	—	—	—	—	—	938.0	780.0	—	—
22	21	**Reed Publishing USA**, Newton, Mass.	804.0	730.0	10.1	—	—	624.0	580.0	—	—	—	—	180.0	150.0
23	22	**Westinghouse Electric Corp.**, Pittsburgh	734.0	646.0	13.6	—	—	—	—	734.0	646.0	—	—	—	—
24	23	**Reader's Digest Association**, Pleasantville, N.Y.	681.4	636.7	7.0	—	—	681.4	636.7	—	—	—	—	—	—
25	24	**Advo-Systems**, Windsor, Conn.	655.0	617.7	6.0	—	—	—	—	—	—	—	—	655.0	617.7
26	25	**MediaNews Group**, Dallas	600.0	594.2	1.0	600.0	594.2	—	—	—	—	—	—	—	—
27	31	**Comcast Corp.**, Bala-Cynwyd, Pa.	591.8	502.6	17.7	—	—	—	—	—	—	591.8	502.6	—	—
28	26	**McGraw-Hill**, New York	589.0	557.3	5.7	—	—	485.0	460.0	104.0	97.3	—	—	—	—
29	28	**Valassis Inserts**, Livonia, Mich.	574.0	524.0	9.5	—	—	—	—	—	—	—	—	574.0	524.0
30	32	**Cablevision Systems Corp.**, Woodbury, N.Y.	563.0	492.7	14.3	—	—	—	—	—	—	563.0	492.7	—	—
31	30	**SCI Holdings**, Miami	553.1	516.0	7.2	—	—	—	—	—	—	553.1	516.0	—	—
32	27	**Meredith Corp.**, Des Moines, Iowa	543.8	531.4	2.3	—	—	432.0	417.1	111.8	114.3	—	—	—	—
33	38	**International Data Group**, Framingham, Mass.	528.0	420.0	25.7	—	—	528.0	420.0	—	—	—	—	—	—
34	29	**Affiliated Publications**, Boston	510.2	517.7	(1.4)	416.0	438.2	94.3	79.5	—	—	—	—	—	—
35	34	**Freedom Newspapers**, Irvine, Calif.	485.0	449.7	7.8	400.0	367.0	—	—	85.0	82.7	—	—	—	—
36	33	**Media General**, Richmond, Va.	467.8	452.5	3.4	302.8	300.5	13.3	13.5	55.7	55.1	95.9	83.3	—	—
37	37	**Chronicle Publishing Co.**, San Francisco	440.0	421.0	4.5	248.0	247.0	—	—	108.0	99.0	84.0	75.0	—	—
38	39	**A. H. Belo Corp.**, Dallas	439.7	418.4	5.1	247.1	239.2	—	—	192.6	179.2	—	—	—	—
39	35	**Central Newspapers**, Indianapolis	431.7	436.2	(1.0)	431.7	436.2	—	—	—	—	—	—	—	—
40	41	**Landmark Communications**, Norfolk, Va.	425.0	414.0	2.7	372.5	366.2	—	—	15.9	16.3	36.6	31.5	—	—
41	48	**Reuters Holdings PLC**, New York	419.0	382.9	9.4	—	—	—	—	—	—	—	—	419.0	382.9
42	43	**Oklahoma Publishing Co.**, Oklahoma City	416.5	399.6	4.2	127.0	127.0	—	—	160.0	159.6	129.5	113.0	—	—
43	40	**Harte-Hanks Communications**, San Antonio, Texas	411.1	414.8	(0.9)	307.7	318.5	—	—	23.0	20.9	—	—	80.4	75.4
44	50	**McClatchy Newspapers**, Sacramento, Calif.	405.9	365.6	11.0	405.9	365.6	—	—	—	—	—	—	—	—
45	44	**Copley Newspapers**, La Jolla, Calif.	405.2	399.2	1.5	405.2	399.2	—	—	—	—	—	—	—	—
46	45	**Morris Communications**, Augusta, Ga.	402.8	395.3	1.9	273.0	265.5	—	—	—	—	—	—	129.8	129.8
47	42	**Pulitzer Publishing Co.**, St. Louis	402.8	402.2	0.1	287.3	296.8	—	—	115.5	105.4	—	—	—	—
48	47	**Multimedia Inc.**, Greenville, S.C.	390.7	384.7	1.5	135.4	137.9	—	—	134.8	136.9	120.5	109.9	—	—
49	49	**Gillett Holdings**, Denver	390.0	374.0	4.3	—	—	—	—	390.0	374.0	—	—	—	—
50	46	**Hachette Publications**, New York	387.0	395.0	(2.0)	—	—	387.0	395.0	—	—	—	—	—	—
51	NA	**K-III Holdings**, New York	361.9	NA	NA	70.0	NA	291.9	230.5	—	—	—	—	—	—
52	54	**Paramount Communications**, New York	356.8	300.5	18.7	—	—	—	—	145.0	130.5	211.8	170.0	—	—
53	52	**Donrey Media Group**, Fort Smith, Ark.	323.6	312.2	3.6	245.0	236.8	—	—	10.3	9.7	14.0	11.4	54.3	54.3
54	51	**Journal Register Company**, Trenton, N.J.	323.0	320.0	0.9	323.0	320.0	—	—	—	—	—	—	—	—
55	36	**Maxwell Communication**, New York	321.8	422.0	(23.7)	321.8	422.0	—	—	—	—	—	—	—	—
56	55	**Providence Journal Co.**, Providence, R.I.	320.3	296.5	8.0	131.0	133.0	—	—	46.0	42.0	143.3	121.5	—	—
57	56	**Associated Press**, New York	311.9	287.6	8.4	—	—	—	—	—	—	—	—	311.9	287.6
58	53	**Cowles Media Co.**, Minneapolis	307.6	308.5	(0.3)	251.2	259.0	56.4	49.5	—	—	—	—	—	—
59	58	**Cablevision Industries Corp.**, Liberty, N.Y.	299.4	258.8	15.7	—	—	—	—	—	—	299.4	258.8	—	—
60	64	**Ziff Communications**, New York	290.0	240.0	20.8	—	—	290.0	240.0	—	—	—	—	—	—
61	57	**Journal Communications**, Milwaukee	289.0	282.5	2.3	232.5	228.4	—	—	56.5	54.1	—	—	—	—
62	59	**National Geographic Society**, Washington	279.6	255.5	9.4	—	—	279.6	255.5	—	—	—	—	—	—
63	63	**Chris-Craft Industries**, New York	278.1	246.7	12.7	—	—	—	—	278.1	246.7	—	—	—	—
64	65	**Sammons Communications**, Dallas	268.5	239.0	12.3	—	—	—	—	—	—	268.5	239.0	—	—
65	61	**Lee Enterprises**, Davenport, Iowa	267.8	250.0	7.1	196.5	180.2	—	—	71.3	69.8	—	—	—	—
66	60	**3M**, St. Paul, Minn.	265.0	250.0	6.0	—	—	—	—	—	—	—	—	265.0	250.0
67	66	**Adelphia Communications Corp.**, Coudersport, Pa.	250.2	229.6	9.0	—	—	—	—	—	—	250.2	229.6	—	—
68	62	**Chicago Sun-Times Co.**, Chicago	244.0	249.5	(2.2)	244.0	249.5	—	—	—	—	—	—	—	—
69	70	**Maclean Hunter**, Chicago	243.1	210.7	15.4	—	—	83.6	79.4	—	—	159.5	131.3	—	—
70	90	**Enquirer/Star Group**, New York	235.8	153.0	54.1	—	—	235.8	153.0	—	—	—	—	—	—
71	75	**TeleCable Corp.**, Norfolk, Va.	231.0	204.0	13.2	—	—	—	—	—	—	231.0	204.0	—	—
72	67	**Blade Communications**, Toledo, Ohio	226.0	225.0	0.4	172.0	173.0	—	—	18.0	17.0	36.0	35.0	—	—
73	69	**Forbes Inc.**, New York	225.7	213.1	5.9	6.7	6.6	219.0	206.5	—	—	—	—	—	—
74	68	**Petersen Publishing Co.**, Los Angeles	224.3	214.8	4.4	—	—	224.3	214.8	—	—	—	—	—	—
75	78	**Century Communications Corp.**, New Canaan, Conn.	219.4	188.2	16.6	—	—	—	—	—	—	219.4	188.2	—	—
76	71	**Times Publishing Co.**, St. Petersburg, Fla.	213.0	209.0	1.9	183.0	181.0	30.0	28.0	—	—	—	—	—	—
77	76	**Seattle Times Co.**, Seattle	210.0	200.0	5.0	210.0	200.0	—	—	—	—	—	—	—	—
78	72	**Dispatch Printing Co.**, Columbus, Ohio	205.4	205.4	0.0	140.0	140.0	2.1	2.1	63.3	63.3	—	—	—	—
79	77	**Great American Communications Co.**, Cincinnati	204.6	197.7	3.5	—	—	—	—	204.6	197.7	—	—	—	—
80	82	**Heritage Media Corp.**, Dallas	203.9	165.0	23.5	—	—	—	—	51.0	48.9	—	—	152.9	116.1
81	73	**Edgell Communications**, Cleveland	202.0	205.0	(1.5)	—	—	202.0	205.0	—	—	—	—	—	—
82	83	**Whittle Communications**, Knoxville, Tenn.	201.6	153.3	31.5	—	—	20.4	65.1	106.4	11.0	—	—	74.8	77.2
83	92	**Houston Industries**, Houston	199.9	150.4	32.9	—	—	—	—	—	—	199.9	150.4	—	—
84	NA	**American Express Co.**, New York	190.0	NA	NA	—	—	190.0	NA	—	—	—	—	—	—
85	86	**Pinelands Inc.**, Secaucus, N.J.	181.1	157.6	14.9	—	—	—	—	181.1	157.6	—	—	—	—
86	79	**Patrick Media Group**, Scranton, Pa.	178.5	182.0	(1.9)	—	—	—	—	—	—	—	—	178.5	182.0
87	94	**Univision Holdings**, New York	175.1	145.9	20.0	—	—	2.0	0.7	165.8	141.0	—	—	7.4	4.3
88	89	**CMP Publications**, Manhasset, N.Y.	175.0	157.5	11.1	145.0	133.4	30.0	24.1	—	—	—	—	—	—
89	80	**U.S. News & World Report**, Washington	170.2	170.2	0.0	—	—	170.2	170.2	—	—	—	—	—	—
90	81	**Times Journal Co.**, Springfield, Va.	169.0	166.5	1.5	169.0	166.5	—	—	—	—	—	—	—	—
91	87	**Howard Publications**, Oceanside, Calif.	163.0	160.0	1.9	163.0	160.0	—	—	—	—	—	—	—	—
92	86	**General Media International**, New York	162.0	160.0	1.3	—	—	162.0	160.0	—	—	—	—	—	—
93	85	**LIN Broadcasting**, New York	157.8	162.4	(2.8)	—	—	23.4	23.4	134.5	139.0	—	—	—	—
94	93	**Playboy Enterprises**, Chicago	155.6	148.0	5.1	—	—	127.5	126.1	—	—	28.1	21.9	—	—
95	84	**Macromedia**, Hackensack, N.J.	154.8	163.3	(5.2)	127.3	135.8	—	—	27.5	27.5	—	—	—	—
96	96	**Pittway Corp.**, Northbrook, Ill.	153.4	144.5	6.2	—	—	153.4	144.5	—	—	—	—	—	—
97	97	**Straight Arrow**, New York	152.0	135.9	11.8	—	—	152.0	135.9	—	—	—	—	—	—
98	95	**Crain Communications**, Chicago	150.1	145.1	3.4	—	—	149.6	144.7	0.5	0.4	—	—	—	—
99	91	**Park Communications**, Ithaca, N.Y.	149.3	152.5	(2.1)	87.8	89.9	—	—	61.5	62.6	—	—	—	—
100	NR	**Ackerley Communications**, Seattle	147.6	134.6	9.7	—	—	—	—	63.4	50.1	—	—	84.2	84.4

Notes: Dollars are in millions. All figures are net revenues and AA estimates. 1989 rankings adjusted to reflect figures shown. *Broadcast revenues include TV and radio. This chart is an updated version from 100 Leading Media Companies (AA, August 12).

World's Top 50 advertising organizations

Ranked by equity gross income

Rank '90	Rank '89	Advertising organization, headquarters	U.S.-based agencies included	Worldwide gross income 1990	Worldwide gross income 1989	% chg	Worldwide capitalized billings 1990	Worldwide capitalized billings 1989	% chg
1	1	***WPP Group,*** London	Ogilvy & Mather Worldwide; Ogilvy & Mather Direct; J. Walter Thompson Co.; Thompson Recruitment; Brouillard Communications; Scali, McCabe, Sloves; Fallon McElligott; Martin Agency.	$2,715.0	$2,404.0	12.9	$18,095.0	$16,052.0	12.7
2	2	***Saatchi & Saatchi Co.,*** London	Saatchi & Saatchi Advertising Worldwide; AC&R Advertising; Cadwell Davis Partners; Cliff Freeman & Partners; Conill Advertising; Klemtner Advertising; Rumrill-Hoyt; Team One; Backer Spielvogel Bates Worldwide; Campbell-Mithun-Esty; Kobs & Draft.	1,729.3	1,575.8	9.7	11,861.7	10,802.4	9.8
3	3	***Interpublic Group of Cos.,*** New York	McCann-Erickson Worldwide; Lintas:Worldwide; Dailey & Associates; Laurence, Charles, Free & Lawson; Lowe & Partners; Fahlgren Martin.	1,664.0	1,493.7	11.4	11,190.0	9,984.6	12.1
4	5	***Omnicom Group,*** New York	BBDO Worldwide; Baxter, Gurian & Mazzei; Frank J. Corbett Inc.; Doremus & Co.; Lavey/Wolff/Swift; Tracy-Locke; Rapp Collins Marcoa; DDB Needham Worldwide; Bernard Hodes Group; Kallir, Philips, Ross.	1,335.5	1,177.9	13.4	9,699.6	8,405.3	15.4
5	4	***Dentsu Inc.,*** Tokyo	DCA Advertising	1,254.8	1,262.7	(0.6)	9,671.6	9,695.5	(0.2)
6	6	***Young & Rubicam,*** New York	Young & Rubicam; Cato Johnson Worldwide; Chapman Direct; Sudler & Hennessey; Creswell, Munsell, Fultz & Zirbel; Wunderman Worldwide; Dentsu, Young & Rubicam Partnerships (including Y&R's 50% equity in Lord, Dentsu & Partners).	1,073.6	925.6	16.0	8,000.7	6,652.0	20.3
7	11	***Eurocom Group*,*** Paris	Della Femina, McNamee	748.5	472.3	58.5	5,065.7	3,195.5	58.5
8	7	***Hakuhodo Inc.,*** Tokyo	Hakuhodo Advertising America	586.3	585.5	0.1	4,529.4	4,449.2	1.8
9	9	***Grey Advertising,*** New York	Grey Advertising	583.3	489.9	19.1	3,910.4	3,267.4	19.7
10	8	***Foote, Cone & Belding Communications,*** Chicago	Foote, Cone & Belding Communications; Albert Frank-Guenther Law; Impact; Vicom/FCB; Publicis-FCB Communications (49%).	536.2	506.5	5.9	3,554.8	3,371.8	5.4
11	12	***D'Arcy Masius Benton & Bowles,*** New York	D'Arcy Masius Benton & Bowles; Medicus Intercon International; Clarion Marketing & Communications.	532.5	471.5	12.9	4,406.7	3,803.1	15.9
12	10	***Leo Burnett Co.,*** Chicago	Leo Burnett USA	531.8	483.8	9.9	3,585.4	3,245.5	10.5
13	13	***Publicis-FCB Communications,*** Paris	Publicis Inc.	430.0	358.8	19.9	2,910.7	2,405.4	21.0
14	14	***Roux Seguela Cayzac & Goudard*,*** Issy les Moulineaux, France	Tatham/RSCG; Lally, McFarland & Pantello; Messner Vetere Berger Carey Schmetterer	346.2	224.4	54.3	2,354.5	1,713.1	37.4
15	19	***BDDP Worldwide,*** Boulogne, France	Wells Rich Greene BDDP (40%).	236.0	151.3	56.0	1,487.4	1,061.2	40.2
16	16	***Bozell, Jacobs, Kenyon & Eckhardt,*** New York	Bozell Inc.; Poppe Tyson.	214.0	201.0	6.5	1,570.0	1,475.0	6.4
17	15	***N W Ayer,*** New York	N W Ayer	185.9	210.5	(11.7)	1,469.2	1,398.2	5.1
18	17	***Tokyu Agency,*** Tokyo	NA	170.3	165.7	2.8	1,387.0	1,322.7	4.9
19	18	***Daiko Advertising,*** Osaka, Japan	NA	159.5	152.1	4.9	1,246.9	1,214.1	2.7
20	22	***Alliance International Advertising Group,*** London	Warwick Baker & Fiore.	141.8	124.9	13.5	945.0	837.9	12.8
21	24	***TBWA Advertising,*** New York	TBWA Advertising.	138.3	118.8	16.4	922.0	794.6	16.0
22	20	***Chiat/Day/Mojo,*** Venice, Calif.	Chiat/Day/Mojo.	136.8	133.5	2.5	991.7	936.3	5.9
23	26	***Ketchum Communications,*** Pittsburgh	Ketchum Advertising.	134.2	117.8	14.0	1,030.4	915.7	12.5
24	21	***Dai-Ichi Kikaku Co.,*** Tokyo	NA	133.8	131.0	2.2	916.2	845.0	8.4
25	25	***Dentsu, Young & Rubicam Partnerships,*** New York/Tokyo	Lord, Dentsu & Partners.	126.8	118.7	6.9	884.1	836.6	5.7
26	23	***Asatsu Inc.,*** Tokyo	NA	125.0	121.5	2.9	970.3	1,223.7	(20.7)
27	28	***Ross Roy Group,*** Bloomfield Hills, Mich.	Ross Roy Group.	110.0	100.2	9.8	707.0	651.1	8.6
28	30	***Wells Rich Greene BDDP,*** New York	Wells Rich Greene BDDP.	105.0	95.0	10.5	845.0	765.0	10.5
29	29	***I&S Corp.,*** Tokyo	NA	104.2	96.3	8.2	833.2	770.2	8.2
30	27	***Yomiko Advertising,*** Tokyo	NA	102.9	100.3	2.5	795.6	753.5	5.6
31	33	***GGT PLC,*** London	GSD&M; Babbit & Reiman Advertising; Martin-Williams.	95.0	87.3	8.8	692.6	620.8	11.6
32	32	***Asahi Advertising,*** Tokyo	NA	88.9	87.4	1.8	522.7	524.5	(0.3)
33	31	***Man Nen Sha,*** Osaka, Japan	NA	87.0	92.0	(5.5)	566.0	601.4	(5.9)
34	35	***FCAB,*** Suresnes, France	Bloom FCA	83.1	68.4	21.6	600.7	493.1	21.8
35	34	***GGK International,*** Zurich**	Lois/GGK Chicago; Lois/GGK New York.**	79.3	71.3	11.2	556.7	487.5	14.2
36	38	***Cheil Communications,*** Seoul	NA	73.1	64.2	13.7	274.1	249.3	10.0
37	36	***MPM Propaganda,*** Sao Paulo	NA	65.2	66.2	(1.4)	189.5	198.6	(4.6)
38	46	***Armando Testa Group Worldwide,*** Turin, Italy	Armando Testa Advertising, New York	63.3	50.5	25.3	481.8	360.5	33.7
39	39	***Nihon Keizaisha Advertising,*** Tokyo	NA	62.5	56.3	11.0	366.3	337.3	8.6
40	40	***Sogei Inc.,*** Tokyo	NA	57.8	53.4	8.2	364.6	330.9	10.2
41	44	***Orikomi Advertising,*** Tokyo	NA	57.5	50.8	13.1	440.0	435.8	1.0
42	50	***Telephone Marketing Programs,*** New York	Telephone Marketing Programs	55.8	40.5	37.7	371.9	270.1	37.7
43	41	***W.B. Doner & Co.,*** Southfield, Mich.	W.B. Doner & Co.	51.4	52.1	(1.3)	395.4	381.0	3.8
44	42	***Clemenger/BBDO,*** Melbourne	NA	50.7	52.0	(2.4)	317.0	324.8	(2.4)
45	37	***CDP Europe,*** London	NA	50.5	65.0	(22.4)	354.2	405.2	(12.6)
46	43	***Hill, Holliday, Connors, Cosmopulos,*** Boston	Hill, Holliday, Connors, Cosmopulos	50.1	51.6	(3.0)	333.9	344.0	(3.0)
47	48	***Admarketing Inc.,*** Los Angeles	Admarketing Inc.	49.7	46.2	7.6	285.5	260.5	9.6
48	45	***Chuo Senko Advertising Co.,*** Tokyo	NA	49.1	50.6	(2.9)	356.4	376.5	(5.4)
49	47	***Earle Palmer Brown Cos.,*** Bethesda, Md.	Earle Palmer Brown Cos.	48.5	47.4	2.3	378.2	364.1	3.9
50	49	***Oricom Inc.,*** Seoul	NA	46.2	45.3	2.0	174.0	173.6	0.2

Notes: Dollars are in millions. Some of the Top 50 hold minority equity in each other as follows: Publicis-FCB Communications is 49% owned by Foote, Cone & Belding Communications. Omnicom Group owns 46.67% of Clemenger/BBDO. BDDP Worldwide owns 40% of Wells Rich Greene BDDP. Young & Rubicam and Dentsu Inc. each own 50% of Dentsu, Young & Rubicam Partnerships. *Eurocom and RSCG agreed to merge in October 1991, forming Euro RSCG. **Lois/GGK bought itself back from GGK International in December 1991 and as an independent is now called Lois/USA. This chart is an updated version from the Agency Report (AA, March 25).

Top 200 U.S. agency brands

Rank 1990	Rank 1989		Agency, headquarters	U.S. gross income 1990	U.S. gross income % chg	U.S. billings 1990
1	1	✓	**Leo Burnett Co.**, Chicago	$299.3	3.7	$2,035.2
2	3		**Saatchi & Saatchi Advertising Worldwide**, New York	270.7	10.1	1,860.9
3	2	✓	**Foote, Cone & Belding Communications**, Chicago	262.7	4.6	1,753.2
4	4	✓	**Grey Advertising**, New York	256.3	6.5	1,710.0
5	5	✓	**J. Walter Thompson Co.**, New York	251.7	7.1	1,787.4
6	6		**Ogilvy & Mather Worldwide**, New York	229.7	2.5	1,606.1
7	7	✓	**Young & Rubicam**, New York	216.6	2.7	2,112.3
8	8	✓	**McCann-Erickson Worldwide**, New York	210.1	0.5	1,401.4
9	10	✓	**BBDO Worldwide**, New York	207.1	10.8	1,320.1
10	12	✓	**D'Arcy Masius Benton & Bowles**, New York	204.4	14.6	1,978.2
11	9	✓	**Lintas:Worldwide**, New York	203.1	1.2	1,354.6
12	11	✓	**DDB Needham Worldwide**, New York	191.9	5.7	1,631.9
13	13	✓	**Backer Spielvogel Bates Worldwide**, New York	170.5	(3.7)	1,136.0
14	14	✓	**Bozell Inc.**, New York	155.5	0.1	1,175.0
15	17	✓	**Ketchum Communications**, Pittsburgh	121.3	7.4	944.0
16	16	✓	**Campbell-Mithun-Esty**, Minneapolis	120.3	3.8	892.5
17	18		**Ross Roy Group**, Bloomfield Hills, Mich.	106.0	9.3	707.0
18	19		**Wells Rich Greene BDDP**, New York	105.0	10.5	845.0
19	15		**NW Ayer**, New York	99.4	(22.8)	892.2
20	21		**Della Femina, McNamee**, New York	94.2	7.3	782.0
21	20	✓	**Chiat/Day/Mojo Advertising**, Venice, Calif.	88.7	1.0	682.0
22	22	✓	**Tracy-Locke**, Dallas	57.1	2.7	406.3
23	27		**Ogilvy & Mather Direct**, New York	53.1	20.1	354.2
24	33	✓	**Telephone Marketing Programs**, New York	52.8	39.5	351.7
25	26		**Lowe & Partners**, New York *	48.8	9.3	325.0
26	25		**Admarketing Inc.**, Los Angeles	48.5	8.0	277.2
27	23		**Earle Palmer Brown Cos.**, Bethesda, Md.	48.5	2.3	378.2
28	29	✓	**Hill, Holliday, Connors, Cosmopulos**, Boston	46.1	4.9	307.5
29	38		**Hal Riney & Partners**, San Francisco *	45.0	33.1	300.0
30	28		**W.B. Doner & Co.**, Southfield, Mich.	42.6	(3.5)	311.8
31	39		**TBWA Advertising**, New York	42.2	26.9	281.2
32	31		**Jordan, McGrath, Case & Taylor**, New York	41.0	6.5	340.0
33	32		**McCaffrey & McCall**, New York	40.2	5.2	268.5
34	35	✓	**Ally & Gargano**, New York	38.2	3.2	328.0
35	36	✓	**Wunderman Worldwide**, New York	38.1	9.3	254.4
36	37	✓	**Laurence, Charles, Free & Lawson**, New York	35.7	3.1	284.0
37	30		**Scali, McCabe, Sloves**, New York	34.0	(18.9)	236.1
38	24		**AC&R Advertising**, New York	33.6	(26.7)	291.6
39	40		**Nationwide Advertising Service**, Cleveland	31.4	1.4	209.6
40	43		**Ammirati & Puris**, New York *	30.6	6.8	235.0
41	41	✓	**Bernard Hodes Group**, New York	30.2	(0.8)	201.4
42	44		**Tatham/RSCG**, Chicago	28.7	3.7	278.2
43	42	✓	**Lord, Dentsu & Partners**, New York	28.2	(7.1)	226.2
44	54	✓	**Cato Johnson Worldwide**, New York	28.2	24.7	191.6
45	48	✓	**Evans Communications**, Salt Lake City	26.7	11.3	177.0
46	66	✓	**Clarion Marketing & Communications**, Greenwich, Conn.	26.0	38.4	186.9
47	47	✓	**Sudler & Hennessey**, New York	26.0	5.7	173.4
48	46		**Warwick Baker & Fiore**, New York	25.8	1.0	170.0
49	49	✓	**Rapp Collins Marcoa**, Chicago	25.5	7.2	243.2
50	88		**Tarlow Advertising**, New York	25.4	73.7	191.1
51	60		**Ferguson Communications Group**, Parsippany, N.J.	25.4	23.2	144.3
52	58		**Martin Agency**, Richmond, Va.	25.3	20.2	155.2
53	76	✓	**Nelson Communications**, New York	25.2	56.3	242.1
54	87	✓	**Medicus Intercon International**, New York	24.1	63.7	198.3
55	56		**Keller-Crescent**, Evansville, Ind.	23.9	12.1	120.4
56	52		**Dailey & Associates**, Los Angeles	23.7	2.0	178.3
57	50	✓	**Fahlgren Martin**, Parkersburg, W. Va.	23.2	(1.8)	154.7
58	53		**Direct Marketing Group**, New York *	22.7	(2.3)	146.2
59	55	✓	**Thompson Recruitment Advertising**, Los Angeles	22.3	3.1	149.0
60	57	✓	**Kallir, Philips, Ross**, New York	22.2	4.5	181.5
61	51	✓	**Berry Network**, Dayton, Ohio	21.3	(8.7)	89.6
62	59		**Griffin Bacal**, New York	21.3	3.0	166.3
63	67		**Richards Group**, Dallas	20.9	11.8	140.0
64	77	✓	**Lavey/Wolff/Swift**, New York	20.4	26.4	136.0
65	68		**Kobs & Draft Advertising**, Chicago *	20.4	14.9	134.3
66	64		**Geer, DuBois**, New York	20.3	3.8	135.0
67	62	✓	**Bloom FCA**, Dallas	20.0	0.0	174.1
68	61		**GSD&M**, Austin, Texas	20.0	(1.3)	149.0
69	80		**Team One**, El Segundo, Calif.	20.0	25.2	137.7
70	65	✓	**Rosenfeld, Sirowitz, Humphrey & Strauss**, New York	19.4	1.6	129.0
71	83		**Avrett, Free & Ginsburg**, New York	19.3	24.2	160.0
72	93		**Margeotes Fertitta & Weiss**, New York	19.2	40.3	124.9
73	73	✓	**Eisaman, Johns & Laws Advertising**, Los Angeles	19.1	14.3	145.2
74	75		**William Douglas McAdams Inc.**, New York *	18.8	14.3	153.2
75	63		**Wyse Advertising**, Cleveland	18.4	(7.4)	147.2
76	74		**Weightman Group**, Philadelphia	18.0	9.1	120.0
77	79		**Bayer Bess Vanderwarker**, Chicago *	17.9	11.5	116.6
78	85		**Kleminer Advertising**, New York	17.6	13.5	134.4
79	69	✓	**Rubin Postaer & Associates**, Santa Monica, Calif.	17.5	0.5	163.2
80	81	✓	**Cramer-Krasselt**, Milwaukee	17.0	7.3	115.5
81	45	✓	**Lois/USA New York**, New York	16.9	17.4	136.8
82	70	✓	**Ingalls, Quinn & Johnson**, Boston	16.7	(1.6)	134.4
83	72	✓	**Davis, Ball & Colombatto**, Los Angeles	16.5	(1.6)	133.2
84	124		**DMCA Direct**, Bridgeton, Mo. *	16.2	75.7	107.8
85	82		**Saugatuck Direct**, Westport, Conn.	15.9	2.4	102.4
86	90		**Partners & Shevack**, New York	15.9	12.0	162.0
87	91	✓	**Tucker Wayne/Luckie & Co.**, Atlanta	15.5	9.6	116.2
88	159	✓	**Cadwell Davis Partners**, New York	15.1	118.5	101.0
89	89	✓	**Bowes Dentsu & Partners**, Los Angeles	15.1	5.1	97.1
90	84		**Long, Haymes & Carr**, Winston-Salem, N.C.	15.1	(2.9)	100.8
91	155	✓	**Chapman Direct Advertising**, New York	15.0	107.7	100.1
92	98		**M.E.D. Communications**, Woodbridge, N.J.	15.0	17.7	100.0
93	105	✓	**Valentine-Radford**, Kansas City, Mo.	14.6	24.1	97.6
94	100	✓	**Carmichael Lynch**, Minneapolis	14.4	18.8	105.1
95	94		**Vivom/FCB**, San Francisco	14.3	9.2	95.4
96	NA	✓	**Bernstein-Rein**, Kansas City, Mo.	14.0	52.2	106.0
97	71	✓	**Doremus & Co.**, New York	13.9	(17.6)	102.1
98	96		**Rumrill-Hoyt**, Rochester, N.Y.	13.6	4.4	89.1
99	102		**Al Paul Lefton Co.**, New York	13.5	13.4	85.0
100	101		**Martin-Williams**, Minneapolis	13.3	9.9	108.0

Notes: Dollars are in millions.

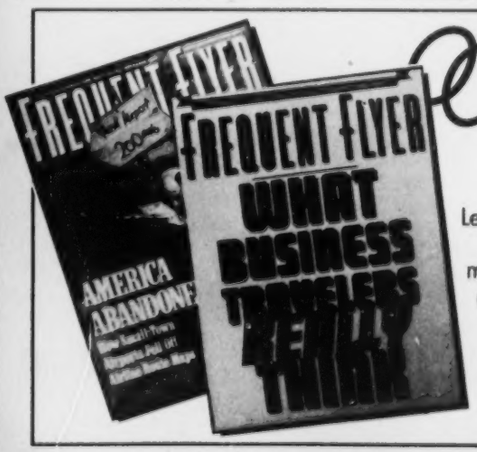
Rank 1990	Rank 1989		Agency, headquarters	U.S. gross income 1990	U.S. gross income % chg	U.S. billings 1990
101	133		**Cliff Freeman & Partners**, New York	$13,260.0	56.9	$102,000.0
102	86		**McKinney & Silver**, Raleigh, N.C.	13,172.1	(14.7)	87,815.8
103	107	✓	**Lois/USA Chicago**, Chicago	13,075.0	14.7	87,150.0
104	111		**Slater Hanft Martin**, New York	12,965.0	22.4	85,236.0
105	78		**Fallon McElligott**, Minneapolis	12,879.5	(19.7)	97,093.7
106	113		**Mullen Advertising**, Wenham, Mass.	12,795.0	22.4	85,300.3
107	151	✓	**Eric Mower & Associates**, Syracuse, N.Y.	12,569.7	68.1	86,427.3
108	99	✓	**Barry Blau & Partners**, Fairfield, Conn.	12,382.0	(0.3)	100,916.0
109	92	✓	**Asher/Gould Advertising**, Los Angeles	12,150.0	(12.9)	81,000.0
110	97	✓	**DCA Advertising**, New York	11,875.4	(7.5)	84,841.9
111	108		**Noble Communications**, Springfield, Mo.	11,711.6	5.6	84,477.8
112	106	✓	**Gross Townsend Frank Hoffman**, New York	11,701.0	(0.5)	78,100.0
113	144	✓	**Grace & Rothschild Advertising**, New York	11,660.0	51.1	79,050.0
114	NA	✓	**Kresser/Craig**, Santa Monica, Calif.	11,300.0	11.8	77,200.0
115	119	✓	**Brouillard Communications**, New York	11,132.6	14.3	74,254.7
116	157	✓	**Robinson, Yesawich & Pepperdine**, Orlando, Fla.	11,019.8	56.5	64,294.2
117	NA		**Goldberg Moser O'Neill**, San Francisco	10,950.0	NA	73,000.0
118	95		**Cabot Communications**, Boston	10,936.0	(16.2)	72,918.1
119	109	✓	**Liggett-Stashower**, Cleveland	10,900.0	(0.5)	72,400.0
120	117	✓	**Impact**, Chicago	10,635.0	6.0	69,700.0
121	120		**Messner Vetere Berger Carey Schmetterer**, New York	10,470.1	7.6	77,556.5
122	116		**Epsilon Data Management**, Burlington, Mass.	10,398.0	1.6	69,320.0
123	104		**Cole & Weber**, Seattle	10,369.5	(12.5)	83,000.0
124	121	✓	**Devon Direct Marketing & Advertising**, Berwyn, Pa.	10,300.0	7.3	94,200.0
125	110		**Bentley, Barnes & Lynn**, Chicago	10,288.9	(4.3)	68,592.9
126	118	✓	**Frank J. Corbett Inc.**, Chicago	10,219.8	3.6	68,166.3
127	115	✓	**William Cook Agency**, Jacksonville, Fla.	10,209.5	(0.9)	70,248.9
128	122		**Richardson, Myers & Donofrio**, Baltimore *	9,984.4	4.9	62,130.0
129	153	✓	**Hamilton, Carver & Lee**, Chicago	9,900.0	34.1	63,400.0
130	114	✓	**Carrafiello-Diehl & Associates**, Irvington, N.Y.	9,765.0	(6.6)	65,150.5
131	140		**Goodwin, Dannenbaum, Littman & Wingfield**, Houston	9,648.0	20.9	63,305.0
132	128		**Dorritie Lyons & Nickel**, New York *	9,609.5	10.3	60,000.0
133	103		**Hendersen Advertising**, Greenville, S.C.	9,508.0	(19.8)	70,429.0
134	125	✓	**Ackerman, Hood & McQueen Advertising**, Oklahoma City	9,449.2	3.8	71,648.0
135	127	✓	**Hesselbart & Mitten Advertising**, Fairlawn, Ohio	9,422.7	4.7	62,811.4
136	138	✓	**Bader Rutter & Associates**, Brookfield, Wis.	9,371.2	15.4	62,489.0
137	132		**Jack Levy & Associates**, Chicago	9,314.3	9.9	62,095.5
138	135		**Bernier Greenhouse & Webster**, New York	9,196.0	10.8	66,776.0
139	123		**Meldrum & Fewsmith**, Cleveland	9,127.4	(3.9)	65,294.1
140	126		**Burrell Advertising**, Chicago	8,751.0	(3.3)	58,340.0
141	146	✓	**Rolando Lerch & Iafeliece**, Stamford, Conn.	8,690.0	13.0	71,400.0
142	142		**Miller Meester Advertising**, Minneapolis	8,600.0	8.9	57,362.0
143	143	✓	**Romann & Tannenholz Advertising**, New York	8,575.1	10.5	54,925.5
144	160		**Frankenberry, Laughlin & Constable**, Milwaukee	8,520.0	25.7	56,800.0
145	150		**Lally, McFarland & Pantello**, New York	8,500.0	13.3	67,100.0
146	162		**Goodby, Berlin & Silverstein**, San Francisco *	8,479.0	25.4	55,165.0
147	141		**Fogarty & Klein/Winius Brandon**, Houston	8,471.3	7.0	56,475.1
148	139	✓	**Dugan/Farley Communications**, Upper Saddle River, N.J.	8,433.9	4.8	55,149.5
149	191		**Trahan, Burden & Charles**, Baltimore	8,370.0	61.0	54,800.0
150	112	✓	**Poppe Tyson**, New York	8,350.0	(20.9)	65,000.0
151	136		**Martin Marshall Jaccoma Mitchell**, New York	8,250.0	0.0	55,000.0
152	171		**Arnold Advertising**, Boston	8,219.7	33.1	56,169.7
153	178	✓	**Greenstone Roberts**, Melville, N.Y.	8,216.4	41.0	54,952.4
154	129	✓	**Elkman Advertising & PR**, Bala-Cynwyd, Pa.	7,990.5	(7.8)	53,270.0
155	158	✓	**J. Richard Smith Advertising**, Old Bethpage, N.Y.	7,980.0	15.0	44,029.6
156	130	✓	**McAdams, Richman & Ong**, Bala-Cynwyd, Pa.	7,965.4	(6.8)	54,000.1
157	154	✓	**Borders, Perrin & Norrander**, Portland, Ore.	7,757.0	6.8	54,484.0
158	198	✓	**Cline, Davis & Mann**, New York	7,725.5	56.1	51,295.4
159	149	✓	**MARC Advertising**, Pittsburgh	7,611.0	0.9	50,765.4
160	147		**Mendoza, Dillon & Asociados**, Newport Beach, Calif.	7,589.4	(1.0)	62,665.2
161	152		**Chuck Ruhr Advertising**, Minneapolis	7,540.0	1.4	58,000.0
162	NA	✓	**Serino Coyne**, New York	7,535.0	NA	58,121.0
163	177		**Buntin Advertising**, Nashville, Tenn.	7,444.1	27.6	49,267.0
164	131		**Marketing Resources**, Overland Park, Kan.	7,374.7	(13.4)	49,190.0
165	164		**Waring & LaRosa**, New York	7,250.0	9.2	62,800.0
166	317		**Lewis & Gaco**, Fort Lee, N.J.	7,200.0	213.0	48,702.6
167	137	✓	**Colle & McVoy**, Minneapolis	7,129.3	(13.0)	50,102.7
168	145		**William R. Biggs/Gilmore Associates**, Kalamazoo, Mich.	7,030.0	(8.8)	47,101.0
169	161	✓	**Eisner & Associates**, Baltimore	6,976.3	3.2	57,223.3
170	163	✓	**Grant/Jacoby**, Chicago	6,800.0	1.5	66,200.0
171	167	✓	**Hameroff/Milenthal/Spence**, Columbus, Ohio	6,786.3	6.5	44,353.9
172	184	✓	**Stern Walters Partners**, Chicago	6,753.0	20.8	45,022.0
173	179	✓	**Price McNabb Advertising**, Asheville, N.C.	6,654.4	15.9	42,606.2
174	168		**Ericson Marketing Communications**, Nashville	6,599.8	4.3	44,020.8
175	170	✓	**Korey Kay & Partners**, New York	6,562.4	5.0	43,005.2
176	182	✓	**Austin Kelley Advertising**, Atlanta	6,312.7	12.2	47,138.2
177	201		**Gilbert, Whitney & Johns**, Whippany, N.Y.	6,300.0	32.8	42,000.0
178	165		**McFarland & Drier**, Miami *	6,300.0	(3.1)	42,000.0
179	156	✓	**Mintz & Hoke**, Avon, Conn.	6,204.0	(13.4)	41,353.0
180	173		**Sacks & Rosen Advertising**, New York	6,122.0	1.1	39,700.0
181	185		**Hoffman York & Compton**, Milwaukee	6,108.3	10.7	40,148.4
182	148		**Babbit & Reiman Advertising**, Atlanta	6,100.0	(19.7)	50,411.0
183	134	✓	**Gearon Hoffman Conlon & Nye**, Boston	6,047.9	(27.2)	39,844.5
184	176	✓	**Abelson-Taylor**, Chicago	6,039.5	3.2	45,847.2
185	210		**CHC Advertising**, Woodridge, N.J.	6,000.0	33.3	41,500.0
186	174	✓	**Campbell & Wagman**, Los Angeles	5,970.0	(1.4)	39,800.0
187	NA	✓	**Mars Advertising**, Southfield, Mich.	5,951.3	NA	40,336.7
188	183		**Jordan Tamraz Caruso Advertising**, Chicago	5,772.0	3.0	38,480.0
189	166		**VanSant, Dugdale & Co.**, Baltimore	5,710.3	(10.6)	38,069.0
190	181	✓	**Ad Team**, North Miami Beach, Fla.	5,660.0	0.0	37,450.0
191	195		**Wolf, Mansfield, Bolling**, Buffalo, N.Y.	5,657.0	11.5	45,350.0
192	205		**Dorland Swasney Jones**, Philadelphia	5,630.6	23.7	40,103.5
193	186		**Kolon, Bittker & Desmond**, Troy, Mich.	5,600.0	1.8	33,500.0
194	217	✓	**Publicis Inc.**, New York	5,499.0	30.7	44,371.6
195	200		**Stenrich Group**, Glen Allen, Va.	5,485.0	15.1	39,122.6
196	228	✓	**Cranford Johnson Robinson Woods**, Little Rock, Ark.	5,459.7	39.0	36,415.9
197	172	✓	**Paolin & Sweeney**, Cherry Hill, N.J.	5,400.0	(11.5)	28,500.0
198	238		**McDougall Associates**, Peabody, Mass.	5,385.0	45.3	35,710.0
199	189		**Cox Landey & Partners**, New York *	5,382.5	0.0	35,000.0
200	209	✓	**Bender, Browning, Dolby & Sanderson**, Chicago	5,375.0	19.4	35,833.1

Notes: Dollars are in thousands. ✓ indicates that the agency received signature of an independent accountant verifying figures supplied to AA. * indicates that gross income figures are AA estimates. 1989 rankings are computed from figures reported in 1990. This chart is an updated version from the Agency Report (AA, March 25).

Total U.S. ad spending by category and media

Category	Year	Total ad spending	Magazine	Sunday magazines	Newspaper	Outdoor	Network TV	Spot TV	Syndicated TV	Cable TV	Network radio	Spot radio
Retail	**1990**	**$6,494.2**	**$249.1**	**$119.7**	**$3,823.1**	**$88.9**	**$356.0**	**$1,499.1**	**$20.6**	**$38.7**	**$101.5**	**$217.6**
	1989	6,170.4	204.6	110.1	3,650.1	72.2	294.8	1,493.7	13.2	30.4	102.9	198.3
Automotive	**1990**	**5,700.7**	**901.2**	**25.5**	**809.2**	**53.0**	**1,790.0**	**1,664.8**	**115.7**	**114.1**	**106.7**	**120.5**
	1989	5,382.7	882.5	29.1	882.1	59.7	1,520.0	1,656.4	64.9	85.9	85.2	117.0
Business, consumer svcs	**1990**	**3,958.5**	**519.1**	**45.0**	**1,320.1**	**64.7**	**698.6**	**861.7**	**56.8**	**100.9**	**114.0**	**177.6**
	1989	3,805.9	525.1	40.3	1,401.7	61.4	624.9	814.5	46.6	96.6	92.8	102.0
Food	**1990**	**3,874.0**	**449.3**	**34.7**	**45.4**	**11.0**	**1,663.5**	**1,025.2**	**351.7**	**124.7**	**75.1**	**93.4**
	1989	3,651.7	437.5	21.6	49.4	10.2	1,661.6	911.8	314.5	103.5	74.5	67.0
Entertainment	**1990**	**3,063.6**	**44.4**	**3.0**	**611.3**	**47.2**	**875.1**	**1,178.8**	**147.2**	**62.3**	**14.8**	**87.5**
	1989	2,778.1	26.0	2.4	518.1	49.8	823.8	1,144.4	76.2	50.8	9.3	77.2
Toiletries & cosmetics	**1990**	**2,333.3**	**675.6**	**27.3**	**5.4**	**2.6**	**1,034.3**	**279.5**	**188.7**	**87.7**	**17.0**	**15.2**
	1989	2,195.0	648.9	32.3	5.9	3.2	921.5	301.3	165.7	82.3	19.7	14.3
Travel, hotels	**1990**	**2,215.9**	**374.5**	**37.9**	**1,048.6**	**49.9**	**203.7**	**324.7**	**10.2**	**37.4**	**42.2**	**86.8**
	1989	2,075.2	366.2	39.7	980.8	50.6	194.0	283.0	5.9	31.9	42.3	80.7
Drugs & remedies	**1990**	**1,690.7**	**160.4**	**17.5**	**118.1**	**13.6**	**787.2**	**320.0**	**133.9**	**60.5**	**53.4**	**26.2**
	1989	1,525.8	133.5	20.3	106.6	12.9	739.0	270.5	117.9	58.7	55.6	10.9
Snacks & soft drinks	**1990**	**1,231.0**	**64.5**	**3.5**	**22.4**	**10.1**	**452.1**	**382.8**	**168.4**	**52.8**	**29.4**	**45.1**
	1989	1,077.8	53.7	3.2	16.4	6.7	408.3	352.2	120.9	47.6	38.2	30.6
Direct response cos.	**1990**	**1,216.5**	**526.4**	**253.5**	**103.2**	**2.2**	**34.5**	**110.5**	**28.5**	**81.9**	**59.5**	**10.3**
	1989	1,155.0	507.5	226.4	106.0	2.7	62.5	125.7	24.6	62.3	31.6	5.6
Apparel, footwear	**1990**	**912.1**	**426.5**	**29.4**	**13.1**	**7.9**	**230.5**	**100.7**	**52.9**	**38.9**	**4.0**	**8.3**
	1989	836.1	391.6	30.3	11.3	7.1	232.2	89.8	27.2	36.4	3.4	6.8
Insurance & real estate	**1990**	**896.2**	**131.0**	**16.1**	**307.1**	**28.4**	**204.1**	**129.3**	**8.9**	**16.6**	**31.3**	**23.5**
	1989	887.5	134.2	19.0	334.1	30.6	193.5	111.5	4.4	15.7	22.4	22.2
Beer & wine	**1990**	**751.5**	**45.5**	**3.5**	**10.3**	**20.0**	**382.1**	**210.4**	**45.2**	**37.0**	**5.0**	**72.4**
	1989	837.5	41.7	2.8	23.0	20.5	380.9	220.6	36.0	38.4	9.2	64.4
Publishing & media	**1990**	**739.8**	**215.5**	**7.9**	**233.0**	**38.6**	**29.4**	**130.2**	**5.8**	**23.6**	**17.8**	**38.0**
	1989	709.8	192.6	4.6	248.3	47.7	11.3	148.1	2.5	18.6	15.2	20.8
Household equip.	**1990**	**661.7**	**117.9**	**13.8**	**25.8**	**1.3**	**260.4**	**146.7**	**40.6**	**27.9**	**18.1**	**9.2**
	1989	630.4	103.0	10.9	22.9	0.7	264.8	130.6	43.7	23.6	21.1	9.1
Sporting goods, toys	**1990**	**635.3**	**126.7**	**1.2**	**6.8**	**0.2**	**140.4**	**233.4**	**82.8**	**40.2**	**0.6**	**2.9**
	1989	596.6	130.6	0.7	7.1	0.2	125.9	218.0	81.4	29.6	1.2	1.8
Soaps & cleansers	**1990**	**632.9**	**61.0**	**0.8**	**2.9**	**2.8**	**305.6**	**155.4**	**67.7**	**30.6**	**0.1**	**6.1**
	1989	599.6	67.2	2.1	2.9	2.6	312.4	116.9	67.7	26.1	0.1	1.6
Computers, office equip	**1990**	**604.1**	**285.4**	**5.0**	**71.1**	**3.3**	**152.2**	**28.7**	**7.0**	**19.5**	**20.3**	**11.5**
	1989	647.0	288.9	8.5	92.1	2.4	165.6	42.3	4.9	16.9	13.3	12.1
Cigarettes, tobacco	**1990**	**585.2**	**311.3**	**52.2**	**30.3**	**182.6**	**8.0**	**4.4**	**0.5**	**0.4**	**3.2**	**0.4**
	1989	675.0	401.5	45.7	31.6	187.8	0.2	4.9	0.0	0.7	2.1	0.5
Jewelry, cameras	**1990**	**367.4**	**156.3**	**9.9**	**8.0**	**3.0**	**117.8**	**40.7**	**14.9**	**10.8**	**3.5**	**2.4**
	1989	360.8	153.5	11.4	11.5	1.8	105.5	52.9	11.0	10.0	1.1	2.0
Gasoline & lubricants	**1990**	**343.6**	**39.8**	**1.6**	**24.2**	**6.6**	**39.0**	**169.6**	**1.6**	**8.5**	**1.6**	**51.1**
	1989	308.1	28.6	1.6	25.8	6.1	38.3	164.4	0.6	9.7	4.1	28.8
Building materials	**1990**	**341.4**	**91.1**	**7.4**	**52.3**	**1.6**	**80.6**	**67.8**	**2.4**	**23.0**	**8.0**	**7.2**
	1989	360.7	81.7	7.9	56.2	1.6	92.0	85.2	2.6	18.1	10.8	4.6
Electronic entertainment	**1990**	**339.6**	**99.9**	**4.4**	**13.6**	**1.9**	**82.4**	**74.5**	**14.4**	**35.1**	**18.8**	**4.4**
	1989	336.6	102.5	2.8	12.2	1.8	58.9	85.7	18.0	30.7	17.3	6.6
Liquor	**1990**	**290.8**	**232.2**	**10.3**	**8.4**	**36.5**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**2.0**
	1989	272.8	214.9	11.0	9.0	36.9	0.0	0.4	0.0	0.0	0.0	0.6
Household furnishings	**1990**	**280.9**	**113.8**	**16.3**	**49.7**	**0.9**	**52.1**	**38.6**	**2.3**	**3.6**	**2.5**	**1.1**
	1989	324.4	122.6	23.8	42.6	0.9	69.8	57.2	1.7	2.1	2.3	1.2
Pets, pet foods	**1990**	**213.6**	**28.8**	**3.1**	**7.6**	**0.5**	**104.1**	**38.9**	**15.4**	**10.6**	**2.6**	**2.0**
	1989	273.8	45.8	4.4	4.6	0.3	133.9	40.9	28.4	10.7	4.2	0.6
Horticulture & farming	**1990**	**206.5**	**22.1**	**5.2**	**48.6**	**1.1**	**36.8**	**53.4**	**2.8**	**13.1**	**11.0**	**12.3**
	1989	211.3	24.5	3.2	49.9	0.9	39.0	65.8	5.1	8.2	10.5	4.3
Freight	**1990**	**133.1**	**37.1**	**0.2**	**10.5**	**1.4**	**51.4**	**23.6**	**0.1**	**3.7**	**0.4**	**4.7**
	1989	154.7	47.5	4.6	12.0	0.2	54.7	22.7	0.0	3.2	4.8	4.9
Industrial materials	**1990**	**129.5**	**64.9**	**1.1**	**9.5**	**0.8**	**44.1**	**2.2**	**0.1**	**4.4**	**1.1**	**1.2**
	1989	111.2	62.8	0.7	7.5	0.9	24.0	11.0	0.7	2.0	0.0	1.6
Business propositions	**1990**	**39.1**	**26.4**	**1.4**	**2.5**	**1.0**	**2.3**	**2.8**	**0.0**	**0.4**	**0.4**	**1.9**
	1989	32.4	20.3	0.4	2.4	0.6	3.3	3.6	0.0	0.5	0.9	0.3
Airplanes, aviation	**1990**	**23.0**	**19.3**	**0.1**	**2.4**	**0.1**	**0.2**	**0.4**	**0.0**	**0.1**	**0.3**	**0.2**
	1989	18.2	14.0	0.2	2.7	0.1	0.4	0.3	0.0	0.5	0.0	0.0
Miscellaneous	**1990**	**238.3**	**130.6**	**18.6**	**57.3**	**25.1**	**1.5**	**1.2**	**0.3**	**1.1**	**2.3**	**0.3**
	1989	236.0	139.3	15.2	50.5	24.4	1.8	3.3	0.4	0.8	0.1	0.4
Total	**1990**	**41,138.5**	**6,737.7**	**777.1**	**8,901.9**	**688.8**	**10,132.3**	**9,283.3**	**1,587.6**	**1,118.2**	**788.4**	**1,143.3**
	1989	39,238.0	6,595.0	737.0	8,777.4	705.8	9,559.0	9,029.4	1,286.7	952.5	696.2	898.7

Notes: Dollars are in millions. **Source:** LNA Arbitron Multi-Media Service. This chart is an updated version from 100 Leading National Advertisers (AA, Sept. 25).



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Total national ad spending by media

Category	100 Leading National Advertisers: Advertising expenditures 1990	1989	% chg	% of total 1990	1989	All U.S. advertising expenditures: Advertising expenditures 1990	1989	% chg	% of total 1990	1989	Coen's U.S. estimates* 1990	1989
Magazine	$2,882.1	$2,887.7	(0.2)	8.1	8.6	$6,737.7	$6,595.0	2.2	16.4	16.8	$6,803.0	$6,716.0
Sunday magazine	247.3	235.5	5.0	0.7	0.7	777.1	737.0	5.4	1.9	1.9	NA	NA
Newspaper	2,009.5	1,975.2	1.7	5.6	5.9	8,901.9	8,777.4	1.4	21.6	22.4	32,281.0	32,368.0
Outdoor	267.0	242.7	10.0	0.7	0.7	688.8	705.8	(2.4)	1.7	1.8	1,084.0	1,111.0
Network TV	7,845.8	7,286.0	7.7	22.0	21.6	10,132.3	9,559.0	6.0	24.6	24.4	9,363.0	9,110.0
Spot TV	3,938.7	3,575.2	10.2	11.1	10.6	9,293.3	9,029.4	2.9	22.6	23.0	15,644.0	14,966.0
Syndicated TV	1,253.5	973.5	29.3	3.5	2.9	1,587.6	1,286.7	23.4	3.9	3.3	1,589.0	1,288.0
Cable TV networks	633.9	527.1	20.3	1.8	1.6	1,110.2	952.5	16.6	2.7	2.4	1,393.0	1,197.0
Network radio	417.4	422.1	(1.1)	1.2	1.3	766.4	696.2	10.1	1.9	1.8	482.0	476.0
Spot radio	391.5	687.3	(43.0)	1.1	2.0	1,143.3	898.7	27.2	2.8	2.3	8,244.0	7,847.0
All other advertising	15,720.9	14,907.7	5.5	44.1	44.2	87,501.4	84,882.3	3.3	68.0	68.3	51,737.0	48,851.0
Total U.S. ad spending	35,613.7	33,720.0	5.6	100.0	100.0	129,640.0	123,930.0	4.8	100.0	100.0	128,640.0	123,930.0

Notes: Dollars are in millions.
Sources: LNA/Arbitron Multi-Media Service. *Total U.S. advertising volume as estimated by Robert J. Coen, McCann-Erickson (AA, May 6). This chart is reprinted from 100 Leading National Advertisers (AA, Sept. 25).

Contributors

Information for these charts was compiled throughout the year and updated by:
R. Craig Endicott,
Special Issues Editor
Kevin Brown, Associate Editor
Kathy Welyki, Research Assistant
Ilse Cermak,
International Copy Editor

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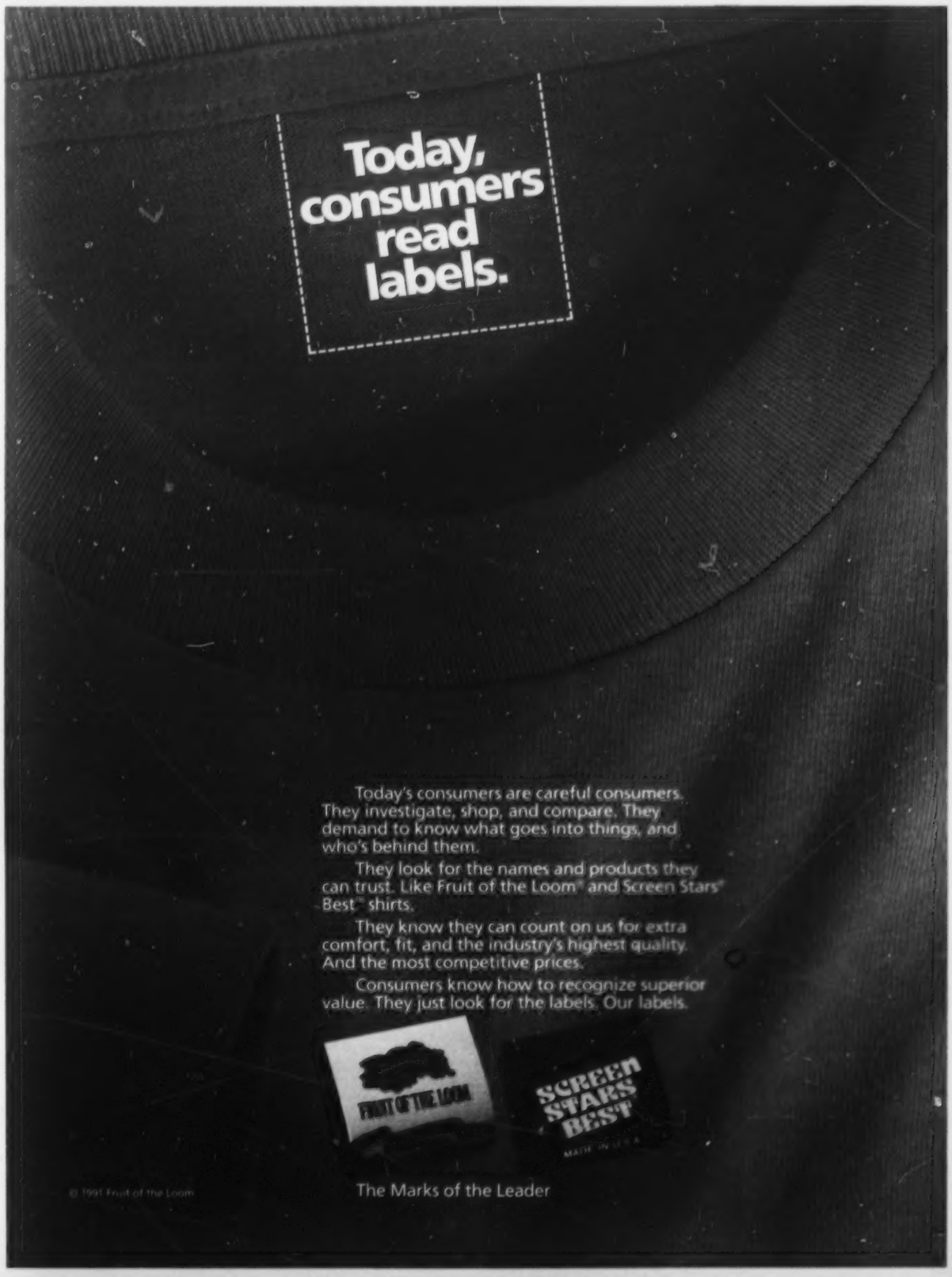
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Top magazine categories

Rank	Category	1990 revenues	'90-'89 % chg	Mags in 300
	Consumer SRDS classifications			
1	News, weeklies (36A)	$3,590.3	2.1	10
2	General editorial (22)	2,483.6	5.2	24
3	Women's (49)	2,399.4	1.7	33
4	Home service & home (24)	1,114.7	3.7	22
5	Business & finance (8)	999.4	1.8	13
6	Women's/men's fashions (50)	516.2	2.9	5
7	Men's (30)	485.0	1.5	7
8	Sports (45)	464.2	5.6	14
9	Automotive (3)	349.3	2.3	10
10	Travel (46)	305.9	8.6	8
11	Newspaper distributed Sunday mags (38)	222.3	(1.2)	5
12	Fishing & hunting (19)	207.3	4.8	7
13	Music (33)	185.8	3.2	4
14	Science, technology (43)	169.5	(2.0)	4
15	Metropolitan entertainment (30B)	135.9	10.4	1
	Business SRDS classifications			
1	Automatic data systems (5A)	$1,033.3	21.2	24
2	Electronic engineering (40)	150.5	(2.6)	6
3	Travel, retail (149B)	89.2	5.5	4
4	Restaurants & food service (127)	10.3	3.8	4
5	Nursing & health (H7)	82.7	16.1	3
6	Financial (46)	73.3	15.6	2
7	Diversified farming & farm home (F2)	66.1	(2.6)	4
8	Building (19)	59.0	13.3	2
9	Advertising & marketing (1)	58.9	(2.7)	2
10	Aviation & aerospace (7)	54.9	(1.1)	2
11	Medical & surgical (H6)	54.9	(13.2)	2
12	Science, research & development (132A)	52.3	6.5	2
13	Product design engineering (120)	49.9	(7.0)	2
14	Home furnishings (63B)	48.4	1.9	1
15	Travel, business conventions & meetings (149A)	37.5	9.4	2

Notes: Dollars are in millions. Figures are AA estimates and include only magazines in top 300. This chart is an updated version from Ad Age 300 Magazines (AA, June 24).

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Top magazines by ad pages

Rank	Magazine	Advertising pages 1990	1989	% chg	One-time black & white page cost 1990	1989	% chg
	Consumer magazines by ad pages						
1	Hemmings Motor News	10,320.00	9,180.00	12.4	$1,021	$945	8.0
2	Business Week	4,407.02	4,914.15	(10.3)	45,205	41,895	7.9
3	Forbes	3,939.25	3,905.84	0.9	29,970	28,170	6.4
4	New York Times Magazine	3,730.48	4,036.00	(7.6)	26,875	24,885	8.0
5	People	3,625.78	3,770.81	(3.8)	58,560	54,325	7.8
6	Chronicle of Higher Education	3,442.00	2,954.00	16.5	4,525	4,270	6.0
7	Fortune	3,380.17	3,775.00	(11.0)	32,460	30,200	7.5
8	Bride's & Your New Home	3,172.57	3,358.86	(5.5)	21,290	19,710	8.0
9	TV Guide	2,966.82	3,255.13	(8.9)	95,900	88,900	7.9
10	Vogue	2,965.86	3,321.86	(10.7)	29,870	23,620	26.5
11	Time	2,727.93	2,733.86	(0.2)	77,010	77,010	0.0
12	Sports Illustrated	2,672.38	2,981.90	(10.4)	65,230	61,250	6.5
13	New York	2,657.54	3,094.86	(14.1)	16,570	15,340	8.0
14	Economist	2,643.82	2,355.00	12.3	7,460	6,500	14.8
15	Modern Bride	2,576.13	2,491.71	3.4	20,670	18,040	14.6
	Consumer magazines by ad page growth						
1	Playgirl	514.29	223.10	130.5	$3,500	$7,000	(50.0)
2	Bridal Guide	1,426.00	641.00	122.5	6,930	6,300	10.0
3	Decorating Remodeling	427.23	225.39	89.6	17,400	15,580	11.7
4	Victoria	600.22	417.87	43.6	17,100	15,660	9.2
5	Alfred Hitchcock & Ellery Queen	85.00	63.00	34.9	4,560	4,560	0.0
6	Practical Homeowner	418.14	312.90	33.6	9,890	9,000	9.9
7	Sesame Street Magazine	269.39	202.00	33.4	31,970	30,866	3.6
8	National Geographic Traveler	260.51	199.77	30.4	17,300	17,300	0.0
9	YM	557.00	455.00	22.4	12,750	11,180	14.0
10	Easyriders	340.90	280.70	21.4	10,900	7,373	47.8
11	Audubon	265.00	225.00	17.8	10,045	9,175	9.5
12	Popular Photography	1,296.00	1,101.29	17.7	44,880	32,625	37.6
13	USAir Magazine	785.50	672.40	16.8	17,000	14,530	17.0
14	Chronicle of Higher Education	3,442.00	2,954.00	16.5	4,525	4,270	6.0
15	Spin	569.19	494.64	15.1	7,650	5,950	28.6
	Trade magazines by ad pages						
1	Computer Shopper	7,008.26	5,997.03	16.9	$6,300	$5,295	19.0
2	PC Magazine	6,856.31	5,790.57	18.4	25,185	21,995	14.5
3	CRN/Computer Reseller News	6,410.65	6,345.11	1.0	7,725	6,240	23.8
4	EDN	5,618.00	6,195.06	(9.3)	6,375	6,375	0.0
5	PC Week	5,345.13	4,877.01	9.6	15,895	14,790	7.5
6	Travel Weekly	4,866.42	5,223.39	(6.8)	8,010	7,630	5.0
7	Electronic Engineering Times	4,620.66	5,239.56	(11.8)	8,460	7,690	10.0
8	HFD-The Weekly Home Furnishings	4,308.00	4,249.30	1.4	8,470	7,910	7.1
9	TravelAge magazines	4,286.00	4,498.00	(4.7)	5,690	4,750	19.8
10	Computerworld	3,967.73	4,180.90	(5.1)	16,800	15,000	12.0
11	Restaurants & Institutions	3,766.87	3,997.00	(5.8)	10,150	9,850	3.0
12	Design News	3,643.00	3,914.00	(6.9)	6,915	6,375	8.5
13	InfoWorld	3,593.00	3,340.00	7.6	14,475	12,370	17.0
14	Tour & Travel News	3,498.78	3,114.83	12.3	5,790	4,635	24.9
15	BYTE	3,156.00	3,166.20	(0.3)	13,620	11,840	15.0
	Trade magazines by ad page growth						
1	LAN TIMES	1,514.84	1,026.54	47.6	$7,250	$6,300	15.1
2	VarBusiness	1,434.11	1,046.21	37.1	8,175	5,995	36.4
3	Financial World	973.83	741.19	31.4	19,995	17,600	13.6
4	Datamation	1,870.26	1,545.00	21.1	12,280	11,475	7.0
5	Publish	928.94	768.75	20.8	7,835	6,885	13.8
6	MacUser	2,594.85	2,185.16	18.7	12,950	9,550	35.6
7	PC Magazine	6,856.31	5,790.57	18.4	25,185	21,995	14.5
8	Computer Shopper	7,008.26	5,997.03	16.9	6,300	5,295	19.0
9	InformationWeek	1,814.95	1,574.58	15.3	13,440	10,500	28.0
10	Network World	1,853.71	1,634.95	13.4	10,115	8,950	13.0
11	PC Computing	1,952.92	1,737.25	12.4	12,170	8,110	50.1
12	Tour & Travel News	3,498.78	3,114.83	12.3	5,790	4,635	24.9
13	Flying	699.26	628.58	11.2	12,560	12,560	0.0
14	MacWeek	2,743.05	2,471.26	11.0	5,995	5,150	16.4
15	Digital News	1,314.24	1,188.09	10.6	7,995	6,720	19.0

Notes: Dollars are as shown. Full-year data for both years required for growth rankings. This chart is an updated version from Ad Age 300 Magazines (AA, June 24).

Top 100 magazines by gross revenues

Rank 1990	Rank 1989	Magazine, headquarters	1990 revenues	'90-'89 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
1	1	**TV Guide**, Radnor, Pa.	$915.3	(1.4)	$320.3	2,966.02	$326.7	$268.3	15,604,267	News Corp.	(215) 293-8500
2	3	**People**, New York	642.4	5.5	345.8	3,625.78	110.9	185.7	3,208,667	Time Warner	(212) 522-1212
3	2	**Time**, New York	636.1	0.0	381.9	2,727.93	226.5	27.7	4,094,935	Time Warner	(212) 522-1212
4	4	**Sports Illustrated**, New York	551.1	(2.7)	335.7	2,672.38	200.2	15.2	3,220,016	Time Warner	(212) 522-1212
5	5	**Reader's Digest**, New York	436.1	4.0	108.6	1,048.98	306.3	21.1	16,264,547	Reader's Digest Association	(212) 953-0030
6	6	**Newsweek**, New York	402.8	1.2	253.3	2,302.04	124.5	25.1	3,211,958	Washington Post Co.	(212) 350-4342
7	7	**Parade**, New York	355.2	12.9	355.2	740.45	0.0	0.0	35,092,000	Advance Publications	(212) 573-7000
8	8	**Business Week**, New York	283.8	(3.7)	245.9	4,407.02	34.5	3.5	890,094	McGraw-Hill	(212) 512-2000
9	9	**Better Homes & Gardens**, New York	275.5	(0.1)	143.5	1,266.98	119.9	12.1	8,007,222	Meredith Corp.	(212) 557-6600
10	11	**Good Housekeeping**, New York	259.8	6.0	163.2	1,740.35	63.3	33.2	5,152,521	Hearst Corp.	(212) 649-2531
11	12	**U.S. News & World Report**, Washington	256.1	4.6	159.3	2,010.93	88.6	8.1	2,311,534	U.S. News & World Report	(212) 326-5300
12	13	**National Geographic**, Washington	246.9	9.7	35.5	311.73	211.4	0.0	10,189,703	National Geographic Society	(202) 857-7000
13	10	**Family Circle**, New York	240.2	(3.6)	137.3	1,684.85	38.0	65.0	5,431,779	New York Times Co.	(212) 463-1000
14	20	**PC**, New York	227.5	25.9	189.6	6,856.31	29.5	8.4	786,041	Ziff Communications	(212) 503-5100
15	16	**Ladies' Home Journal**, New York	212.5	3.0	109.4	1,532.25	80.6	22.5	5,001,739	Meredith Corp.	(212) 953-7070
16	19	**Forbes**, New York	207.5	6.1	169.5	3,939.25	33.8	4.3	744,191	Forbes Inc.	(212) 620-2200
17	14	**National Enquirer**, Lantana, Fla.	206.4	(7.0)	43.9	1,172.00	11.5	151.1	3,803,607	Enquirer/Star Group	(407) 586-1111
18	17	**Cosmopolitan**, New York	205.1	0.4	129.9	2,156.50	14.0	61.2	2,600,971	Hearst Corp.	(212) 649-3316
19	18	**Fortune**, New York	197.8	(1.8)	161.8	3,360.17	31.9	4.2	673,356	Time Warner	(212) 522-1212
20	15	**Woman's Day**, New York	180.4	(15.3)	99.1	1,408.12	19.8	61.5	4,802,842	Hachette Publications	(212) 767-6000
21	21	**McCall's**, New York	169.6	1.1	73.4	1,010.61	87.1	9.1	5,020,127	New York Times Co.	(212) 463-1000
22	22	**Star Magazine**, Tarrytown, N.Y.	168.5	4.2	19.9	641.99	17.1	131.5	3,431,453	Enquirer/Star Group	(407) 586-1111
23	23	**Playboy**, Chicago	166.6	7.8	47.8	720.70	80.1	38.7	3,488,006	Playboy Enterprises	(212) 688-3030
24	25	**Vogue**, New York	147.9	4.1	108.1	2,965.86	13.9	26.0	1,215,767	Advance Publications	(212) 880-8800
25	26	**Glamour**, New York	145.2	2.4	94.9	1,855.21	14.3	36.1	2,156,157	Advance Publications	(212) 880-8800
26	24	**Money**, New York	143.8	0.4	78.3	1,247.32	55.3	10.2	1,915,053	Time Warner	(212) 522-1212
27	29	**Cable Guide**, Horsham, Pa.	135.9	10.4	29.5	336.27	106.4	0.0	8,867,193	TVSM	(212) 683-6116
28	27	**Redbook**, New York	130.9	0.5	75.7	1,205.64	37.9	17.4	3,907,221	Hearst Corp.	(212) 649-3330
29	28	**New York Times Magazine**, New York	128.1	1.0	128.1	3,730.48	0.0	0.0	1,686,974	New York Times Co.	(212) 556-1234
30	34	**USA Weekend**, New York	119.0	14.6	119.0	685.51	0.0	0.0	15,526,893	Gannett Co.	(212) 715-2100
31	33	**Rolling Stone**, New York	118.7	5.0	76.0	1,990.08	23.7	18.9	1,229,280	Straight Arrow Publishers	(212) 758-3800
32	32	**Southern Living**, Birmingham, Ala.	116.6	2.6	63.9	1,252.86	47.8	5.0	2,341,074	Time Warner	(205) 877-6000
33	31	**Penthouse**, New York	115.0	(2.9)	26.5	649.89	11.2	77.3	1,612,574	General Media	(212) 496-6100
34	30	**Life**, New York	112.4	(5.4)	45.9	655.90	41.8	24.7	1,844,482	Time Warner	(212) 522-1212
35	35	**Modern Maturity**, Lakewood, Calif.	105.1	6.3	51.3	227.42	53.8	0.0	22,430,894	American Assoc. of Retired Persons	(213) 496-2277
36	41	**PC Week**, Medford, Mass.	100.4	17.3	100.4	5,345.13	0.0	0.0	0	Ziff Communications	(617) 393-3700
37	42	**Consumer Reports**, Yonkers, N.Y.	98.4	17.0	0.0	0.00	94.2	4.1	4,849,173	Consumers Union of U.S.	(914) 667-9400
38	36	**Golf Digest**, Trumbull, Conn.	95.7	(2.4)	66.7	1,287.91	24.3	4.8	1,357,433	New York Times Co.	(203) 373-7000
39	37	**Parents**, New York	95.0	(0.9)	59.6	1,487.01	31.7	3.7	1,743,424	Gruner & Jahr Publications	(212) 878-8700
40	39	**Elle**, New York	92.3	4.2	67.7	2,297.51	11.0	13.6	836,556	Hachette Publications	(212) 767-6044
41	40	**Travel & Leisure**, New York	92.2	6.2	58.6	1,419.86	33.1	0.6	1,117,412	American Express Co.	(212) 382-5600
42	44	**Woman's World**, Englewood Cliffs, N.J.	88.8	11.7	2.7	175.00	0.0	86.1	1,505,312	Bauer Publishing Co.	(212) 953-3344
43	38	**Smithsonian**, Washington	85.9	(5.3)	41.0	947.30	44.4	0.5	2,234,706	Smithsonian Institution	(202) 786-2900
44	50	**Computerworld**, Framingham, Mass.	82.6	11.2	76.1	3,967.73	6.5	0.0	135,755	International Data Group	(800) 343-6474
45	48	**New Yorker**, New York	82.4	9.0	61.2	2,456.31	18.8	2.3	613,747	Advance Publications	(212) 840-3800
46	43	**Country Living**, New York	81.9	1.8	44.4	1,111.29	18.9	18.6	1,803,867	Hearst Corp.	(212) 649-3192
47	45	**Mademoiselle**, New York	76.8	0.1	49.0	1,494.93	7.5	20.3	1,178,116	Advance Publications	(212) 880-8800
48	51	**Architectural Digest**, Los Angeles	75.7	3.9	48.2	1,820.97	20.7	6.8	631,718	Knapp Communications Corp.	(213) 965-3700
49	53	**Sunset**, Menlo Park, Calif.	75.0	3.4	45.9	1,404.13	26.4	2.7	1,409,587	Time Warner	(415) 321-3600
50	47	**Soap Opera Digest**, New York	74.9	(1.8)	6.5	413.64	16.0	52.5	1,447,041	K-III Holdings	(212) 645-2100
51	46	**Car & Driver**, New York	72.1	(5.7)	49.7	1,283.36	14.9	7.5	959,395	Hachette Publications	(212) 767-6095
52	54	**Prevention**, Emmaus, Pa.	70.1	(2.7)	19.2	545.73	42.6	8.2	3,022,108	Rodale Press	(215) 967-5171
53	55	**Seventeen**, New York	68.841	(1.9)	37.2	1,206.21	21.0	10.6	1,772,362	K-III Holdings	(212) 759-8100
54	57	**Ebony**, Chicago	68.840	0.1	37.7	1,065.35	24.7	6.5	1,810,668	Johnson Publishing Co.	(312) 322-9200
55	52	**Field & Stream**, New York	68.3	(6.2)	35.7	800.03	30.7	2.0	2,016,298	Times Mirror Co.	(212) 779-5070
56	56	**GQ**, New York	67.7	(3.2)	49.6	2,030.58	6.1	12.0	637,953	Advance Publications	(212) 880-8800
57	60	**Self**, New York	67.5	3.1	46.8	1,255.52	9.1	11.6	1,100,897	Advance Publications	(212) 880-8800
58	66	**Vanity Fair**, New York	66.0	19.0	49.9	1,472.54	7.6	8.5	789,820	Advance Publications	(212) 880-8800
59	59	**Bride's & Your New Home**, New York	65.2	(0.7)	56.2	3,172.57	1.0	8.0	323,818	Advance Publications	(212) 880-8800
60	61	**inc.**, Boston	64.6	2.8	48.1	1,170.59	14.8	1.8	640,776	Goldhirsh Group	(617) 227-4700
61	58	**New York Magazine**, New York	63.2	(4.2)	43.4	2,657.54	15.5	4.2	436,110	K-III Holdings	(212) 880-0700
62	72	**Golf Magazine**, New York	61.0	12.6	37.6	1,091.80	19.5	4.0	1,088,999	Times Mirror Co.	(212) 779-5070
63	49	**US**, New York	59.6	(19.9)	20.8	700.68	22.4	16.4	1,326,410	Straight Arrow Publishers	(212) 484-1616
64	93	**Computer Shopper**, New York	59.5	33.3	48.4	7,008.26	4.1	6.9	333,233	Coastal Associates/Ziff Comm.	(212) 503-3800
65	63	**Byte**, Peterborough, N.H.	59.0	2.8	43.0	3,156.00	10.5	5.5	482,456	McGraw-Hill	(603) 924-9281
66	74	**PC World**, San Francisco	58.8	10.8	41.0	2,181.65	14.3	3.6	576,442	International Data Group	(415) 243-0500
67	64	**Bon Appetit**, Los Angeles	58.7	3.6	32.2	1,045.03	23.3	3.3	1,397,559	Knapp Communications Corp.	(212) 687-1255
68	62	**Sporting News**, St. Louis	58.3	(3.4)	9.5	521.34	44.2	4.6	694,434	Times Mirror Co.	(212) 779-5070
69	73	**Jet**, Chicago	57.2	6.8	18.0	1,058.91	29.4	9.7	968,545	Johnson Publishing Co.	(312) 322-9200
70	65	**Highlights for Children**, Columbus, Ohio	55.9	0.0	0.0	0.00	55.9	0.0	2,800,000	Highlights for Children	(614) 486-0631
71	75	**Motor Trend**, Los Angeles	55.4	4.7	34.3	940.77	13.6	7.5	892,930	Petersen Publishing Co.	(213) 854-2133
72	70	**Popular Mechanics**, New York	54.6	0.5	26.3	833.24	22.0	6.3	1,651,064	Hearst Corp.	(212) 649-3076
73	76	**Harper's Bazaar**, New York	54.0	2.5	37.4	1,426.01	7.7	8.8	749,006	Hearst Corp.	(212) 903-5000
74	80	**Barron's National Business**, New York	53.6	4.5	26.1	1,805.00	12.4	15.0	241,319	Dow Jones & Co.	(212) 808-7200
75	68	**Travel Weekly**, Secaucus, N.J.	53.357	(2.5)	52.6	4,866.42	0.7	0.0	46,607	Reed International	(201) 902-2000
76	87	**Gourmet**, New York	52.746	10.9	35.3	1,332.83	14.3	3.2	899,549	Advance Publications	(212) 371-1330
77	79	**Esquire**, New York	52.463	2.0	39.4	1,240.71	9.7	3.3	720,149	Hearst Corp.	(212) 459-0600
78	67	**Road & Track**, Newport Beach Calif.	51.850	(5.7)	34.6	1,142.20	10.7	6.5	721,568	Hachette Publications	(714) 720-5300
79	78	**First For Women**, Englewood Cliffs, N.J.	51.350	(1.1)	11.6	390.00	0.0	39.7	2,649,810	Bauer Publishing Co.	(212) 953-3344
80	88	**Town & Country**, New York	50.935	7.3	39.2	1,605.86	9.2	2.5	453,174	Hearst Corp.	(212) 903-5000
81	82	**New Woman**, New York	50.766	0.8	22.4	915.06	11.4	16.9	1,340,540	K-III Holdings	(212) 685-4790
82	90	**Endless Vacation**, Indianapolis	50.530	8.6	3.4	250.21	47.1	0.0	798,531	Endless Vacation Publications	(317) 871-9555
83	81	**Metropolitan Home**, Des Moines	49.840	(2.4)	35.2	1,087.97	12.0	2.6	675,571	Meredith Corp.	(515) 284-3000
84	71	**Popular Science**, New York	49.749	(8.2)	22.5	763.07	22.4	4.8	1,807,540	Times Mirror Co.	(212) 779-5070
85	99	**Macworld**, San Francisco	49.748	23.2	40.7	2,710.97	5.9	3.2	313,936	International Data Group	(415) 243-0505
86	77	**Globe**, Boca Raton, Fla.	49.325	(5.0)	1.0	79.77	1.1	47.2	1,200,484	Globe Communications Corp.	(407) 997-7733
87	91	**Modern Bride**, New York	49.293	6.5	41.1	2,576.13	0.6	7.5	306,387	Reed International	(212) 779-1999
88	85	**Working Woman**, New York	48.983	(0.1)	32.1	1,004.21	15.2	1.7	900,700	Lang Communications	(212) 551-9500
89	83	**Muscle & Fitness**, Woodland Hills, Calif.	48.976	(2.4)	21.8	1,272.44	4.4	22.7	605,957	Weider Publications	(212) 251-0640
90	89	**HFD-The Weekly Home Furnishings**, New York	48.356	1.9	47.6	4,308.00	0.8	0.0	25,819	Capital Cities/ABC	(212) 630-4000
91	103	**MacUser**, Foster City, Calif.	48.171	23.0	39.3	2,594.85	6.8	2.1	311,253	Ziff Communications	(415) 378-5600
92	94	**House Beautiful**, New York	47.904	8.3	27.2	744.59	13.5	7.2	985,129	Hearst Corp.	(212) 903-5100
93	84	**Outdoor Life**, New York	47.650	(4.2)	25.7	810.16	19.8	2.2	1,512,464	Times Mirror Co.	(212) 779-5070
94	NA	**Entertainment Weekly**, New York	45.741	NA	19.5	905.76	22.1	4.1	NA	Time Warner	(212) 522-8470
95	106	**Journal of the AMA**, Chicago	44.721	18.6	22.3	3,837.39	22.4	0.0	283,912	American Medical Association	(312) 464-3456
96	105	**Popular Photography**, New York	44.448	17.5	32.1	1,296.00	10.0	2.4	911,117	Hachette Publications	(212) 767-6000
97	118	**Financial World**, New York	44.328	36.3	24.5	973.83	19.5	0.3	504,020	Financial World Partners	(212) 594-5030
98	92	**Electronic Engineering Times**, Manhasset, N.Y.	44.093	(3.0)	44.1	4,620.66	0.0	0.0	0	CMP Publications	(516) 562-5000
99	113	**Economist**, New York	43.458	23.2	23.1	2,643.82	17.7	2.6	198,339	Economist Newspapers N.A.	(212) 541-5730
100	100	**HG Magazine**, New York	43.431	7.7	26.5	1,079.05	13.1	3.8	624,239	Advance Publications	(212) 880-8800

Notes: Dollars are in millions. All figures are gross and represent AA estimates. 1,001 Home Ideas, a Family Media publication, originally ranked No. 71, folded in 1991 and is omitted. This chart is an updated version from the Ad Age 300 Top Magazines (AA, June 24).

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NEWSPAPER

Advertising Age

January 20, 1992

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LIFESTYLE STUDY

The latest results of a groundbreaking 16-year survey by DDB Needham. See Page 16

WHO WE ARE, HOW WE LIVE, WHAT WE THINK

'Studs' sparks TV syndication trend—See Special Report

NEWS SUMMARY

■ **President Bush's** campaign team expects re-election advertising to start in New Hampshire in early February. 1

■ **Pepsi-Cola's** new ad tagline, "Gotta have it," will be introduced during the Super Bowl telecast. 1

■ **Campbell Soup Co.** moved $25 million in frozen food advertising to BBDO from Ogilvy & Mather. 1

■ **Pontiac and Nissan** are naming their automotive competitors in new comparative ad campaigns. 3

■ **Young & Rubicam** shifted Joseph De Deo to vice chairman-chief creative officer from president. 3

■ **Merit Ultima,** a low-tar cigarette, will be introduced next month with a $30 million campaign from Philip Morris USA. . 3

■ **Ralston Purina's** newest cereal is Urkel-Os, based on the Steve Urkel character from "Family Matters." 4

■ **K-III Magazines** has put its money-losing *European Travel & Life* up for sale, sources say. 4

■ **Chrysler Corp.** will introduce the Grand Cherokee in April, backed by Jeep's biggest ad campaign. 6

■ **RJR Nabisco Foods Group** reportedly plans a new compensation system for its agencies. 6

■ **Visa and American Express** accuse each other of foul play in connection with Olympics advertising. 19

■ **Magazine ad pages** declined 8.7% in 1991, according to Publishers Information Bureau. 46

■ **'Discover,'** the consumer science monthly, will be revamped and relaunched in March. 52

■ **Newspaper Advertising Bureau** and the American Newspaper Publishers Association will merge in July. 53

■ **Coca-Cola Nestle** Refreshment Co. is launching ready-to-drink iced tea; a similar venture is planned by the Pepsi Lipton Tea Partnership in the spring. 57

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FORUM

Package goods marketing vs. Hollywood

By Joel Hochberg

There are valuable lessons that package goods marketers can learn from movie marketers. One aspect of movie marketing I have long admired is the sense of urgency, the call to action in the best movie advertising. There's a "Try me right now, don't wait" attitude that seems lacking in much of the package goods advertising we see.

Publicity, another area in which movie marketers excel, tends to be overlooked or downplayed by package goods marketers. Months before a movie advertising campaign reaches consumers, the publicity mill is grinding away, creating anticipation and interest in the upcoming product. While the movie "Hook," for example, may be inherently more interesting than a new cereal, there are many publicity opportunities to be explored and exploited for that cereal.

Conversely, there are major lessons that movie marketers can learn from their package goods cousins. Perhaps the key lesson is the importance and necessity of strategic focus. Developing relevant and persuasive selling strategies is a major strength of successful package goods marketers.

A movie is a product, not unlike a cake mix or a beer. The marketing of these products, whether it's "Terminator 2" or Green Giant peas, requires the employment of the same basic disciplines. You do research—product research, consumer research. You develop a laserlike strategic platform. You identify your target audience. You decide what you're going to say as well as how and where you're going to say it. You create advertising materials that involve your customer and elevate your movies, or can of peas, above its competition. You select media that will effectively and efficiently reach your audience. And all during the process, you stay close to your potential customers, constantly trying to find out what they're

Tony Griffi

thinking about your product and your advertising.

So much for some of the broad similarities between marketing movies and other products. On to some major differences.

The main goal in marketing a movie is to cause transactions (millions and millions of transactions): to sell tickets to a specific movie on a certain Friday or Saturday night. Package goods competition is fierce, but movie competition, because of any movie's fragile and temporary nature, is even fiercer. The moviegoer has lots of choices to make on a Friday or Saturday night. If they don't choose your movie in sufficient numbers, your movie won't be around too long.

With a new product in a supermarket, you have considerably more time to gauge failure or success. Package goods, unlike movies, not only require immediate transactions, but repeat purchases as well.

The ingredients in a movie are considerably different; in place of flour, sugar and hexachlorophene are stories, stars and directors. The latter ingredients are not only more fragile, but also more highly combustible than a product in a package.

For the most part, the quality of movies is much more variable as well. A bag of potato chips or a jar of peanut butter must meet certain specifications, contain specific ingredients. Movies, however, are highly subjective. The quality varies widely, thus the frustration and challenge of movie marketing.

With most consumer goods, pricing varies, depending on size and contents. A totally-loaded Mercedes is priced differently than a bottom-of-the-line Hyundai. But moviegoers pay the same going rate to see "The Addams Family" or a low-budget movie made by unknowns and starring unknowns. Which makes marketing that "unknown" movie very challenging.

There are few real "brands" in the movie business. The only studio with any conumer leverage is Disney, especially with their animated productions. Certain directors have become brands, such as Hitchcock, Spielberg and John Hughes, because—as with most brands—there is a familiarity and consistency to their product.

Movies such as "Home Alone," "Terminator" and "Star Trek" have become brands because of their success and the strong brand attributes they contain and project. When it comes to sequels, however, you don't want to vary your original recipe to any great degree. It's usually advantageous to use the same people who made the first movie. The challenge (in production and marketing), much as it is with brand extensions, is to freshen up the original product and offer something new, without making it a totally different product.

Finally, why is it that with so many bright and talented people in movie and package goods marketing, there aren't more successes? The answer may lie in the last line of the movie, "Some Like It Hot," delivered by Joe E. Brown: "Well, nobody's perfect." □

Mr. Hochberg recently left as president of domestic theatrical marketing at 20th Century Fox Film Corp. "after one year and 25 movies." Previously, he was president of DDB Needham Worldwide, Chicago.

CPMs must bow to 'involvement' measurement

By Kevin J. Clancy

Marketers have purchased advertising time on television based on cost per thousand for the last 30 years. We say CPMs are no longer relevant.

We base this statement on our research designed to answer this long-debated question: Will the same commercial placed in two different TV programs that have the same viewership and the same audience profiles generate a different response based on viewer involvement?

The "negative effects hypothesis" says that the more viewers are involved in a television program, the weaker they respond to commercials. A strong program sucks the life out of the commercials.

The "positive effects theory" says involving programs produce engaged respondents who demonstrate more favorable responses to advertising messages. The more involving the program, the more positive the ad response.

Over the last 30 years, more than 30 research studies testing media environment effects turned up evidence for both positions. Researchers however, used different methodologies. And most of the studies measured recall only, not a full range of advertising response indicators.

We decided to design a research and development study that would overcome these drawbacks, beginning with three hypotheses:

- One can measure "program involvement" reliably and validly.
- Involvement is positively related to advertising response. The greater the viewer's involvement in a program, the stronger the effects of the advertising shown in that program.
- The cost per thousand people "involved" (CPMI) is different from the cost per thousand people *exposed* (CPM) to advertising.

We exposed 470 randomly selected female heads of household to programs and commercials in conditions that mirrored normal in-home viewing conditions as closely as possible.

For our program involvement measure we asked for their degree of agreement or disagreement with 30 statements that identify cognitive, emotionally based, behavioral and mood-altering reactions to different programs. Examples:

"This program was a cut above the average TV show—it was thought-provoking as well as entertaining."

"There were parts of this show that really touched my feelings."

"I was really involved in the program. By the end, I wished it had lasted longer."

While we measured many advertising response variables, the five key ones were unaided recall, aided copy point recall, credibility for each message recalled, purchase interest and pre/post buying intention changes. As the table shows, "program involvement" had a significant positive effect on all those ad response measures. The pre/post buying intention changes are, we believe, the most important. *(See Table 1.)*

Table 1: Advertising response for four test commercials (by program involvement)

	Program involvement		
	Low	Moderate	High
Unaided recall	18.4%	21.0%	22.2%
Aided recall	34.0%	48.0%	54.0%
Copy point credibility	24.0%	37.0%	41.0%
Purchase interest	13.2%	15.7%	17.9%
Pre/post behavioral change	6.4%	12.6%	14.4%

Since program involvement strongly influences ad response, knowing this effect can aid a campaign's success. But do programs vary in involvement? We calculated "program involvement" scores for 40 different programs and found that they do. The highest score (on a four-point scale) was 3.42; the lowest was 1.7.

We also found that not all programs with high viewership have high involvement. That could affect media-buying decisions.

Table 2: Top 10 programs based on CPMI

Program no.	CPMI
17	$10.92
19	$12.07
5	$12.43
36	$12.78
18	$12.91
35	$13.19
12	$13.51
40	$13.67
25	$14.08
9	$14.52
Average	**$13.61**

In the first chart *(see Table 2)* we ranked the top 10 of the 40 programs in the common cost-per-thousand terms, using syndicated data.

We then indexed the 40 programs in terms of "program involvement"—based on our survey of the 470 female heads of household—and calculated a new measure, CPMI. For example, Program 17 had an involvement score of 2.28, while the average for all 40 programs was 2.38. Program 17, therefore, had an involvement index of 0.96. Dividing Program 17's CPM of $10.92 by 0.96 gives an estimated CPMI of $11.38. *(See Table 3.)*

Note that there is some correlation between CPMs and CPMIs; six of the top 10 programs in each list are the same (Nos. 9, 17, 18, 19, 36 and 40). On the other hand, four programs are different. The correlation between CPM rank and CPMI rank across all 40 programs is 0.69.

We found that the average indexed involvement score for the top ranked CPMI programs is 1.30 (30% above average) while the average involvement scores for the top 10 CPM programs is 1.06, a 23% difference. Thus the CPMI approach identifies programs that are much higher in involvement and, consequently, higher in predicted advertising effectiveness.

We believe that the calculation of CPMIs based on serious research and/or expert judgment should become a regular part of television (and print and radio) buying. Since our experience suggests there is far more variability in involvement between shows than between episodes of *a* show, we believe only four measurements of involvement per program per year would be sufficient to track involvement levels. This procedure could be adapted, we believe, to all types of shows including news shows and specials. □

Table 3: Top 10 programs based on CPMI

Program no.	Involvement index	CPMI
40	1.67	$8.19
18	1.39	$9.29
32	1.53	$9.80
19	1.08	$11.18
17	0.96	$11.38
39	1.47	$11.60
34	1.30	$12.12
9	1.16	$12.52
36	1.08	$11.83
22	1.40	$11.81
Average	**1.30**	**$10.97**

Mr. Clancy is chairman of Yankelovich Clancy Shulman, the Westport, Conn.-based consulting and research company. This article is adapted from "The Marketing Revolution," by Mr. Clancy and Robert S. Shulman, and from "CPMs versus CPMIs: Implications for Media Planning," an article by Mr. Clancy and David W. Lloyd in the August/September 1991 issue of The Journal of Advertising Research.

YEAREND AD RESULTS

Titles tortured in 1991

Worst ad decline in 30 years; no relief in sight

By Scott Donaton

Magazine ad pages in 1991 suffered their steepest decline in 30 years, and publishers say there are no signs of recovery on the horizon.

MEDIA WORKS

The 164 magazines tracked by Publishers Information Bureau carried 156,650 ad pages for the year, a drop of 8.7% from 1990, when ad pages fell 3.7%. The final 1991 figures are a far cry from 1989, when magazines carried a record 177,000 ad pages.

The 8.7% drop is the steepest decline since 1961, when ad pages were down 8.9%, and the third-largest decline since PIB began tracking ad pages in 1950. Ad pages fell 14.1% in 1958.

Magazine ad revenues declined 3% to $6.5 billion in 1991, PIB reported. But those figures don't include discounts given to advertisers by magazines, meaning the actual revenue performance was probably worse.

Overall, 71% of the publications tracked by PIB posted page declines last year; only 46 posted gains. Conde Nast Publications' *Allure*, launched last March, ended the year with 287.7 ad pages. Two dozen titles saw pages drop more than 20%.

Publishers say 1992 isn't off to a better start, and most shy away from predicting when a full-scale recovery will begin. First-quarter results were bleak for many titles, and industry observers said they expect ad pages to be flat or up slightly at best for the year.

When he announced the closing of *NewYork Woman* earlier this month, American Express Publishing Corp. President Thomas O. Ryder said: "It became apparent a turn in the economy was not in place or foreseeable."

Hearst Corp. folded its upscale *Connoisseur* the same week, sparking industry speculation that a new wave of shakeouts is under way. More than 40 magazines have folded since the ad decline began in late 1989.

Nearly every category was squeezed by the industrywide decline, but among the worst hit were weeklies, upscale titles and women's books. Those beating the odds were tightly focused niche titles like *American Heritage* and *Outside*. Time Warner's fledgling *Entertainment Weekly* saw pages rise 16.6% to 1,056.4.

Business Week led all magazines in ad pages for the 16th consecutive year, despite a 15.3% ad page drop to 3,735. *Forbes*—which led the ad page race several times this year due in part to a strong showing from its quarterly *FYI* supplement—finished the year with 3,572.6 pages, down 9.4%. *Fortune* finished third among the Big 3 business books with 2,949.6 pages, down 12.2%.

Among newsweeklies, *U.S. News & World Report* moved into second place in ad pages for the first time, passing *Newsweek*. *U.S. News'* 2,023.4 pages were up 0.6% from last year. *Newsweek* carried 1,951.7 pages, down 15.2%. Category leader *Time* saw pages drop a steep 20.6% to 2,167.

Magazines aimed at affluent audiences last year shattered the myth that they're recession-proof.

Architectural Digest's 1,288.3 ad pages were down 29.3%. *Town & Country's* pages fell 27.8% to 1,159.9. *Art & Antiques*, with 541.7 pages, was down 34.3%.

Vanity Fair, on the strength of a solid second-half performance, ended the year down just 2.2% with 1,440.3 pages.

The four Sunday magazines tracked by PIB carried a combined 5,424.4 ad pages, a decline of 13%. Hardest hit was *The New York Times Magazine*, which saw pages fall 23% to 2,872.8. The *Los Angeles Times* magazine carried 1,118.4 pages, a gain of 4.2%.

Parade led the way in the national Sunday magazine field with 752 ad pages, up 1.6%, while *USA Weekend*, with 680.2 pages, was down a scant 0.8%. □

Top 10 magazine ad categories by revenue

Category	1991 revenue	% chg	1991 pages	% chg
Automotive*	$940,548,356	3.20	16,464.3	-3.86
Toiletries & cosmetics	$629,436,922	-6.33	13,304.3	-13.11
Direct response cos.	$560,552,837	6.94	17,974.9	-2.54
Business & consumer svcs.	$460,227,030	-11.71	11,811.9	-15.62
Food	$433,642,685	-2.92	6,921.2	-9.62
Apparel**	$415,420,143	-3.46	13,413.2	-8.56
Travel, hotels & resorts	$358,804,511	-5.08	11,431.5	-6.57
Computers & office equip.	$285,980,451	1.06	5,881.2	-5.73
Cigarettes & tobacco	$264,418,948	-12.07	4,413.3	-13.72
Liquor	$228,326,790	-0.20	4,750.1	-3.43

*Includes accessories and equipment. **Includes footwear and accessories.
Source: Publishers Information Bureau

Magazine ad page leaders

Publishers Information Bureau figures for 1991.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	3,735.02	(15.3)	220,079,990	(10.5)
2	Forbes	3,572.53	(9.4)	156,194,689	(7.9)
3	People	3,297.03	(9.1)	344,958,293	(0.2)
4	Bride's	3,035.69	(4.3)	56,823,774	1.2
5	Fortune	2,949.55	(12.2)	153,305,737	(5.2)
6	Modern Bride	2,591.93	0.6	41,463,423	0.9
7	Vogue	2,525.55	(14.9)	102,855,268	(4.8)
8	Sports Illustrated	2,419.72	(9.5)	323,050,415	(3.8)
9	TV Guide	2,411.63	(18.7)	279,152,957	(12.9)
10	The Economist	2,410.02	(8.8)	23,170,783	0.4
11	New York Magazine	2,303.61	(13.3)	40,542,190	(6.7)
12	Time	2,167.02	(20.6)	326,590,715	(14.5)
13	U.S. News & World Report	2,023.41	0.6	172,517,963	8.3
14	The New Yorker	2,001.02	(18.5)	53,934,443	(11.9)
15	Entrepreneur	1,968.82	(1.8)	21,946,970	11.5
16	Cosmopolitan	1,953.79	(9.4)	127,543,762	(1.8)
17	Newsweek	1,951.74	(15.2)	228,491,838	(9.8)
18	Elle	1,762.40	(23.3)	56,835,120	(13.1)
19	Rolling Stone	1,719.60	(13.6)	72,481,769	(4.7)
20	American Way	1,676.04	(5.8)	23,969,916	(2.7)
21	Glamour	1,666.85	(10.2)	91,493,157	(3.6)
22	GQ	1,634.68	(19.5)	44,613,254	(10.0)
23	Good Housekeeping	1,616.41	(7.1)	165,456,252	1.4
24	Family Circle	1,537.36	(8.8)	130,022,118	(5.3)
25	Golf World	1,482.55	2.7	13,124,711	14.1
26	Ladies' Home Journal	1,471.41	(4.0)	112,448,664	2.8
27	Vanity Fair	1,440.29	(2.2)	52,073,568	4.4
28	Skin Diver	1,429.19	(1.5)	14,362,666	6.4
29	Yachting	1,413.49	(13.0)	9,352,935	(8.1)
30	Texas Monthly	1,410.05	0.4	16,878,829	3.2
31	Muscle & Fitness	1,405.40	10.5	25,894,155	18.6
32	Parents	1,398.02	(6.0)	62,227,644	4.4
33	Sunset	1,387.47	(5.9)	43,744,156	(4.7)
34	Travel & Leisure	1,373.42	(3.3)	58,650,396	0.0
35	Popular Photography	1,341.34	3.5	33,123,816	3.1
36	Woman's Day	1,322.70	(6.1)	100,310,119	1.2
37	Architectural Digest	1,288.26	(29.3)	36,084,154	(25.1)
38	Money	1,279.10	2.6	87,883,668	12.2
39	Better Homes & Gardens	1,277.26	0.8	159,981,115	11.5
40	Car & Driver	1,273.53	(0.8)	53,022,389	6.7
41	Mademoiselle	1,261.59	(15.6)	44,803,068	(8.5)
42	Southern Living	1,230.80	(1.8)	63,404,762	(0.8)
43	Golf Digest	1,214.46	(5.7)	71,236,157	6.8
44	W Magazine	1,205.50	(10.9)	29,050,693	(6.5)
45	Gourmet	1,194.34	(10.4)	35,423,048	0.4
46	Town & Country	1,159.85	(27.8)	31,956,504	(18.5)
47	Redbook	1,103.93	(8.4)	72,064,872	(4.8)
48	McCall's	1,083.29	7.2	84,702,525	15.4
49	Road & Track	1,076.34	(5.8)	34,208,513	(1.2)
50	Inc.	1,072.22	(8.4)	46,946,799	(2.4)
51	Entertainment Weekly	1,056.37	16.6	26,235,024	34.7
52	Harper's Bazaar	1,051.39	(26.3)	30,768,094	(17.8)
53	Jet	1,041.93	(1.6)	18,610,503	3.1
54	Conde Nast Traveler	1,024.49	(7.0)	30,357,987	(0.5)
55	Golf Magazine	1,019.88	(6.6)	39,436,917	5.0
56	Country Living	1,017.96	(8.4)	45,337,170	2.1
57	Ski	1,001.03	1.1	19,754,052	4.5
58	Bon Appetit	975.63	(6.6)	30,956,133	(3.9)
59	San Francisco Focus	956.11	(21.1)	6,596,981	(18.8)
60	Esquire	956.26	(22.9)	31,922,240	(19.0)
61	HG	954.76	(11.5)	25,609,427	(3.5)
62	Ebony	953.52	(10.5)	37,140,319	(1.5)
63	Bicycling	949.57	(7.7)	14,400,422	0.3
64	Parenting	943.43	12.6	21,858,501	46.7
65	Seventeen	940.80	(22.0)	33,766,491	(9.2)
66	Self	922.53	(26.8)	37,690,690	(19.6)
67	Mirabella	918.93	(15.6)	21,770,291	23.4
68	Four Wheeler	914.03	(9.0)	8,223,889	2.1
69	Black Enterprise	900.10	(0.9)	13,452,583	11.0
70	Metropolitan Home	888.44	(18.3)	30,677,237	(12.8)
71	Salt Water Sportsman	877.18	(19.1)	6,220,217	(13.0)
72	Outside Magazine	868.25	6.2	18,193,314	20.4
73	Reader's Digest	858.12	(18.2)	96,674,674	(11.0)
74	Skiing	857.71	(7.2)	17,195,261	(4.5)
75	Compute	856.05	185.2	7,683,003	189.2
76	Motor Trend	841.25	(10.6)	33,430,630	(2.7)
77	Smithsonian	838.90	(11.4)	37,434,672	(8.7)
78	Automobile Magazine	829.55	5.1	21,472,506	35.9
79	Working Woman	809.21	(19.4)	27,536,170	(14.2)
80	Essence	801.88	(9.0)	22,906,672	3.5
81	Delta Sky	792.66	(6.7)	21,999,353	1.9
82	Sports Afield	771.54	(2.9)	16,325,503	3.7
83	Outdoor Life	767.07	(5.3)	26,235,833	2.1
84	Field & Stream	765.03	(4.4)	36,262,571	1.6
85	Penthouse	752.01	15.7	30,092,351	13.6
86	Parade*	752.00	1.6	386,689,983	9.4
87	Playboy	749.29	4.0	48,813,316	2.1
88	Popular Science	743.84	(2.5)	23,873,819	6.0
89	House Beautiful	741.26	(0.5)	30,198,192	11.1
90	Tennis	737.31	3.4	25,819,548	8.0
91	Popular Mechanics	730.56	(12.3)	26,111,960	(0.6)
92	New Woman	720.03	(21.3)	19,812,240	(11.7)
93	Hot Rod	717.47	(11.3)	18,332,470	(5.6)
94	M Magazine	709.22	(12.5)	9,855,310	0.5
95	Omni	704.97	7.6	19,458,119	(3.4)
96	Working Mother	690.58	(8.3)	16,934,671	(4.6)
97	Yankee	687.10	(14.0)	8,590,157	(12.5)
98	Shape Magazine	680.47	5.5	11,124,920	(2.7)
99	USA Weekend*	680.16	(0.8)	137,478,845	15.5
100	Premiere	680.15	(17.1)	13,825,783	(7.7)

Percent change compares 1991 with 1990. *National Sunday magazine; tracked separately by PIB.
Source: Publishers Information Bureau

COVER STORY

Roberts reigns on covers

By Janice Kelly

Everyone's hooked on Hollywood's latest Tinkerbell, Julia Roberts.

Ms. Roberts left other celebrities in a trail of stardust to become the person most featured on magazine covers in 1991.

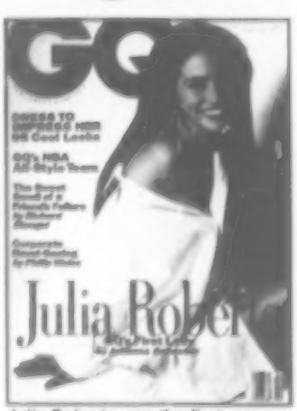
She topped the fifth annual Cover Story survey with appearances on more than 30 magazines. That led the late Michael Landon, who finished second, and Operation Desert Storm, which captured third place.

Cover Story assigns point values to cover appearances based on such factors as prominence of the photo and frequency of the publication.

The National Association of Theatre Owners named Ms. Roberts "Star of the Year," and *Premiere* ranked her as Hollywood's most powerful woman.

Ms. Roberts ended the year with 54 Cover Story points, topping the monthly survey twice.

Like 1990 winner Madonna, Ms. Roberts started the year slowly. But attention heated up in July when she called off her wedding to Kiefer Sutherland. The breakup left *Ladies' Home Journal* out there with Ms. Roberts on the cover, captioned "Julia in love."



Julia Roberts was the first woman to ever grace a cover of GQ.

Ms. Roberts, 23, was the first woman ever to grace the cover of *GQ*, in February.

Mr. Landon, who died in July after a battle with cancer, earned 50 points for the year. January coverage of Operation Desert Storm earned a landslide 46 points.

Fourth place with 36.5 points went to Kevin Costner, lauded for his Oscar-winning "Dances With Wolves." Former "Designing Women" star Delta Burke grabbed fifth place with 35.5 points for stories about her weight and personal life.

Rounding out the top 10 were Oprah Winfrey (33 points), Jodie Foster (27.5), President Bush (25.5), Nancy Reagan (25) and Elizabeth Taylor (24).

Cover editors expect Annette Bening, Keanu Reeves, Madonna, Arnold Schwarzenegger and Roseanne Arnold to be hot cover candidates for 1992. □

Joe Mandese coordinates MediaWorks.

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NEWSPAPER

January 6, 1992

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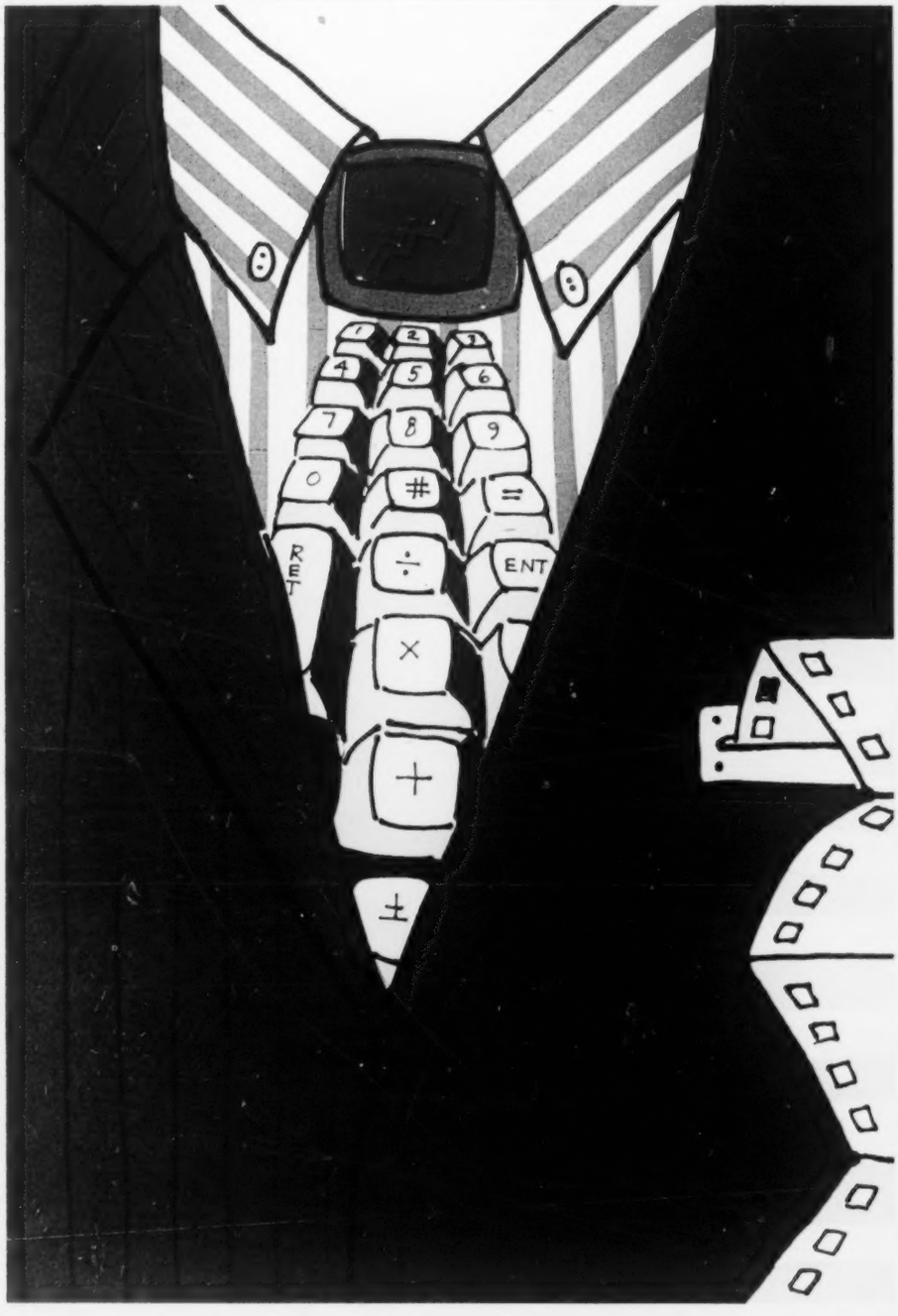
The Advertising FACT BOOK



Marc Gavin The Image Bank

Easy access to the best of Ad Age's files: Who's on top among advertisers, agencies, the media and more.

See Page S-1

NEWS SUMMARY

■ **'TV Guide'** will announce newsstand and subscription price increases this week as rival TVSM restructures for the national rollout of *Total TV*. 1

■ **Western marketers** in Russia took a cautious approach to price increases as the government lifted price controls. 1

■ **Thomas' English muffins** will "restore the normal balance" between advertising and promotion with a $9 million effort breaking on TV today. 1

■ **A. H. Robins** unit of American Home Products Corp. has asked other AHP agencies to work on alternatives to current Anacin ads, now handled by Partners & Shevack. 1

■ **Philips Consumer Electronics** unveils its digital compact cassette system, a new audiotape concept, at the Consumer Electronics Show this week. 3

■ **AIDS awareness ads** from Converse broke last week, and the major TV networks are being urged to run more AIDS-related public service announcements. 3

■ **Clairol** plans a March introduction of Ultimate Blonde home hair color, citing renewed popularity of blonde hair. 3

■ **Noxell** will upgrade its mass-market Clarion cosmetics line to a premium brand. 3

■ **Coors Brewing** will step up its international expansion as a hedge against a slowdown in U.S. sales. 4

■ **Environmental ad claims** have dwindled because of the lack of a national standard for such claims, says NAD's Ron Smithies. 4

■ **Direct marketers** could face back taxes if the U.S. Supreme Court decides states can collect sales taxes on mail purchases, the Direct Marketing Association argues. 4

■ **'Mademoiselle'** will, starting with its February issue, focus solely on fashion and beauty coverage in its main editorial "well," dropping such topics as relationships and careers. 12

■ **Mezzina/Brown** founders John Mezzina and William Brown say that although the $40 million Camel cigarette account is the new agency's only business, they're not a thinly veiled house agency and they're pursuing new business. 18

■ **Alka-Seltzer's** new advertising, to break next April, won't include the Speedy character, which was resurrected last month to help celebrate the 60th anniversary of the brand. 18

■ **Zeos International,** a mail-order computer house, put some $20 million into personal computer magazine advertising to become the largest advertiser in PC books. 18

■ **Publisher Ralph Ingersoll** hopes to build a network of niche magazines throughout Europe, starting with a weekly planned to make its debut in April. 20

■ **East/West Network,** once a leading publisher of in-flight magazines, is now down to two titles. 20

■ **Smartcars,** a franchise program for selling used cars, is growing as used-car sales outpace new-car sales. 22

■ **Fresca** diet soft drink from Coca-Cola USA will introduce new packaging early this year. 23

■ **Australian ad regulations** now allow foreign content to account for about 20% of all TV commercials. 26

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CBS fights back

Gloria Estefan to star in Super Bowl show

By Joe Mandese

CBS-TV will try to prevent viewers from tuning away from its halftime coverage of Super Bowl XXVI with a special performance by pop star Gloria Estefan.

Fox Broadcasting Co. earlier announced it would air counter-programming to the Jan. 26 event at halftime, apparently forcing the CBS countermove.

Fox will air a special live episode of its hit prime-time series "In Living Color" at that time.

Last week, Fox said it will counterprogram the CBS/Estefan halftime performance with a live performance by a major recording artist, to be named this week.

"The halftime performer that Fox has offers a very distinctive choice that is on the other end of the spectrum from Gloria Estefan," said Jay Coleman, president of Entertainment Marketing & Communications International. "It will be a performer that fits the profile of Fox and 'In Living Color.' "

Mr. Coleman said the promotion and advertising efforts for the Fox show, to be targeted at teens and young adults, will be the biggest ever for a one-time TV entertainment special.

"They can claim anything they want, but it's more of an example of promotion by press release," said George Schweitzer, senior VP-marketing and communications at CBS. "They're not even on seven nights a week. Our CBS daytime schedule reaches more people than all of their shows except three."

■ **New study says media weight has little to do with effectiveness of Super Bowl spots—Page 21.**

CBS' Super Bowl halftime show will feature a winter sports theme that will serve as a platform for the network's coverage of the 1992 Winter Olympics. It was unclear how Ms. Estefan's performance will be integrated into the show.

"The Super Bowl is the biggest television event of the year, and all of the amount of Fox promotion won't make a difference," Mr. Schweitzer said.

The Fox effort will break this week with an estimated $1 million radio campaign by Frito-Lay, via Tracy-Locke, Dallas, to be followed by in-store displays, newspaper inserts and ads targeted at children on Whittle Communications' "Channel One" school TV program.

Fox's on-air promotion effort will appear during the two weeks preceding the Super Bowl.

The Fox special, dubbed "Doritos Zaptime/The 'In Living Color' Super Halftime Party," is the first major effort ever to counterprogram Super Bowl halftime coverage.

"We're pretty confident that we have a good chance of getting people to switch," Mr. Coleman said, "because the halftime show has never really been designed for a television audience." □

Olds backs new Achieva with buy-back guarantee

By Raymond Serafin and Cleveland Horton

Oldsmobile will take the unprecedented step of offering to buy back its new Achieva from West Coast customers if they decide they'd rather buy a different car, even from a competitor.

That shows the extraordinary steps General Motors Corp. is willing to take to begin making inroads into the import-dominated West Coast market.

A 30-second TV spot that will air on West Coast network feeds starting Jan. 13 is almost as unusual as the guarantee itself—it names the Toyota Camry and Honda Accord, chief competitors for Olds' new compact sedan and coupe.

A customer has up to 30 days or 1,500 miles to return the Achieva and buy another vehicle to qualify for his money back.

Olds agency Leo Burnett USA, Chicago and Southfield, Mich., prepared both the national and West Coast-only advertising, said Michael Grimaldi, the division's general marketing manager.

National advertising includes two other :30s, one focusing on the car and the second on a $199-a-month lease program. Those two spots also break on the West Coast, then go national in mid-February.

"This will boldly and directly challenge the import market," said J. Michael Losh, Oldsmobile VP-general manager, who revealed the West Coast marketing plans at the Los Angeles Auto Show last week.

Cars like the Camry and Accord have cut deeply into Oldsmobile's sales volume, especially in California.

Achieva's national and regional advertising will feature the line "Never has so much thought gone into this much fun." Ads will retain Oldsmobile's overall theme, "The power of intelligent engineering."

Some observers are skeptical Oldsmobile can win the battle in California.

"That market, that's so committed to the imports, isn't going to slow down long enough to look at an Oldsmobile," said Jim Wangers, senior managing partner at Automotive Marketing Consultants. He added that the Achieva would fare better positioned against domestic competition.

Officials from GM's six vehicle-selling divisions have been meeting to forge a California strategy, with an important component being the identification of "core products" with a potential for increasing sales at the expense of import competitors (AA, Nov. 18).

GM had 28.7% of California vehicle sales in the first nine months of 1991, lagging behind the company's national share by about 7 points. Mr. Grimaldi said Oldsmobile has about a 3% share of the California market, more than 2 points less than the division's national share. □

Dec. good for discounters

By Ira Teinowitz

It was a ghost of Christmas past for department stores, as discount and some specialty stores got most of the holiday shopping goodies.

December sales figures, released last week, show Wal-Mart Stores' same-store sales surged 5% last month over December 1990 and that Kmart Corp. saw same-store sales rise 4%.

But same-store sales at Sears, Roebuck & Co. slipped 1.8% for the month. Sears said the U.S. portion of its business fell 0.6% in December, compared with December 1990, but grew 3.6% for the full November-December holiday season.

Among other chains reporting declines: Woolworth Corp., down 0.5% based on same-store sales; May Department Stores Co., down 1%; and Ann Taylor Stores, down 8.9% (including its leased shoe departments, and down 4% without the leased department).

"Stores have divided into two groups," said Kurt Barnard, president and publisher of *Barnard's Retail Marketing Report*. "The upscale stores have taken it on the chin. For them, it was not a very merry Christmas. But the second tier of retailers did better, and some moderate-price retailers came through with fireworks."

Mr. Barnard pointed to the 20% increase in sales reported by discounter Dollar General Corp., the 15.8% increase by the 50-off Stores and to the Gap's 14% increase in sales.

Other retailers reported minimal increases in sales, with J.C. Penney Co. up 0.4% at its department stores, though its catalog and drugstores raised the figure to 1.4%. Dayton Hudson Corp. reported sales grew 1.5%, though the company said the 6% growth in sales at its Target Stores discount chain far outpaced the 1% growth of sales in its department store division. Target's Mervyn's division reported an 8% de-

(Continued on Page 22)

The Advertising BOOK FACTS

Change is only constant in key AA business lists

By R. Craig Endicott

Charts invariably become dated the moment they're sent to the printer. So each chart presented in *The Advertising Fact Book* has been updated where necessary.

In updating the 100 Media Companies chart, Family Media was excluded, making room for former No. 101 Ackerley Communications. Family Media literally shuttered its offices as the 100 Top Media Companies ranking was issued in August.

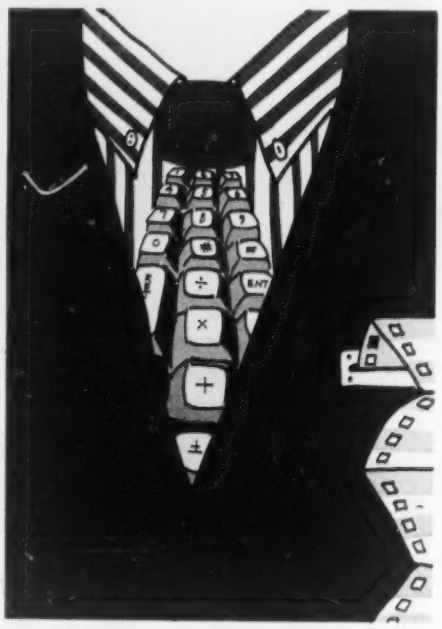
Family Media's closure led to the death of its *1,001 Home Ideas*, ranked No. 71 in revenues last June among the nation's magazines. Eliminating the title from the Top 100 made room for Advance Publications' *HG Magazine*.

New agencies entered the Top 200 agency brands chart to fill a vacuum left by Levine, Huntley, Vick & Beaver, the 34th largest U.S. ad agency that dissolved in late 1991, and former No. 196 Winius Brandon, bought by No. 146 Fogarty & Klein and now called Fogarty & Klein/Winius Brandon.

Other agencies just changed names, sometimes reflecting new affiliations.

In the case of mergers, no numbers were joined to trigger new rankings in the edited charts because the whole of a new company is rarely equal to the sum of its merged parts.

Other than providing a more current reading, a snapshot at the mid-life cycle of charts issued annually can project anticipated changes in future rankings.



Mike Quon/The Image Bank

Particularly revealing is the jockeying for position by media companies under way. Two are under bankruptcy reorganization protection, No. 49 Gillett Holdings and No. 55 Maxwell Communication Corp. Their positions are in jeopardy should properties be sold to pay creditors.

Two of the world's largest advertising organizations—No. 7 Eurocom Group and its former antagonist, No. 14 Roux Seguela Cayzac & Goudard, both Paris-based—have beaten their swords into plowshares and merged. The resulting unit could move ahead of Young & Rubicam into the No. 6 spot.

An added benefit of the *Fact Book* is that it offers the luxury of space to present numbers in new ways. The chart on the 100 Leading National Advertisers addresses U.S. sales as an expression of U.S. ad spending—an analysis not present in the September issue.

For example, No. 1 advertiser Procter & Gamble Co. drew sales of $6.70 in 1990 per $1 invested in advertising, down from $8.30 the year before. Wal-Mart Stores, No. 70 in total ad spending, generated $214.90 per ad dollar in 1990, up from $203.10. One could read into such ratios the growing marketing power of the retailer.

But the *Fact Book*, even in its updated and expanded version, is still but a thumbprint in time. The top five agencies, media companies and national advertisers today weren't the same set of companies five years ago, rendering change the only promise of any ranking. □

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100 leading national advertisers

Rank 1990	Rank 1989	Company, U.S. headquarters	Total U.S. ad spending 1990	Total U.S. ad spending 1989	Total U.S. ad spending % chg	Measured media 1990	Measured media 1989	Worldwide sales 1990	Worldwide sales 1989	Worldwide earnings 1990	Worldwide earnings 1989	U.S. sales 1990	U.S. sales 1989	U.S. sales/ad dollar 1990	U.S. sales/ad dollar 1989
1	2	**Procter & Gamble Co.**, Cincinnati	$2,284.5	$1,802.3	26.8	$1,240.0	$978.3	$27,026.0	$24,081.0	$1,773.0	$1,602.0	$15,276.0	$14,962.0	$6.7	$8.3
2	1	**Philip Morris Cos.**, New York	2,210.2	2,072.4	6.6	1,199.7	1,124.9	51,169.0	44,080.0	3,540.0	2,946.0	36,014.0	33,178.0	16.3	16.0
3	3	**Sears, Roebuck & Co.**, Chicago	1,507.1	1,465.0	2.9	590.8	574.3	55,972.0	53,794.0	902.0	1,509.0	51,751.0	49,659.0	34.3	33.9
4	4	**General Motors Corp.**, Detroit	1,502.8	1,363.8	10.2	1,100.9	999.1	124,705.0	126,931.9	(1,986.0)	4,224.3	86,967.0	93,878.4	57.9	68.8
5	5	**Grand Metropolitan**, London	882.6	806.2	9.5	402.1	367.3	16,616.0	15,567.1	1,132.0	863.9	8,025.0	6,228.2	9.1	7.7
6	6	**PepsiCo**, Purchase, N.Y.	849.1	786.1	8.0	547.0	506.4	17,803.0	15,242.0	1,091.0	901.0	14,047.0	12,519.4	16.5	15.9
7	17	**AT&T Co.**, New York	796.5	567.8	40.3	505.4	360.3	37,285.0	36,149.0	2,735.0	2,697.0	NA	NA	NA	NA
8	7	**McDonald's Corp.**, Oak Brook, Ill.	764.1	774.4	(1.3)	426.0	431.8	6,640.0	6,066.0	802.0	727.0	3,871.0	3,887.0	5.1	5.0
9	18	**Kmart Corp.**, Troy, Mich.	693.2	561.7	23.4	230.0	186.4	32,070.0	29,533.0	756.0	323.0	30,971.0	26,441.0	44.7	50.6
10	16	**Time Warner**, New York	676.9	582.0	16.3	358.7	308.4	11,517.0	10,779.0	(227.0)	(432.0)	8,550.0	6,361.0	12.6	10.9
11	8	**Eastman Kodak Co.**, Rochester, N.Y.	664.8	719.0	(7.5)	218.2	236.0	18,908.0	18,398.0	703.0	529.0	10,663.0	10,869.0	16.0	15.1
12	20	**Johnson & Johnson**, New Brunswick, N.J.	653.7	505.7	29.3	330.9	256.0	11,232.0	9,575.0	1,143.0	1,082.0	5,427.0	4,881.0	8.3	9.7
13	9	**RJR Nabisco**, Winston-Salem, N.C.	636.1	696.7	(8.7)	349.3	382.6	13,879.0	12,764.0	(429.0)	(1,149.0)	12,125.0	10,521.0	19.1	15.1
14	11	**Nestle SA**, Vevey, Switzerland	635.9	618.0	2.9	325.8	316.6	36,511.0	30,596.0	1,789.0	1,536.0	NA	NA	NA	NA
15	15	**Warner-Lambert Co.**, Morris Plains, N.J.	630.8	587.8	7.3	215.7	201.0	4,687.0	4,195.8	485.0	412.7	2,445.0	2,249.0	3.9	3.8
16	10	**Ford Motor Co.**, Dearborn, Mich.	616.0	618.8	(0.4)	471.3	473.5	97,650.0	96,145.9	860.0	3,935.0	56,902.0	61,452.0	92.4	99.3
17	24	**Toyota Motor Corp.**, Toyota City, Japan	580.7	417.6	39.0	406.5	292.3	71,400.0	60,083.9	3,100.0	2,884.3	NA	NA	NA	NA
18	12	**Kellogg Co.**, Battle Creek, Mich.	577.7	611.6	(5.5)	404.4	428.1	5,181.0	4,651.7	502.8	470.2	3,043.8	2,940.5	5.3	4.8
19	13	**Unilever NV**, London/Rotterdam	568.9	604.4	(5.9)	355.9	378.1	39,620.0	33,444.0	1,634.0	1,629.0	8,680.1	8,113.8	15.3	13.4
20	21	**General Mills**, Minneapolis	539.0	467.6	15.3	406.6	352.7	7,153.0	6,448.3	473.0	381.0	6,377.0	5,796.1	11.8	12.4
21	19	**Chrysler Corp.**, Highland Park, Mich.	528.4	533.3	(0.9)	412.7	416.5	30,620.0	35,186.0	68.0	359.0	26,887.0	31,014.0	50.9	58.2
22	14	**Anheuser-Busch Cos.**, St. Louis	459.2	591.5	(22.4)	301.3	388.1	11,611.7	10,283.6	842.4	767.2	NA	NA	NA	NA
23	33	**Walt Disney Co.**, Burbank, Calif.	435.7	338.4	28.7	229.2	178.0	5,844.0	4,594.3	824.0	703.3	NA	NA	NA	NA
24	22	**Bristol-Myers Squibb Co.**, New York	428.7	451.4	(5.0)	223.8	235.6	10,300.0	9,189.0	1,748.0	747.0	7,017.0	6,478.0	16.4	14.4
25	26	**American Home Products Corp.**, New York	415.4	407.0	2.1	234.3	229.6	6,755.2	6,747.0	1,230.6	1,102.2	4,607.6	4,725.7	11.1	11.6
26	29	**Sony Corp.**, Tokyo	410.5	358.3	14.6	246.0	214.7	25,649.1	18,343.0	829.3	654.8	7,474.8	5,466.2	18.2	15.3
27	38	**Nissan Motor Co.**, Tokyo	410.2	300.6	36.5	323.4	237.0	42,300.0	40,000.0	340.0	823.0	NA	NA	NA	NA
28	25	**J.C. Penney Co.**, New York	393.8	407.5	(3.4)	153.6	158.9	16,365.0	16,103.0	577.0	802.0	16,365.0	16,103.0	41.6	39.5
29	28	**Coca-Cola Co.**, Atlanta	377.2	381.4	(1.1)	224.6	227.1	10,236.0	8,965.8	1,382.0	1,723.8	3,931.0	3,679.0	10.4	9.6
30	31	**May Department Stores Co.**, St. Louis	363.6	345.9	5.1	254.5	242.1	10,035.0	9,336.0	500.0	515.0	10,035.0	9,336.0	27.6	27.0
31	23	**Ralston Purina Co.**, St. Louis	354.5	429.5	(17.5)	127.6	154.6	7,101.0	6,658.3	396.0	422.5	5,084.0	4,826.0	14.3	11.2
32	42	**Hershey Foods Corp.**, Hershey, Pa.	338.7	290.9	16.4	108.7	93.3	2,715.6	2,421.0	215.9	171.1	2,508.5	2,235.7	7.4	7.7
33	37	**Matsushita Electric Industrial Co.**, Secaucus, N.J.	330.2	301.7	9.5	165.0	150.8	46,804.0	42,573.0	1,836.0	1,671.0	5,400.0	NA	16.4	NA
34	30	**Quaker Oats Co.**, Chicago	329.3	357.8	(8.0)	165.0	179.3	5,491.0	5,030.6	206.0	169.0	3,860.0	3,610.0	11.7	10.1
35	34	**Dayton Hudson Corp.**, Minneapolis	318.7	316.1	0.8	167.7	166.3	14,739.0	13,644.0	410.0	410.0	14,739.0	13,644.0	46.2	43.2
36	39	**Honda Motor Co.**, Tokyo	318.0	298.8	6.4	231.5	217.5	30,507.0	27,326.0	541.0	579.0	NA	NA	NA	NA
37	32	**H.J. Heinz Co.**, Pittsburgh	307.9	342.3	(10.0)	134.2	149.2	6,647.1	6,085.7	568.0	504.5	3,863.1	3,779.9	12.5	11.0
38	27	**Sara Lee Corp.**, Chicago	306.7	382.3	(19.8)	145.5	181.4	12,381.0	11,606.0	535.0	470.3	8,597.9	8,302.4	28.0	21.7
39	36	**U.S. Government**, Washington	304.0	310.2	(2.0)	181.1	184.8	NA	NA	NA	NA	NA	NA	NA	NA
40	46	**Pfizer Inc.**, New York	279.9	235.3	19.0	114.8	96.5	6,406.0	5,671.5	801.2	681.1	3,472.9	3,096.6	12.4	13.2
41	40	**Federated Department Stores**, Cincinnati	273.7	294.9	(7.2)	155.9	168.0	NA	10,439.0	NA	(1,740.0)	NA	10,237.0	NA	34.7
42	41	**Mars Inc.**, McLean, Va.	272.4	293.3	(7.1)	148.8	160.2	8,000.0	8,000.0	NA	NA	NA	NA	NA	NA
43	35	**R.H. Macy & Co.**, New York	272.2	312.7	(13.0)	177.5	203.9	7,267.0	6,974.1	(147.0)	(47.0)	NA	NA	NA	NA
44	44	**Colgate-Palmolive Co.**, New York	265.0	257.3	3.0	82.0	79.6	5,691.0	5,038.8	321.0	280.0	1,899.0	1,828.0	7.2	7.1
45	56	**Mazda Motor Corp.**, Hiroshima, Japan	247.9	196.3	26.3	181.2	143.5	15,800.0	14,500.0	191.0	188.0	NA	NA	NA	NA
46	49	**ConAgra**, Omaha	246.1	223.1	10.3	110.3	100.0	19,504.7	15,501.2	311.2	231.7	NA	NA	NA	NA
47	47	**Tandy Corp.**, Fort Worth, Texas	232.7	233.1	(0.2)	86.2	86.3	4,561.8	4,499.6	195.4	290.3	4,222.5	4,202.2	18.1	18.0
48	45	**General Electric Co.**, New York	230.2	249.1	(7.6)	105.1	113.8	58,414.0	54,574.0	4,303.0	3,939.0	51,270.0	48,912.0	222.7	196.4
49	52	**American Brands**, New York	227.1	210.7	7.8	100.9	93.6	13,780.9	11,921.4	596.0	630.8	4,686.4	4,521.7	20.6	21.5
50	43	**American Express Co.**, New York	217.7	268.0	(18.8)	154.1	189.7	24,322.0	25,047.0	181.0	1,157.0	19,459.0	20,617.0	89.4	76.9
51	51	**Montgomery Ward & Co.**, Chicago	205.6	213.6	(3.8)	103.2	107.2	5,500.0	5,323.0	153.0	151.0	5,500.0	5,323.0	26.8	24.9
52	50	**American Stores Co.**, Salt Lake City, Utah	204.7	220.0	(7.0)	129.0	138.6	22,155.5	22,004.2	182.4	118.1	22,155.5	22,004.2	108.2	100.0
53	53	**Adolph Coors Co.**, Golden, Colo.	194.6	202.1	(3.7)	122.6	127.3	1,863.4	1,763.9	38.9	13.1	NA	NA	NA	NA
54	48	**Hasbro Inc.**, Pawtucket, R.I.	191.8	225.0	(14.8)	156.1	183.1	1,520.0	1,409.7	89.2	92.2	938.8	954.3	4.9	4.2
55	57	**SmithKline Beecham**, London	191.4	192.0	(0.3)	102.4	102.7	9,194.5	9,451.2	1,634.7	250.9	3,873.5	3,782.8	20.2	19.7
56	73	**Loews Corp.**, New York	186.2	143.0	30.2	103.9	79.8	12,636.9	11,436.7	804.7	907.1	NA	NA	NA	NA
57	58	**Gillette Co.**, Boston	181.7	185.1	(1.8)	82.1	97.8	4,344.0	3,818.5	368.0	284.7	1,433.0	1,348.0	7.9	7.3
58	99	**Nike Inc.**, Beaverton, Ore.	178.8	104.6	70.9	87.7	51.3	3,004.0	2,235.0	287.0	243.0	2,142.0	1,755.0	12.0	16.8
59	62	**Goodyear Tire & Rubber Co.**, Akron, Ohio	178.7	168.3	6.2	70.9	66.8	11,273.0	10,869.3	(38.0)	206.8	6,460.0	6,421.3	36.2	38.2
60	60	**Philips NV**, Eindhoven, The Netherlands	177.7	177.1	0.3	89.1	88.8	32,996.4	29,960.2	(2,509.0)	719.4	6,119.0	6,187.9	34.4	34.9
61	59	**U.S. dairy farmers**, Arlington, Va.	175.9	183.1	(4.0)	95.0	98.9	NA	NA	NA	NA	NA	NA	NA	NA
62	55	**Campbell Soup Co.**, Camden, N.J.	175.3	196.7	(10.9)	116.9	131.2	6,204.0	6,206.0	403.0	4.0	3,912.0	3,933.0	22.3	20.0
63	61	**Clorox Co.**, Oakland, Calif.	173.4	172.6	0.5	129.1	128.5	1,646.5	1,484.0	52.7	153.6	NA	NA	NA	NA
64	74	**Paramount Communications**, New York	162.3	141.2	14.9	98.2	85.4	3,869.0	3,391.6	259.0	1,465.0	NA	NA	NA	NA
65	88	**Levi Strauss & Co.**, San Francisco	158.9	123.1	29.1	66.1	51.2	4,250.0	3,630.0	251.0	272.0	NA	NA	NA	NA
66	65	**S.C. Johnson & Son**, Racine, Wis.	158.1	160.1	(1.2)	86.6	87.7	3,000.0	2,500.0	NA	NA	NA	NA	NA	NA
67	72	**Carter Hawley Hale Stores**, Los Angeles	157.4	145.6	8.2	85.9	79.5	2,858.0	2,787.4	(26.0)	13.0	2,858.0	2,787.4	18.2	19.1
68	90	**United Telecommunications**, Shawnee Mission, Kan.	155.3	121.3	28.1	81.3	63.5	8,345.1	7,549.0	308.7	362.9	8,345.1	7,549.0	53.7	62.2
69	81	**Circuit City Stores**, Richmond, Va.	153.0	131.2	16.6	91.8	78.7	2,366.0	2,096.6	3.2	78.1	2,366.0	2,096.6	15.5	16.0
70	86	**Wal-Mart Stores**, Bentonville, Ark.	151.7	127.1	19.4	61.3	51.4	32,601.6	25,810.7	1,291.0	1,075.9	32,601.6	25,810.7	214.9	203.1
71	54	**IBM Corp.**, Armonk, N.Y.	148.7	196.9	(24.5)	77.3	102.4	69,018.0	62,710.0	6,020.0	3,756.0	27,132.0	25,745.0	182.5	130.8
72	76	**Hallmark Cards**, Kansas City, Mo.	146.8	138.2	6.2	87.0	81.9	2,500.0	2,500.0	NA	NA	NA	NA	NA	NA
73	111	**Helene Curtis Industries**, Chicago	145.4	93.7	55.2	96.2	62.0	867.3	690.9	6.5	17.5	639.5	533.9	4.4	5.7
74	68	**Revlon Group**, New York	143.6	154.0	(6.8)	71.7	76.9	3,237.0	2,941.8	142.0	52.8	1,918.0	1,890.0	13.4	12.3
75	82	**AMR Corp.**, Dallas	142.5	131.0	8.8	104.3	95.9	11,719.6	10,479.6	(40.0)	454.8	NA	NA	NA	NA
76	63	**Dow Chemical Co.**, Midland, Mich.	141.9	168.1	(15.6)	105.6	125.1	19,773.0	17,600.0	1,378.0	2,486.0	9,494.0	8,084.0	66.9	48.1
77	67	**Mobil Corp.**, New York	140.3	156.3	(10.2)	43.1	48.0	64,472.0	56,188.0	1,929.0	1,809.0	21,198.0	19,191.0	151.1	122.8
78	93	**Marriott Corp.**, Washington	139.6	116.2	20.1	51.2	42.6	7,646.0	7,536.0	47.0	177.0	NA	NA	NA	NA
79	80	**Volkswagen AG**, Troy, Mich.	138.5	131.9	5.0	96.9	92.3	41,816.7	34,822.9	667.2	553.2	2,531.0	2,283.0	18.3	17.3
80	64	**CPC International**, Englewood Cliffs, N.J.	137.0	165.8	(17.3)	50.2	60.8	5,781.0	5,103.0	374.0	328.0	2,322.0	2,260.0	16.9	13.6
81	77	**Seagram Co., New York**	135.3	136.8	(1.1)	100.7	101.8	6,127.0	5,581.8	756.0	710.6	2,779.0	2,742.0	20.5	20.0
82	75	**Hyundai Group**, Seoul, S. Korea	135.3	139.1	(2.7)	96.6	99.3	40,250.0	32,200.0	93.0	53.0	NA	NA	NA	NA
83	84	**ITT Corp., New York**	134.9	128.5	4.9	42.7	34.0	20,604.0	20,005.0	1,056.0	927.0	14,106.0	14,278.0	104.6	111.1
84	79	**Bell Atlantic Corp.**, Philadelphia	134.2	131.9	1.7	57.6	56.6	12,298.0	11,448.6	1,323.0	1,074.5	NA	NA	NA	NA
85	125	**Thompson Medical Co./Slim-Fast Food Co.**, New York	133.4	84.8	57.3	110.1	70.0	NA	NA	NA	NA	NA	NA	NA	NA
86	92	**Kroger Co.**, Cincinnati	131.1	116.8	12.3	59.1	52.7	20,261.0	19,104.0	8.2	(73.0)	20,261.0	19,104.0	154.5	164.3
87	87	**Wm. Wrigley Jr. Co.**, Chicago	129.1	124.3	3.9	118.3	113.9	1,111.0	992.9	117.0	106.1	714.5	673.9	5.5	5.4
88	83	**News Corp.**, Sydney	126.7	130.2	(2.7)	121.2	124.5	8,586.7	6,719.7	(308.0)	263.2	5,134.3	3,780.4	40.5	29.0
89	94	**Delta Air Lines**, Atlanta	126.5	116.0	9.1	94.9	87.0	NA	8,582.2	NA	302.8	NA	NA	NA	NA
90	71	**Citicorp**, New York	124.9	146.3	(14.6)	88.7	103.9	14,587.0	13,752.0	458.0	498.0	9,055.0	8,747.0	72.5	59.8
91	70	**Schering-Plough Corp.**, Madison, N.J.	124.9	150.4	(17.0)	60.4	72.7	3,322.9	3,157.9	565.1	471.3	1,890.2	1,749.1	15.1	11.6
92	95	**Daimler-Benz Group**, Stuttgart, Germany	124.6	115.5	7.8	92.4	85.6	52,531.0	43,320.0	1,103.0	905.8	7,884.0	7,193.0	63.3	62.3
93	85	**UAL Corp.**, Elk Grove Village, Ill.	123.5	127.3	(3.0)	83.8	86.4	11,037.5	9,793.6	94.5	324.2	8,027.5	7,614.6	65.0	59.8
94	91	**Nynex Corp.**, New York	121.5	120.7	0.7	63.2	62.8	13,585.0	13,211.0	949.0	808.0	NA	NA	NA	NA
95	105	**U.S. Shoe Corp.**, Cincinnati	120.7	97.2	24.1	56.4	45.4	2,718.7	2,557.2	433.3	487.3	NA	NA	NA	NA
96	89	**Wendy's International**, Dublin, Ohio	119.8	122.4	(2.1)	91.1	93.1	1,010.0	1,069.7	39.0	30.4	NA	NA	NA	NA
97	104	**Canon Inc.**, Tokyo	119.5	99.7	19.8	65.7	54.8	12,800.0	10,007.0	455.0	284.0	3,820.0	3,058.0	32.0	30.7
98	96	**Bayer AG**, Leverkusen, Germany	115.3	112.0	3.0	67.8	65.9	25,718.0	26,740.0	1,274.0	1,416.0	5,904.0	5,425.0	51.2	48.4
99	123	**Upjohn Co.**, Kalamazoo, Mich.	114.9	84.9	35.3	74.7	55.2	3,021.0	2,725.0	706.0	515.0	2,248.0	2,028.0	19.6	23.9
100	101	**Monsanto Co.**, St. Louis	114.6	102.6	11.7	73.0	65.3	8,995.0	8,681.0	346.0	679.0	5,685.0	5,590.0	49.6	54.5

Notes: Dollars are in millions. Ad dollar totals are AA estimates. Sales and earnings are current through Sept. 1991 and are from public documents. Measured media provided by LNA/Arbitron Multi-Media Service. This chart is updated from 100 Leading National Advertisers (AA, Sept. 25).

100 leading media companies

Rank 1990	Rank 1989	Company, U.S. headquarters	Total media revenue 1990	Total media revenue 1989	% chg	Newspaper revenue 1990	Newspaper revenue 1989	Magazine revenue 1990	Magazine revenue 1989	Broadcast* revenue 1990	Broadcast* revenue 1989	Cable TV revenue 1990	Cable TV revenue 1989	Other media revenue 1990	Other media revenue 1989
1	1	**Capital Cities/ABC**, New York	$5,175.4	$4,767.0	8.6	$524.2	$490.9	$367.2	$376.1	$3,842.0	$3,584.9	$442.0	$315.1	—	—
2	2	**Time Warner**, New York	4,964.8	4,575.0	8.5	—	—	1,947.8	1,855.0	—	—	3,017.0	2,720.0	—	—
3	3	**Gannett Co.**, Arlington, Va.	3,441.6	3,518.2	(2.2)	2,775.2	2,852.0	—	—	396.7	408.3	—	—	$271.4	$257.9
4	5	**CBS Inc.**, New York	3,261.2	2,959.9	10.2	—	—	—	—	3,261.2	2,959.9	—	—	—	—
5	4	**General Electric Co.**, Fairfield, Conn.	3,236.0	3,392.0	(4.6)	—	—	—	—	3,202.9	3,392.0	33.1	NA	—	—
6	6	**Advance Publications**, Newark, N.J.	3,039.6	2,881.7	5.5	1,797.0	1,745.0	845.0	841.9	—	—	397.6	294.8	—	—
7	8	**Telecommunications Inc.**, Denver	2,942.0	2,362.0	24.6	—	—	—	—	—	—	2,942.0	2,362.0	—	—
8	7	**Times Mirror Co.**, Los Angeles	2,855.2	2,807.1	1.7	2,066.0	2,065.9	313.4	305.9	104.5	102.8	371.3	332.5	—	—
9	NA	**News Corp.**, New York	2,234.4	NA	NA	174.4	NA	707.3	NA	834.8	700.0	—	—	517.9	506.0
10	10	**Hearst Corp.**, New York	2,137.6	2,074.0	3.1	715.0	700.0	1,022.0	992.5	289.6	270.5	—	—	111.0	111.0
11	9	**Knight-Ridder**, Miami	2,106.1	2,096.7	0.4	1,992.1	1,994.9	—	—	—	—	114.0	101.8	—	—
12	11	**New York Times Co.**, New York	1,776.8	1,768.9	0.4	1,358.3	1,398.5	340.0	295.6	69.0	65.8	—	—	9.5	9.0
13	13	**Cox Enterprises**, Atlanta	1,710.9	1,664.0	2.8	744.8	754.0	—	—	419.1	400.5	547.0	509.5	—	—
14	12	**Tribune Co.**, Chicago	1,703.0	1,676.8	1.6	1,196.7	1,208.7	—	—	506.3	468.1	—	—	—	—
15	15	**Thomson Corp.**, New York	1,404.0	1,327.6	5.8	654.0	594.5	750.0	733.1	—	—	—	—	—	—
16	14	**Washington Post Co.**, Washington	1,356.1	1,372.9	(1.2)	691.0	726.7	340.2	334.4	179.4	182.5	145.5	129.3	—	—
17	16	**Viacom International**, New York	1,337.5	1,198.7	11.6	—	—	—	—	164.0	146.1	1,173.5	1,052.6	—	—
18	17	**E.W. Scripps**, Cincinnati	1,220.0	1,181.1	3.3	784.6	781.2	—	—	235.9	222.6	199.4	177.3	—	—
19	20	**Turner Broadcasting System**, Atlanta	1,069.1	736.8	45.1	—	—	—	—	—	—	1,069.1	736.8	—	—
20	18	**Dow Jones & Co.**, New York	983.7	991.7	(0.8)	983.7	991.7	—	—	—	—	—	—	—	—
21	19	**Continental Cablevision**, Boston	938.0	780.0	20.3	—	—	—	—	—	—	938.0	780.0	—	—
22	21	**Reed Publishing USA**, Newton, Mass.	804.0	730.0	10.1	—	—	624.0	580.0	—	—	—	—	180.0	150.0
23	22	**Westinghouse Electric Corp.**, Pittsburgh	734.0	646.0	13.6	—	—	—	—	734.0	646.0	—	—	—	—
24	23	**Reader's Digest Association**, Pleasantville, N.Y.	681.4	636.7	7.0	—	—	681.4	636.7	—	—	—	—	—	—
25	24	**Advo-Systems**, Windsor, Conn.	655.0	617.7	6.0	—	—	—	—	—	—	—	—	655.0	617.7
26	25	**MediaNews Group**, Dallas	600.0	594.2	1.0	600.0	594.2	—	—	—	—	—	—	—	—
27	31	**Comcast Corp.**, Bala-Cynwyd, Pa.	591.8	502.6	17.7	—	—	—	—	—	—	591.8	502.6	—	—
28	26	**McGraw-Hill**, New York	589.0	557.3	5.7	—	—	485.0	460.0	104.0	97.3	—	—	—	—
29	28	**Valassis Inserts**, Livonia, Mich.	574.0	524.0	9.5	—	—	—	—	—	—	—	—	574.0	524.0
30	32	**Cablevision Systems Corp.**, Woodbury, N.Y.	563.0	492.7	14.3	—	—	—	—	—	—	563.0	492.7	—	—
31	30	**SCI Holdings**, Miami	553.1	516.0	7.2	—	—	—	—	—	—	553.1	516.0	—	—
32	27	**Meredith Corp.**, Des Moines, Iowa	543.8	531.4	2.3	—	—	432.0	417.1	111.8	114.3	—	—	—	—
33	38	**International Data Group**, Framingham, Mass.	528.0	420.0	25.7	—	—	528.0	420.0	—	—	—	—	—	—
34	29	**Affiliated Publications**, Boston	510.2	517.7	(1.4)	416.0	438.2	94.3	79.5	—	—	—	—	—	—
35	34	**Freedom Newspapers**, Irvine, Calif.	485.0	449.7	7.8	400.0	367.0	—	—	85.0	82.7	—	—	—	—
36	33	**Media General**, Richmond, Va.	467.8	452.5	3.4	302.8	300.5	13.3	13.5	55.7	55.1	95.9	83.3	—	—
37	37	**Chronicle Publishing Co.**, San Francisco	440.0	421.0	4.5	248.0	247.0	—	—	108.0	99.0	84.0	75.0	—	—
38	39	**A. H. Belo Corp.**, Dallas	439.7	418.4	5.1	247.1	239.2	—	—	192.6	179.2	—	—	—	—
39	35	**Central Newspapers**, Indianapolis	431.7	436.2	(1.0)	431.7	436.2	—	—	—	—	—	—	—	—
40	41	**Landmark Communications**, Norfolk, Va.	425.0	414.0	2.7	372.5	366.2	—	—	15.9	16.3	36.6	31.5	—	—
41	48	**Reuters Holdings PLC**, New York	419.0	382.9	9.4	—	—	—	—	—	—	—	—	419.0	382.9
42	43	**Oklahoma Publishing Co.**, Oklahoma City	416.5	399.6	4.2	127.0	127.0	—	—	160.0	159.6	129.5	113.0	—	—
43	40	**Harte-Hanks Communications**, San Antonio, Texas	411.1	414.8	(0.9)	307.7	318.5	—	—	23.0	20.9	—	—	80.4	75.4
44	50	**McClatchy Newspapers**, Sacramento, Calif.	405.9	365.6	11.0	405.9	365.6	—	—	—	—	—	—	—	—
45	44	**Copley Newspapers**, La Jolla, Calif.	405.2	399.2	1.5	405.2	399.2	—	—	—	—	—	—	—	—
46	45	**Morris Communications**, Augusta, Ga.	402.8	395.3	1.9	273.0	265.5	—	—	—	—	—	—	129.8	129.8
47	42	**Pulitzer Publishing Co.**, St. Louis	402.8	402.2	0.1	287.3	296.8	—	—	115.5	105.4	—	—	—	—
48	47	**Multimedia Inc.**, Greenville, S.C.	390.7	384.7	1.5	135.4	137.9	—	—	134.8	136.9	120.5	109.9	—	—
49	49	**Gillett Holdings**, Denver	390.0	374.0	4.3	—	—	—	—	390.0	374.0	—	—	—	—
50	46	**Hachette Publications**, New York	387.0	395.0	(2.0)	—	—	387.0	395.0	—	—	—	—	—	—
51	NA	**K-III Holdings**, New York	361.9	NA	NA	70.0	NA	291.9	230.5	—	—	—	—	—	—
52	54	**Paramount Communications**, New York	356.8	300.5	18.7	—	—	—	—	145.0	130.5	211.8	170.0	—	—
53	52	**Donrey Media Group**, Fort Smith, Ark.	323.6	312.2	3.6	245.0	236.8	—	—	10.3	9.7	14.0	11.4	54.3	54.3
54	51	**Journal Register Company**, Trenton, N.J.	323.0	320.0	0.9	323.0	320.0	—	—	—	—	—	—	—	—
55	36	**Maxwell Communication**, New York	321.8	422.0	(23.7)	321.8	422.0	—	—	—	—	—	—	—	—
56	55	**Providence Journal Co.**, Providence, R.I.	320.3	296.5	8.0	131.0	133.0	—	—	46.0	42.0	143.3	121.5	—	—
57	56	**Associated Press**, New York	311.9	287.6	8.4	—	—	—	—	—	—	—	—	311.9	287.6
58	53	**Cowles Media Co.**, Minneapolis	307.6	308.5	(0.3)	251.2	259.0	56.4	49.5	—	—	—	—	—	—
59	58	**Cablevision Industries Corp.**, Liberty, N.Y.	299.4	258.8	15.7	—	—	—	—	—	—	299.4	258.8	—	—
60	64	**Ziff Communications**, New York	290.0	240.0	20.8	—	—	290.0	240.0	—	—	—	—	—	—
61	57	**Journal Communications**, Milwaukee	289.0	282.5	2.3	232.5	228.4	—	—	56.5	54.1	—	—	—	—
62	59	**National Geographic Society**, Washington	279.6	255.5	9.4	—	—	279.6	255.5	—	—	—	—	—	—
63	63	**Chris-Craft Industries**, New York	278.1	246.7	12.7	—	—	—	—	278.1	246.7	—	—	—	—
64	65	**Sammons Communications**, Dallas	268.5	239.0	12.3	—	—	—	—	—	—	268.5	239.0	—	—
65	61	**Lee Enterprises**, Davenport, Iowa	267.8	250.0	7.1	196.5	180.2	—	—	71.3	69.8	—	—	—	—
66	60	**3M**, St. Paul, Minn.	265.0	250.0	6.0	—	—	—	—	—	—	—	—	265.0	250.0
67	66	**Adelphia Communications Corp.**, Coudersport, Pa.	250.2	229.6	9.0	—	—	—	—	—	—	250.2	229.6	—	—
68	62	**Chicago Sun-Times Co.**, Chicago	244.0	249.5	(2.2)	244.0	249.5	—	—	—	—	—	—	—	—
69	70	**Maclean Hunter**, Chicago	243.1	210.7	15.4	—	—	83.6	79.4	—	—	159.5	131.3	—	—
70	90	**Enquirer/Star Group**, New York	235.8	153.0	54.1	—	—	235.8	153.0	—	—	—	—	—	—
71	75	**TeleCable Corp.**, Norfolk, Va.	231.0	204.0	13.2	—	—	—	—	—	—	231.0	204.0	—	—
72	67	**Blade Communications**, Toledo, Ohio	226.0	225.0	0.4	172.0	173.0	—	—	18.0	17.0	36.0	35.0	—	—
73	69	**Forbes Inc.**, New York	225.7	213.1	5.9	6.7	6.6	219.0	206.5	—	—	—	—	—	—
74	68	**Petersen Publishing Co.**, Los Angeles	224.3	214.8	4.4	—	—	224.3	214.8	—	—	—	—	—	—
75	78	**Century Communications Corp.**, New Canaan, Conn.	219.4	188.2	16.6	—	—	—	—	—	—	219.4	188.2	—	—
76	71	**Times Publishing Co.**, St. Petersburg, Fla.	213.0	209.0	1.9	183.0	181.0	30.0	28.0	—	—	—	—	—	—
77	76	**Seattle Times Co.**, Seattle	210.0	200.0	5.0	210.0	200.0	—	—	—	—	—	—	—	—
78	72	**Dispatch Printing Co.**, Columbus, Ohio	205.4	205.4	0.0	140.0	140.0	2.1	2.1	63.3	63.3	—	—	—	—
79	77	**Great American Communications Co.**, Cincinnati	204.6	197.7	3.5	—	—	—	—	204.6	197.7	—	—	—	—
80	82	**Heritage Media Corp.**, Dallas	203.9	165.0	23.5	—	—	—	—	51.0	48.9	—	—	152.9	116.1
81	73	**Edgell Communications**, Cleveland	202.0	205.0	(1.5)	—	—	202.0	205.0	—	—	—	—	—	—
82	83	**Whittle Communications**, Knoxville, Tenn.	201.6	153.3	31.5	—	—	20.4	65.1	106.4	11.0	—	—	74.8	77.2
83	92	**Houston Industries**, Houston	199.9	150.4	32.9	—	—	—	—	—	—	199.9	150.4	—	—
84	NA	**American Express Co.**, New York	190.0	NA	NA	—	—	190.0	NA	—	—	—	—	—	—
85	88	**Pinelands Inc.**, Secaucus, N.J.	181.1	157.6	14.9	—	—	—	—	181.1	157.6	—	—	—	—
86	79	**Patrick Media Group**, Scranton, Pa.	178.5	182.0	(1.9)	—	—	—	—	—	—	—	—	178.5	182.0
87	94	**Univision Holdings**, New York	175.1	145.9	20.0	—	—	2.0	0.7	165.8	141.0	—	—	7.4	4.3
88	89	**CMP Publications**, Manhasset, N.Y.	175.0	157.5	11.1	145.0	133.4	30.0	24.1	—	—	—	—	—	—
89	80	**U.S. News & World Report**, Washington	170.2	170.2	0.0	—	—	170.2	170.2	—	—	—	—	—	—
90	81	**Times Journal Co.**, Springfield, Va.	169.0	166.5	1.5	169.0	166.5	—	—	—	—	—	—	—	—
91	87	**Howard Publications**, Oceanside, Calif.	163.0	160.0	1.9	163.0	160.0	—	—	—	—	—	—	—	—
92	86	**General Media International**, New York	162.0	160.0	1.3	—	—	162.0	160.0	—	—	—	—	—	—
93	85	**LIN Broadcasting**, New York	157.8	162.4	(2.8)	—	—	23.4	23.4	134.5	139.0	—	—	—	—
94	93	**Playboy Enterprises**, Chicago	155.6	148.0	5.1	—	—	127.5	126.1	—	—	28.1	21.9	—	—
95	84	**Macromedia**, Hackensack, N.J.	154.8	163.3	(5.2)	127.3	135.8	—	—	27.5	27.5	—	—	—	—
96	96	**Pittway Corp.**, Northbrook, Ill.	153.4	144.5	6.2	—	—	153.4	144.5	—	—	—	—	—	—
97	97	**Straight Arrow**, New York	152.0	135.9	11.8	—	—	152.0	135.9	—	—	—	—	—	—
98	95	**Crain Communications**, Chicago	150.1	145.1	3.4	—	—	149.6	144.7	0.5	0.4	—	—	—	—
99	91	**Park Communications**, Ithaca, N.Y.	149.3	152.5	(2.1)	87.8	89.9	—	—	61.5	62.6	—	—	—	—
100	NR	**Ackerley Communications**, Seattle	147.6	134.6	9.7	—	—	—	—	63.4	50.1	—	—	84.2	84.4

Notes: Dollars are in millions. All figures are net revenues and AA estimates. 1989 rankings adjusted to reflect figures shown. *Broadcast revenues include TV and radio. This chart is an updated version from 100 Leading Media Companies (AA, August 12)

World's Top 50 advertising organizations

Ranked by equity gross income

Rank '90	Rank '89	Advertising organization, headquarters	U.S.-based agencies included	Worldwide gross income 1990	Worldwide gross income 1989	% chg	Worldwide capitalized billings 1990	Worldwide capitalized billings 1989	% chg
1	1	***WPP Group,*** London	Ogilvy & Mather Worldwide; Ogilvy & Mather Direct; J. Walter Thompson Co.; Thompson Recruitment; Brouillard Communications; Scali, McCabe, Sloves; Fallon McElligott; Martin Agency.	$2,715.0	$2,404.0	12.9	$18,095.0	$16,052.0	12.7
2	2	***Saatchi & Saatchi Co.,*** London	Saatchi & Saatchi Advertising Worldwide; AC&R Advertising; Cadwell Davis Partners; Cliff Freeman & Partners; Conill Advertising; Klemtner Advertising; Rumrill-Hoyt; Team One; Backer Spielvogel Bates Worldwide; Campbell-Mithun-Esty; Kobs & Draft.	1,729.3	1,575.8	9.7	11,861.7	10,802.4	9.8
3	3	***Interpublic Group of Cos.,*** New York	McCann-Erickson Worldwide; Lintas:Worldwide; Dailey & Associates; Laurence, Charles, Free & Lawson; Lowe & Partners; Fahlgren Martin.	1,664.0	1,493.7	11.4	11,190.0	9,984.6	12.1
4	5	***Omnicom Group,*** New York	BBDO Worldwide; Baxter, Gurian & Mazzei; Frank J. Corbett Inc.; Doremus & Co.; Lavey/Wolff/Swift; Tracy-Locke; Rapp Collins Marcoa; DDB Needham Worldwide; Bernard Hodes Group; Kallir, Philips, Ross.	1,335.5	1,177.9	13.4	9,699.6	8,405.3	15.4
5	4	***Dentsu Inc.,*** Tokyo	DCA Advertising	1,254.8	1,262.7	(0.6)	9,671.6	9,695.5	(0.2)
6	6	***Young & Rubicam,*** New York	Young & Rubicam; Cato Johnson Worldwide; Chapman Direct; Sudler & Hennessey; Creswell, Munsell, Fultz & Zirbel; Wunderman Worldwide; Dentsu, Young & Rubicam Partnerships (including Y&R's 50% equity in Lord, Dentsu & Partners).	1,073.6	925.6	16.0	8,000.7	6,652.0	20.3
7	11	***Eurocom Group**,*** Paris	Della Femina, McNamee	748.5	472.3	58.5	5,065.7	3,195.5	58.5
8	7	***Hakuhodo Inc.,*** Tokyo	Hakuhodo Advertising America	586.3	585.5	0.1	4,529.4	4,449.2	1.8
9	9	***Grey Advertising,*** New York	Grey Advertising	583.3	489.9	19.1	3,910.4	3,267.4	19.7
10	8	***Foote, Cone & Belding Communications,*** Chicago	Foote, Cone & Belding Communications; Albert Frank-Guenther Law; Impact; Vicom/FCB; Publicis-FCB Communications (49%).	536.2	506.5	5.9	3,554.8	3,371.8	5.4
11	12	***D'Arcy Masius Benton & Bowles,*** New York	D'Arcy Masius Benton & Bowles; Medicus Intercon International; Clarion Marketing & Communications.	532.5	471.5	12.9	4,406.7	3,803.1	15.9
12	10	***Leo Burnett Co.,*** Chicago	Leo Burnett USA	531.8	483.8	9.9	3,585.4	3,245.5	10.5
13	13	***Publicis-FCB Communications,*** Paris	Publicis Inc.	430.0	358.8	19.9	2,910.7	2,405.4	21.0
14	14	***Roux Seguela Cayzac & Goudard**,*** Issy les Moulineaux, France	Tatham-RSCG; Lally, McFarland & Pantello; Messner Vetere Berger Carey Schmetterer.	346.2	224.4	54.3	2,354.5	1,713.1	37.4
15	19	***BDDP Worldwide,*** Boulogne, France	Wells Rich Greene BDDP (40%).	236.0	151.3	56.0	1,487.4	1,061.2	40.2
16	16	***Bozell, Jacobs, Kenyon & Eckhardt,*** New York	Bozell Inc.; Poppe Tyson.	214.0	201.0	6.5	1,570.0	1,475.0	6.4
17	15	***N W Ayer,*** New York	N W Ayer	185.9	210.5	(11.7)	1,469.2	1,398.2	5.1
18	17	***Tokyu Agency,*** Tokyo	NA	170.3	165.7	2.8	1,387.0	1,322.7	4.9
19	18	***Daiko Advertising,*** Osaka, Japan	NA	159.5	152.1	4.9	1,246.9	1,214.1	2.7
20	22	***Alliance International Advertising Group,*** London	Warwick Baker & Fiore.	141.8	124.9	13.5	945.0	837.9	12.8
21	24	***TBWA Advertising,*** New York	TBWA Advertising.	138.3	118.8	16.4	922.0	794.6	16.0
22	20	***Chiat/Day/Mojo,*** Venice, Calif.	Chiat/Day/Mojo.	136.8	133.5	2.5	991.7	936.3	5.9
23	26	***Ketchum Communications,*** Pittsburgh	Ketchum Advertising.	134.2	117.8	14.0	1,030.4	915.7	12.5
24	21	***Dai-Ichi Kikaku Co.,*** Tokyo	NA	133.8	131.0	2.2	916.2	845.0	8.4
25	25	***Dentsu, Young & Rubicam Partnerships,*** New York/Tokyo	Lord, Dentsu & Partners.	126.8	118.7	6.9	884.1	836.6	5.7
26	23	***Asatsu Inc.,*** Tokyo	NA	125.0	121.5	2.9	970.3	1,223.7	(20.7)
27	28	***Ross Roy Group,*** Bloomfield Hills, Mich.	Ross Roy Group.	110.0	100.2	9.8	707.0	651.1	8.6
28	30	***Wells Rich Greene BDDP,*** New York	Wells Rich Greene BDDP.	105.0	95.0	10.5	845.0	765.0	10.5
29	29	***I&S Corp.,*** Tokyo	NA	104.2	96.3	8.2	833.2	770.2	8.2
30	27	***Yomiko Advertising,*** Tokyo	NA	102.9	100.3	2.5	795.6	753.5	5.6
31	33	***GGT PLC,*** London	GSD&M; Babbit & Reiman Advertising; Martin-Williams.	95.0	87.3	8.8	692.6	620.8	11.6
32	32	***Asahi Advertising,*** Tokyo	NA	88.9	87.4	1.8	522.7	524.5	(0.3)
33	31	***Man Nen Sha,*** Osaka, Japan	NA	87.0	92.0	(5.5)	566.0	601.4	(5.9)
34	35	***FCAB,*** Suresnes, France	Bloom FCA	83.1	68.4	21.6	600.7	493.1	21.8
35	34	***GGK International,*** Zurich**	Lois/GGK Chicago; Lois/GGK New York.**	79.3	71.3	11.2	556.7	487.5	14.2
36	38	***Cheil Communications,*** Seoul	NA	73.1	64.2	13.7	274.1	249.3	10.0
37	36	***MPM Propaganda,*** Sao Paulo	NA	65.2	66.2	(1.4)	189.5	198.6	(4.6)
38	46	***Armando Testa Group Worldwide,*** Turin, Italy	Armando Testa Advertising, New York.	63.3	50.5	25.3	481.8	360.5	33.7
39	39	***Nihon Keizaisha Advertising,*** Tokyo	NA	62.5	56.3	11.0	366.3	337.3	8.6
40	40	***Sogei Inc.,*** Tokyo	NA	57.8	53.4	8.2	364.6	330.9	10.2
41	44	***Orikomi Advertising,*** Tokyo	NA	57.5	50.8	13.1	440.0	435.8	1.0
42	50	***Telephone Marketing Programs,*** New York	Telephone Marketing Programs.	55.8	40.5	37.7	371.9	270.1	37.7
43	41	***W.B. Doner & Co.,*** Southfield, Mich.	W.B. Doner & Co.	51.4	52.1	(1.3)	395.4	381.0	3.8
44	42	***Clemenger/BBDO,*** Melbourne	NA	50.7	52.0	(2.4)	317.0	324.8	(2.4)
45	37	***CDP Europe,*** London	NA	50.5	65.0	(22.4)	354.2	405.2	(12.6)
46	43	***Hill, Holliday, Connors, Cosmopulos,*** Boston	Hill, Holliday, Connors, Cosmopulos	50.1	51.6	(3.0)	333.9	344.0	(3.0)
47	48	***Admarketing Inc.,*** Los Angeles	Admarketing Inc.	49.7	46.2	7.6	285.5	260.5	9.6
48	45	***Chuo Senko Advertising Co.,*** Tokyo	NA	49.1	50.6	(2.9)	356.4	376.5	(5.4)
49	47	***Earle Palmer Brown Cos.,*** Bethesda, Md.	Earle Palmer Brown Cos.	48.5	47.4	2.3	378.2	364.1	3.9
50	49	***Oricom Inc.,*** Seoul	NA	46.2	45.3	2.0	174.0	173.6	0.2

Notes: Dollars are in millions. Some of the Top 50 hold minority equity in each other as follows: Publicis-FCB Communications is 49% owned by Foote, Cone & Belding Communications. Omnicom Group owns 46.67% of Clemenger/BBDO. BDDP Worldwide owns 40% of Wells Rich Greene BDDP. Young & Rubicam and Dentsu Inc. each own 50% of Dentsu, Young & Rubicam Partnerships. *Eurocom and RSCG agreed to merge in October 1991, forming Euro RSCG. **Lois/GGK bought itself back from GGK International in December 1991 and as an independent is now called Lois/USA. This chart is an updated version from the Agency Report (AA, March 25).

Top 200 U.S. agency brands

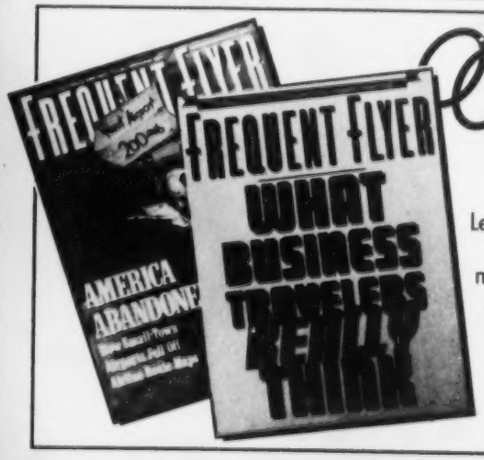
Rank 1990	Rank 1989		Agency, headquarters	U.S. gross income 1990	U.S. gross income % chg	U.S. billings 1990
1	1	✓	**Leo Burnett Co.**, Chicago	$299.3	3.7	$2,035.2
2	3		**Saatchi & Saatchi Advertising Worldwide**, New York	270.7	10.1	1,860.9
3	2	✓	**Foote, Cone & Belding Communications**, Chicago	262.7	4.6	1,753.2
4	4	✓	**Grey Advertising**, New York	256.3	6.5	1,710.0
5	5	✓	**J. Walter Thompson Co.**, New York	251.7	7.1	1,787.4
6	6		**Ogilvy & Mather Worldwide**, New York	229.7	2.5	1,606.1
7	7	✓	**Young & Rubicam**, New York	216.6	2.7	2,112.3
8	8	✓	**McCann-Erickson Worldwide**, New York	210.1	0.5	1,401.4
9	10	✓	**BBDO Worldwide**, New York	207.1	10.8	1,320.1
10	12	✓	**D'Arcy Masius Benton & Bowles**, New York	204.4	14.6	1,978.2
11	9	✓	**Lintas:Worldwide**, New York	203.1	1.2	1,354.6
12	11	✓	**DDB Needham Worldwide**, New York	191.9	5.7	1,631.9
13	13	✓	**Backer Spielvogel Bates Worldwide**, New York	170.5	(3.7)	1,136.0
14	14	✓	**Bozell Inc.**, New York	155.5	0.1	1,175.0
15	17	✓	**Ketchum Communications**, Pittsburgh	121.3	7.4	944.0
16	16	✓	**Campbell-Mithun-Esty**, Minneapolis	120.3	3.8	892.5
17	18		**Ross Roy Group**, Bloomfield Hills, Mich.	106.0	9.3	707.0
18	19		**Wells Rich Greene BDDP**, New York	105.0	10.5	845.0
19	15		**NW Ayer**, New York	99.4	(22.8)	892.2
20	21		**Della Femina, McNamee**, New York	94.2	7.3	782.0
21	20	✓	**Chiat/Day/Mojo Advertising**, Venice, Calif.	88.7	1.0	682.0
22	22	✓	**Tracy-Locke**, Dallas	57.1	2.7	406.3
23	27		**Ogilvy & Mather Direct**, New York	53.1	20.1	354.2
24	33	✓	**Telephone Marketing Programs**, New York	52.8	39.5	351.7
25	26		**Lowe & Partners**, New York *	48.8	9.3	325.0
26	25		**Admarketing Inc.**, Los Angeles	48.5	8.0	277.2
27	23		**Earle Palmer Brown Cos.**, Bethesda, Md.	48.5	2.3	378.2
28	29	✓	**Hill, Holliday, Connors, Cosmopulos**, Boston	46.1	4.9	307.5
29	30		**Hal Riney & Partners**, San Francisco *	45.0	33.1	300.0
30	28		**W.B. Doner & Co.**, Southfield, Mich.	42.6	(3.5)	311.8
31	39		**TBWA Advertising**, New York	42.2	26.9	281.2
32	31		**Jordan, McGrath, Case & Taylor**, New York	41.0	6.5	340.0
33	32		**McCaffrey & McCall**, New York	40.2	5.2	268.5
34	35	✓	**Ally & Gargano**, New York	38.2	3.2	328.0
35	36	✓	**Wunderman Worldwide**, New York	38.1	9.3	254.4
36	37	✓	**Laurence, Charles, Free & Lawson**, New York	35.7	3.1	284.0
37	30		**Scali, McCabe, Sloves**, New York	34.0	(18.9)	236.1
38	24		**AC&R Advertising**, New York	33.6	(26.7)	291.6
39	40		**Nationwide Advertising Service**, Cleveland	31.4	1.4	209.6
40	43		**Ammirati & Puris**, New York *	30.6	6.8	235.0
41	41	✓	**Bernard Hodes Group**, New York	30.2	(0.8)	201.4
42	44		**Tatham/RSCG**, Chicago	28.7	3.7	278.2
43	42	✓	**Lord, Dentsu & Partners**, New York	28.2	(7.1)	226.2
44	54	✓	**Cato Johnson Worldwide**, New York	28.2	24.7	191.6
45	48	✓	**Evans Communications**, Salt Lake City	26.7	11.3	177.0
46	66	✓	**Clarion Marketing & Communications**, Greenwich, Conn.	26.0	38.4	186.9
47	47	✓	**Sudler & Hennessey**, New York	26.0	5.7	173.4
48	46		**Warwick Baker & Fiore**, New York	25.8	1.0	170.0
49	49	✓	**Rapp Collins Marcoa**, Chicago	25.5	7.2	243.2
50	88		**Tarlow Advertising**, New York	25.4	73.7	191.1
51	60		**Ferguson Communications Group**, Parsippany, N.J.	25.4	23.2	144.3
52	58		**Martin Agency**, Richmond, Va.	25.3	20.2	155.2
53	76	✓	**Nelson Communications**, New York	25.2	56.3	242.1
54	87	✓	**Medicus Intercon International**, New York	24.1	63.7	198.3
55	56		**Keller-Crescent**, Evansville, Ind.	23.9	12.1	120.4
56	52		**Dailey & Associates**, Los Angeles	23.7	2.0	178.3
57	50	✓	**Fahlgren Martin**, Parkersburg, W. Va.	23.2	(1.8)	154.7
58	53		**Direct Marketing Group**, New York *	22.7	(2.3)	146.2
59	55	✓	**Thompson Recruitment Advertising**, Los Angeles	22.3	3.1	149.0
60	57	✓	**Kallir, Philips, Ross**, New York	22.2	4.5	181.5
61	51	✓	**Berry Network**, Dayton, Ohio	21.3	(8.7)	89.6
62	59		**Griffin Bacal**, New York	21.3	3.0	166.3
63	67		**Richards Group**, Dallas	20.9	11.8	140.0
64	77	✓	**Lavey/Wolff/Swift**, New York	20.4	26.4	136.0
65	68		**Kobs & Draft Advertising**, Chicago *	20.4	14.9	134.3
66	64		**Geer, DuBois**, New York	20.3	3.8	135.0
67	62	✓	**Bloom FCA**, Dallas	20.0	0.0	174.1
68	61		**GSD&M**, Austin, Texas	20.0	(1.3)	149.0
69	80		**Team One**, El Segundo, Calif.	20.0	25.2	137.7
70	65	✓	**Rosenfeld, Sirowitz, Humphrey & Strauss**, New York	19.4	1.6	129.0
71	83		**Avrett, Free & Ginsburg**, New York	19.3	24.2	160.0
72	93		**Margeotes Fertitta & Weiss**, New York	19.2	40.3	124.9
73	73	✓	**Eisaman, Johns & Laws Advertising**, Los Angeles	19.1	14.3	145.2
74	75		**William Douglas McAdams Inc.**, New York *	18.8	14.3	153.2
75	63		**Wyse Advertising**, Cleveland	18.4	(7.4)	147.2
76	74		**Weightman Group**, Philadelphia	18.0	9.1	120.0
77	79		**Bayer Bess Vanderwarker**, Chicago *	17.9	11.5	116.6
78	85		**Kleminer Advertising**, New York	17.6	13.5	134.4
79	69	✓	**Rubin Postaer & Associates**, Santa Monica, Calif.	17.5	0.5	163.2
80	81	✓	**Cramer-Krasselt**, Milwaukee	17.0	7.3	115.5
81	45	✓	**Lois/USA New York**, New York	16.9	17.4	136.8
82	70	✓	**Ingalls, Quinn & Johnson**, Boston	16.7	(1.6)	134.4
83	72	✓	**Davis, Ball & Colombatto**, Los Angeles	16.5	(1.6)	133.2
84	124		**DMCA Direct**, Bridgeton, Mo. *	16.2	75.7	107.8
85	82		**Saugatuck Direct**, Westport, Conn.	15.9	2.4	102.4
86	90		**Partners & Shevack**, New York	15.9	12.0	162.0
87	91	✓	**Tucker Wayne/Luckie & Co.**, Atlanta	15.5	9.6	116.2
88	159	✓	**Cadwell Davis Partners**, New York	15.1	118.5	101.0
89	99	✓	**Bowes Dentsu & Partners**, Los Angeles	15.1	5.1	97.1
90	84		**Long, Haymes & Carr**, Winston-Salem, N.C.	15.1	(2.9)	100.8
91	155	✓	**Chapman Direct Advertising**, New York	15.0	107.7	100.1
92	98		**M.E.D. Communications**, Woodbridge, N.J.	15.0	17.7	100.0
93	105	✓	**Valentine-Radford**, Kansas City, Mo.	14.6	24.1	97.6
94	100	✓	**Carmichael Lynch**, Minneapolis	14.4	18.8	105.1
95	94		**Vloom/FCB**, San Francisco	14.3	9.2	95.4
96	NA	✓	**Bernstein-Rein**, Kansas City, Mo.	14.0	52.2	106.0
97	71	✓	**Doremus & Co.**, New York	13.9	(17.6)	102.1
98	96		**Rumrill-Hoyt**, Rochester, N.Y.	13.6	4.4	89.1
99	102		**Al Paul Lefton Co.**, New York	13.5	13.4	85.0
100	101		**Martin-Williams**, Minneapolis	13.3	9.9	108.0
101	133		**Cliff Freeman & Partners**, New York	$13,260.0	56.9	$102,000.0
102	86		**McKinney & Silver**, Raleigh, N.C.	13,172.1	(14.7)	87,815.8
103	107	✓	**Lois/USA Chicago**, Chicago	13,075.0	14.7	87,150.0
104	111		**Slater Hanft Martin**, New York	12,965.0	22.4	85,236.0
105	78		**Fallon McElligott**, Minneapolis	12,879.5	(19.7)	97,093.7
106	113		**Mullen Advertising**, Wenham, Mass.	12,795.0	22.4	85,300.3
107	151	✓	**Eric Mower & Associates**, Syracuse, N.Y.	12,569.7	68.1	86,427.3
108	99	✓	**Barry Blau & Partners**, Fairfield, Conn.	12,382.0	(0.3)	100,916.0
109	92	✓	**Asher/Gould Advertising**, Los Angeles	12,150.0	(12.9)	81,000.0
110	97	✓	**DCA Advertising**, New York	11,875.4	(7.5)	84,841.9
111	108		**Noble Communications**, Springfield, Mo.	11,711.6	5.6	84,477.8
112	106	✓	**Gross Townsend Frank Hoffman**, New York	11,701.0	(0.5)	78,100.0
113	144	✓	**Grace & Rothschild Advertising**, New York	11,660.0	51.1	79,050.0
114	NA	✓	**Kresser/Craig**, Santa Monica, Calif.	11,300.0	11.8	77,200.0
115	119	✓	**Brouillard Communications**, New York	11,132.6	14.3	74,254.7
116	157	✓	**Robinson, Yesawich & Pepperdine**, Orlando, Fla.	11,019.8	56.5	64,294.2
117	NA		**Goldberg Moser O'Neill**, San Francisco	10,950.0	NA	73,000.0
118	95		**Cabot Communications**, Boston	10,936.0	(16.2)	72,916.1
119	109	✓	**Liggett-Stashower**, Cleveland	10,900.0	(0.5)	72,400.0
120	117	✓	**Impact**, Chicago	10,635.0	6.0	69,700.0
121	120		**Messner Vetere Berger Carey Schmetterer**, New York	10,470.1	7.6	77,556.5
122	116		**Epsilon Data Management**, Burlington, Mass.	10,398.0	1.6	69,320.0
123	104		**Cole & Weber**, Seattle	10,369.5	(12.5)	83,000.0
124	121	✓	**Devon Direct Marketing & Advertising**, Berwyn, Pa.	10,300.0	7.3	94,200.0
125	110		**Bentley, Barnes & Lynn**, Chicago	10,288.9	(4.3)	68,592.9
126	118	✓	**Frank J. Corbett Inc.**, Chicago	10,219.8	3.6	68,166.3
127	115	✓	**William Cook Agency**, Jacksonville, Fla.	10,209.5	(0.9)	70,248.9
128	122		**Richardson, Myers & Donofrio**, Baltimore *	9,984.4	4.9	62,130.0
129	153	✓	**Hamilton, Carver & Lee**, Chicago	9,900.0	34.1	63,400.0
130	114	✓	**Carrafiello-Diehl & Associates**, Irvington, N.Y.	9,765.0	(6.6)	65,150.5
131	140		**Goodwin, Dannenbaum, Littman & Wingfield**, Houston	9,648.0	20.9	63,305.0
132	128		**Dorritie Lyons & Nickel**, New York *	9,609.5	10.3	60,000.0
133	103		**Henderson Advertising**, Greenville, S.C.	9,508.0	(19.8)	70,429.0
134	125	✓	**Ackerman, Hood & McQueen Advertising**, Oklahoma City	9,449.2	3.6	71,648.0
135	127	✓	**Hesselbart & Mitten Advertising**, Fairlawn, Ohio	9,422.7	4.7	62,811.4
136	138	✓	**Bader Rutter & Associates**, Brookfield, Wis.	9,371.2	15.4	62,489.0
137	132		**Jack Levy & Associates**, Chicago	9,314.3	9.9	62,095.5
138	135		**Berenter Greenhouse & Webster**, New York	9,196.0	10.8	66,776.0
139	123		**Meldrum & Fewsmith**, Cleveland	9,127.4	(3.9)	65,294.1
140	126		**Burrell Advertising**, Chicago	8,751.0	(3.3)	58,340.0
141	146	✓	**Rotando Lerch & Iafeliece**, Stamford, Conn.	8,690.0	13.0	71,400.0
142	142		**Miller Meester Advertising**, Minneapolis	8,600.0	8.9	57,362.0
143	143	✓	**Romann & Tannenholz Advertising**, New York	8,575.1	10.5	54,925.5
144	160		**Frankenberry, Laughlin & Constable**, Milwaukee	8,520.0	25.7	56,800.0
145	150		**Lally, McFarland & Pantello**, New York	8,500.0	13.3	67,100.0
146	162		**Goodby, Berlin & Silverstein**, San Francisco *	8,479.0	25.4	55,165.0
147	141		**Fogarty & Klein/Winius Brandon**, Houston	8,471.3	7.0	56,475.1
148	139	✓	**Dugan/Farley Communications**, Upper Saddle River, N.J.	8,433.9	4.8	55,149.5
149	191		**Trahan, Burden & Charles**, Baltimore	8,370.0	61.0	54,800.0
150	112	✓	**Poppe Tyson**, New York	8,350.0	(20.9)	65,000.0
151	136		**Martin Marshall Jaccoma Mitchell**, New York	8,250.0	0.0	55,000.0
152	171		**Arnold Advertising**, Boston	8,219.7	33.1	56,169.7
153	178	✓	**Greenstone Roberts**, Melville, N.Y.	8,216.4	41.0	54,952.4
154	129	✓	**Elkman Advertising & PR**, Bala-Cynwyd, Pa.	7,990.5	(7.8)	53,270.0
155	158	✓	**J. Richard Smith Advertising**, Old Bethpage, N.Y.	7,980.0	15.0	44,029.6
156	130	✓	**McAdams, Richman & Ong**, Bala-Cynwyd, Pa.	7,965.4	(6.8)	54,000.1
157	154	✓	**Borders, Perrin & Norrander**, Portland, Ore.	7,757.0	6.8	54,484.0
158	198	✓	**Cline, Davis & Mann**, New York	7,725.5	56.1	51,295.4
159	149	✓	**MARC Advertising**, Pittsburgh	7,611.0	0.9	50,765.4
160	147		**Mendoza, Dillon & Asociados**, Newport Beach, Calif.	7,589.4	(1.0)	62,665.2
161	152		**Chuck Ruhr Advertising**, Minneapolis	7,540.0	1.4	58,000.0
162	NA	✓	**Serino Coyne**, New York	7,535.0	NA	58,121.0
163	177		**Buntin Advertising**, Nashville, Tenn.	7,444.1	27.6	49,267.0
164	131		**Marketing Resources**, Overland Park, Kan.	7,374.7	(13.4)	49,190.0
165	164		**Waring & LaRosa**, New York	7,250.0	9.2	62,800.0
166	317		**Lewis & Gaco**, Fort Lee, N.J.	7,200.0	213.0	48,702.6
167	137	✓	**Colle & McVoy**, Minneapolis	7,129.3	(13.0)	50,102.7
168	145		**William R. Biggs/Gilmore Associates**, Kalamazoo, Mich.	7,030.0	(8.8)	47,101.0
169	161	✓	**Eisner & Associates**, Baltimore	6,976.3	3.2	57,223.3
170	163	✓	**Grant/Jacoby**, Chicago	6,800.0	1.5	66,200.0
171	167	✓	**Hameroff/Milenthal/Spence**, Columbus, Ohio	6,786.3	6.5	44,353.9
172	184	✓	**Stern Walters Partners**, Chicago	6,753.0	20.8	45,022.0
173	179	✓	**Price McNabb Advertising**, Asheville, N.C.	6,654.4	15.9	42,606.2
174	168		**Ericson Marketing Communications**, Nashville	6,599.8	4.3	44,020.8
175	170	✓	**Korey Kay & Partners**, New York	6,562.4	5.0	43,005.2
176	182	✓	**Austin Kelley Advertising**, Atlanta	6,312.7	12.2	47,138.2
177	201		**Gilbert, Whitney & Johns**, Whippany, N.Y.	6,300.0	32.8	42,000.0
178	165		**McFarland & Drier**, Miami *	6,300.0	(3.1)	42,000.0
179	156	✓	**Mintz & Hoke**, Avon, Conn.	6,204.0	(13.4)	41,353.0
180	173		**Sacks & Rosen Advertising**, New York	6,122.0	1.1	39,700.0
181	185		**Hoffman York & Compton**, Milwaukee	6,108.3	10.7	40,148.4
182	148		**Babbit & Reiman Advertising**, Atlanta	6,100.0	(19.7)	50,411.0
183	134	✓	**Gearon Hoffman Conlon & Nye**, Boston	6,047.9	(27.2)	39,844.5
184	176	✓	**Abelson-Taylor**, Chicago	6,039.5	3.2	45,847.2
185	210		**CHC Advertising**, Woodridge, N.J.	6,000.0	33.3	41,500.0
186	174	✓	**Campbell & Wagman**, Los Angeles	5,970.0	(1.4)	39,800.0
187	NA	✓	**Mars Advertising**, Southfield, Mich.	5,951.3	NA	40,336.7
188	183		**Jordan Tamraz Caruso Advertising**, Chicago	5,772.0	3.0	38,480.0
189	166		**VanSant, Dugdale & Co.**, Baltimore	5,710.3	(10.6)	38,069.0
190	181	✓	**Ad Team**, North Miami Beach, Fla.	5,660.0	0.0	37,450.0
191	195		**Wolf, Mansfield, Bolling**, Buffalo, N.Y.	5,657.0	11.5	45,350.0
192	205		**Dorland Sweeney Jones**, Philadelphia	5,630.6	23.7	40,103.5
193	186		**Kolon, Bittker & Desmond**, Troy, Mich.	5,600.0	1.8	33,500.0
194	217	✓	**Publicis Inc.**, New York	5,499.0	30.7	44,371.6
195	200		**Stenrich Group**, Glen Allen, Va.	5,485.0	15.1	39,122.6
196	228	✓	**Cranford Johnson Robinson Woods**, Little Rock, Ark.	5,459.7	39.0	36,415.9
197	172	✓	**Paolin & Sweeney**, Cherry Hill, N.J.	5,400.0	(11.5)	28,500.0
198	238		**McDougall Associates**, Peabody, Mass.	5,385.0	45.3	35,710.0
199	189		**Cox Landey & Partners**, New York *	5,382.5	0.0	35,000.0
200	209	✓	**Bender, Browning, Dolby & Sanderson**, Chicago	5,375.0	19.4	35,833.1

Notes: Dollars are in millions. ✓ indicates that the agency received signature of an independent accountant verifying figures supplied to AA. * indicates that gross income figures are AA estimates. 1989 rankings are computed from figures reported in 1990. This chart is an updated version from the Agency Report (AA, March 25).

Total U.S. ad spending by category and media

Category	Year	Total ad spending	Magazine	Sunday magazines	Newspaper	Outdoor	Network TV	Spot TV	Syndicated TV	Cable TV	Network radio	Spot radio
Retail	**1990**	**$6,494.2**	**$249.1**	**$119.7**	**$3,823.1**	**$68.9**	**$356.0**	**$1,499.1**	**$20.6**	**$38.7**	**$101.5**	**$217.6**
	1989	6,170.4	204.6	110.1	3,650.1	72.2	294.8	1,493.7	13.2	30.4	102.9	198.3
Automotive	**1990**	**5,700.7**	**901.2**	**25.5**	**809.2**	**53.0**	**1,790.0**	**1,664.8**	**115.7**	**114.1**	**106.7**	**120.5**
	1989	5,382.7	882.5	29.1	882.1	59.7	1,520.0	1,656.4	64.9	85.9	85.2	117.0
Business, consumer svcs	**1990**	**3,958.5**	**519.1**	**45.0**	**1,320.1**	**64.7**	**698.6**	**861.7**	**56.8**	**100.9**	**114.8**	**177.6**
	1989	3,805.9	525.1	40.3	1,401.7	61.4	624.9	814.5	46.6	96.6	92.8	102.0
Food	**1990**	**3,874.0**	**449.3**	**34.7**	**45.4**	**11.0**	**1,663.5**	**1,025.2**	**351.7**	**124.7**	**75.1**	**93.4**
	1989	3,651.7	437.5	21.6	49.4	10.2	1,661.6	911.8	314.5	103.5	74.5	67.0
Entertainment	**1990**	**3,063.6**	**44.4**	**3.0**	**611.3**	**47.2**	**875.1**	**1,170.8**	**147.2**	**62.3**	**14.8**	**87.5**
	1989	2,778.1	26.0	2.4	518.1	49.8	823.8	1,144.4	76.2	50.8	9.3	77.2
Toiletries & cosmetics	**1990**	**2,333.3**	**675.6**	**27.3**	**5.4**	**2.6**	**1,034.3**	**279.5**	**188.7**	**87.7**	**17.0**	**15.2**
	1989	2,195.0	648.9	32.3	5.9	3.2	921.5	301.3	165.7	82.3	19.7	14.3
Travel, hotels	**1990**	**2,215.9**	**374.5**	**37.9**	**1,048.6**	**49.9**	**203.7**	**324.7**	**10.2**	**37.4**	**42.2**	**86.8**
	1989	2,075.2	366.2	39.7	980.8	50.6	194.0	283.0	5.9	31.9	42.3	80.7
Drugs & remedies	**1990**	**1,690.7**	**160.4**	**17.5**	**118.1**	**13.6**	**787.2**	**320.0**	**133.9**	**60.5**	**53.4**	**26.2**
	1989	1,525.8	133.5	20.3	106.6	12.9	739.0	270.5	117.9	58.7	55.6	10.9
Snacks & soft drinks	**1990**	**1,231.0**	**64.5**	**3.5**	**22.4**	**10.1**	**452.1**	**382.8**	**168.4**	**52.8**	**29.4**	**45.1**
	1989	1,077.8	53.7	3.2	16.4	6.7	408.3	352.2	120.9	47.6	38.2	30.6
Direct response cos.	**1990**	**1,210.5**	**526.4**	**253.5**	**103.2**	**2.2**	**34.5**	**110.5**	**28.5**	**81.9**	**59.5**	**10.3**
	1989	1,155.0	507.5	226.4	106.0	2.7	62.5	125.7	24.6	62.3	31.6	5.6
Apparel, footwear	**1990**	**912.1**	**426.5**	**29.4**	**13.1**	**7.9**	**230.5**	**100.7**	**52.9**	**38.9**	**4.0**	**8.3**
	1989	836.1	391.6	30.3	11.3	7.1	232.2	89.8	27.2	36.4	3.4	6.8
Insurance & real estate	**1990**	**896.2**	**131.0**	**16.1**	**307.1**	**28.4**	**204.1**	**129.3**	**8.9**	**16.6**	**31.3**	**23.5**
	1989	887.5	134.2	19.0	334.1	30.6	193.5	111.5	4.4	15.7	22.4	22.2
Beer & wine	**1990**	**751.5**	**45.5**	**3.5**	**10.3**	**20.0**	**382.1**	**210.4**	**45.2**	**37.0**	**5.0**	**72.4**
	1989	837.5	41.7	2.8	23.0	20.5	380.9	220.6	36.0	38.4	9.2	64.4
Publishing & media	**1990**	**739.8**	**215.5**	**7.9**	**233.0**	**38.6**	**29.4**	**130.2**	**5.8**	**23.6**	**17.8**	**38.0**
	1989	709.8	192.6	4.6	248.3	47.7	11.3	148.1	2.5	18.6	15.2	20.8
Household equip.	**1990**	**661.7**	**117.9**	**13.8**	**25.8**	**1.3**	**260.4**	**146.7**	**40.6**	**27.9**	**18.1**	**9.2**
	1989	630.4	103.0	10.9	22.9	0.7	264.8	130.6	43.7	23.6	21.1	9.1
Sporting goods, toys	**1990**	**635.3**	**126.7**	**1.2**	**6.8**	**0.2**	**140.4**	**233.4**	**82.8**	**40.2**	**0.8**	**2.9**
	1989	596.6	130.6	0.7	7.1	0.2	125.9	218.0	81.4	29.6	1.2	1.8
Soaps & cleansers	**1990**	**632.9**	**61.0**	**0.8**	**2.9**	**2.8**	**305.6**	**155.4**	**67.7**	**30.6**	**0.1**	**6.1**
	1989	599.6	67.2	2.1	2.9	2.6	312.4	116.9	67.7	26.1	0.1	1.6
Computers, office equip	**1990**	**604.1**	**285.4**	**5.0**	**71.1**	**3.3**	**152.2**	**28.7**	**7.0**	**19.5**	**20.3**	**11.5**
	1989	647.0	288.9	8.5	92.1	2.4	165.6	42.3	4.9	16.9	13.3	12.1
Cigarettes, tobacco	**1990**	**585.2**	**311.3**	**52.2**	**30.3**	**182.6**	**0.0**	**4.4**	**0.5**	**0.4**	**3.2**	**0.4**
	1989	675.0	401.5	45.7	31.6	187.8	0.2	4.9	0.0	0.7	2.1	0.5
Jewelry, cameras	**1990**	**367.4**	**156.3**	**9.9**	**8.0**	**3.0**	**117.8**	**40.7**	**14.9**	**10.8**	**3.5**	**2.4**
	1989	360.8	153.5	11.4	11.5	1.8	105.5	52.9	11.0	10.0	1.1	2.0
Gasoline & lubricants	**1990**	**343.6**	**39.8**	**1.6**	**24.2**	**6.6**	**39.0**	**169.6**	**1.6**	**8.5**	**1.6**	**51.1**
	1989	308.1	28.6	1.6	25.8	6.1	38.3	164.4	0.6	9.7	4.1	28.8
Building materials	**1990**	**341.4**	**91.1**	**7.4**	**52.3**	**1.6**	**80.6**	**67.8**	**2.4**	**23.0**	**8.0**	**7.2**
	1989	360.7	81.7	7.9	56.2	1.6	92.0	85.2	2.6	18.1	10.8	4.6
Electronic entertainment	**1990**	**339.6**	**89.9**	**4.4**	**13.6**	**1.9**	**82.4**	**74.5**	**14.4**	**35.1**	**18.8**	**4.4**
	1989	336.6	102.5	2.8	12.2	1.8	58.9	85.7	18.0	30.7	17.3	6.6
Liquor	**1990**	**290.8**	**232.2**	**10.3**	**8.4**	**36.5**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**2.0**
	1989	272.8	214.9	11.0	9.0	36.9	0.0	0.4	0.0	0.0	0.0	0.6
Household furnishings	**1990**	**280.9**	**113.8**	**16.3**	**49.7**	**0.9**	**52.1**	**38.6**	**2.3**	**3.6**	**2.5**	**1.1**
	1989	324.4	122.6	23.8	42.6	0.9	69.8	57.2	1.7	2.1	2.3	1.2
Pets, pet foods	**1990**	**213.6**	**28.8**	**3.1**	**7.6**	**0.5**	**104.1**	**38.9**	**15.4**	**10.6**	**2.6**	**2.0**
	1989	273.8	45.8	4.4	4.6	0.3	133.9	40.9	28.4	10.7	4.2	0.6
Horticulture & farming	**1990**	**206.5**	**22.1**	**5.2**	**48.6**	**1.1**	**36.8**	**53.4**	**2.8**	**13.1**	**11.0**	**12.3**
	1989	211.3	24.5	3.2	49.9	0.9	39.0	65.8	5.1	8.2	10.5	4.3
Freight	**1990**	**133.1**	**37.1**	**0.2**	**10.5**	**1.4**	**51.4**	**23.6**	**0.1**	**3.7**	**0.4**	**4.7**
	1989	154.7	47.5	4.6	12.0	0.2	54.7	22.7	0.0	3.2	4.8	4.9
Industrial materials	**1990**	**129.5**	**64.9**	**1.1**	**9.5**	**0.8**	**44.1**	**2.2**	**0.1**	**4.4**	**1.1**	**1.2**
	1989	111.2	62.8	0.7	7.5	0.9	24.0	11.0	0.7	2.0	0.0	1.6
Business propositions	**1990**	**39.1**	**26.4**	**1.4**	**2.5**	**1.0**	**2.3**	**2.8**	**0.0**	**0.4**	**0.4**	**1.9**
	1989	32.4	20.3	0.4	2.4	0.6	3.3	3.6	0.0	0.5	0.9	0.3
Airplanes, aviation	**1990**	**23.0**	**19.3**	**0.1**	**2.4**	**0.1**	**0.2**	**0.4**	**0.0**	**0.1**	**0.3**	**0.2**
	1989	18.2	14.0	0.2	2.7	0.1	0.4	0.3	0.0	0.5	0.0	0.0
Miscellaneous	**1990**	**238.3**	**130.6**	**18.6**	**57.3**	**25.1**	**1.5**	**1.2**	**0.3**	**1.1**	**2.3**	**0.3**
	1989	236.0	139.3	15.2	50.5	24.4	1.8	3.3	0.4	0.8	0.1	0.4
Total	**1990**	**41,138.5**	**6,737.7**	**777.1**	**8,901.9**	**688.8**	**10,132.3**	**9,293.3**	**1,587.6**	**1,110.2**	**766.4**	**1,143.3**
	1989	39,238.0	6,595.0	737.0	8,777.4	705.8	9,559.0	9,029.4	1,286.7	952.5	696.2	898.7

Notes: Dollars are in millions. **Source:** LNA Arbitron Multi-Media Service. This chart is an updated version from 100 Leading National Advertisers (AA, Sept. 25).



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Total national ad spending by media

Category	100 Leading National Advertisers: Advertising expenditures 1990	1989	% chg	% of total 1990	1989	All U.S. advertising expenditures: Advertising expenditures 1990	1989	% chg	% of total 1990	1989	Coen's U.S. estimates* 1990	1989
Magazine	$2,882.1	$2,887.7	(0.2)	8.1	8.6	$6,737.7	$6,595.0	2.2	16.4	16.0	$6,903.0	$6,716.0
Sunday magazine	247.3	235.5	5.0	0.7	0.7	777.1	737.0	5.4	1.9	1.9	NA	NA
Newspaper	2,009.5	1,975.2	1.7	5.6	5.9	8,901.9	8,777.4	1.4	21.6	22.4	32,281.0	32,368.0
Outdoor	267.0	242.7	10.0	0.7	0.7	688.8	705.8	(2.4)	1.7	1.8	1,084.0	1,111.0
Network TV	7,846.8	7,286.0	7.7	22.0	21.6	10,132.3	9,559.0	6.0	24.6	24.4	9,383.0	9,110.0
Spot TV	3,938.7	3,575.2	10.2	11.1	10.6	9,293.3	9,029.4	2.9	22.6	23.0	15,644.0	14,966.0
Syndicated TV	1,256.5	973.5	29.3	3.5	2.9	1,587.6	1,286.7	23.4	3.9	3.3	1,589.0	1,288.0
Cable TV networks	633.9	527.1	20.3	1.8	1.6	1,110.2	952.5	16.6	2.7	2.4	1,393.0	1,197.0
Network radio	417.4	422.1	(1.1)	1.2	1.3	706.4	696.2	10.1	1.9	1.8	482.0	476.0
Spot radio	391.5	687.3	(43.0)	1.1	2.0	1,143.3	898.7	27.2	2.8	2.3	8,244.0	7,847.0
All other advertising	15,720.9	14,997.7	5.5	44.1	44.2	87,501.4	84,692.3	3.3	68.0	68.3	51,737.0	48,851.0
Total U.S. ad spending	35,613.7	33,720.0	5.6	100.0	100.0	128,640.0	123,930.0	4.8	100.0	100.0	128,640.0	123,930.0

Notes: Dollars are in millions.
Sources: LNA/Arbitron Multi-Media Service. *Total U.S. advertising volume as estimated by Robert J. Coen, McCann-Erickson (AA, May 6). This chart is reprinted from 100 Leading National Advertisers (AA, Sept. 25).

Contributors

Information for these charts was compiled throughout the year and updated by:
R. Craig Endicott,
Special Issues Editor
Kevin Brown, Associate Editor
Kathy Welyki, Research Assistant
Ilse Cermak,
International Copy Editor

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Today, consumers read labels.
Today's consumers are careful consumers. They investigate, shop, and compare. They demand to know what goes into things, and who's behind them.
They look for the names and products they can trust. Like Fruit of the Loom® and Screen Stars® Best™ shirts.
They know they can count on us for extra comfort, fit, and the industry's highest quality. And the most competitive prices.
Consumers know how to recognize superior value. They just look for the labels. Our labels.
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SCREEN STARS BEST
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NEWSPAPER

Advertising Age

February 3, 1992

Crain's International Newspaper of Marketing • In Two Sections • Section 1 • $2.50 • $3.00 in Canada • £5.00 in U.K.

New company index
A listing of major companies in the news every week. See Page 2

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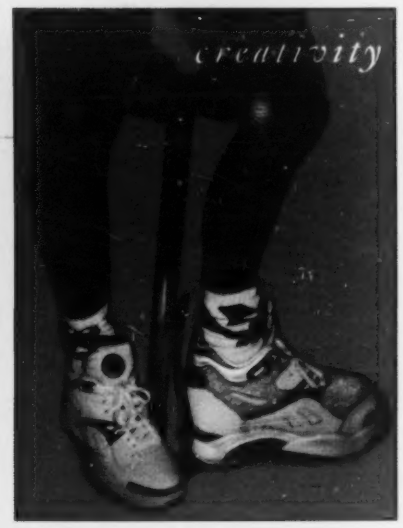

Creativity: Chiat/Day/-Mojo's N.Y. office is on the rebound. **After Page 24.**

("Creativity" is available on request, call 1-800-678-9595.)

Christopher Columbus Sabastiano Del Piombo Superstock

Beached: Marketers shun Columbus, cite heritage in marketing to Hispanics. **Page 26.**

Ad Review: Garfield says Duracell's commercials will outlast the Energizer bunny. **Page 48.**

Disney to buy magazine

By Scott Donaton

Walt Disney Co., making good on its promise to become a player in consumer magazine publishing, is close to acquiring 8-month-old *FamilyFun* from founding Publisher-Editor Jake Winebaum and *U.S. News & World Report*.

The family activity magazine would be Disney Publishing Group's third title, joining the 16-month-old digest-size *Disney Adventures* for kids and the consumer science magazine *Discover*, which Disney pulled from the rubble of Family Media last September and is relaunching with the March issue.

FamilyFun was launched as a joint venture between *U.S. News* and Mr. Winebaum, a senior marketing executive with the newsweekly. It was published twice last year, in May and November.

Mr. Winebaum, 32, who will remain publisher of the magazine after the sale, approached a number of publishers in recent months seeking to sell all or part of the fledgling magazine, industry sources say.

He contacted Cahners Publishing Co., Reader's Digest Association and Time Warner, among others, after *U.S. News* owner Mortimer Zuckerman decided against further investment in *FamilyFun*.

Disney has been active on the magazine acquisition trail since shortly after the fall 1990 launch of *Disney Adventures*.

In November of that year, Disney tapped John Skipper, then president and publishing director of *Spin*, as VP-magazine publishing. His goal was to expand the company's portfolio of magazines through launches and acquisitions.

Disney wants eventually to publish *FamilyFun* 10 times a year.

Disney has said it's only interested in magazines that fit with its wholesome family image, a criterion *FamilyFun* meets.

The magazine is targeted to parents of 3-to-15-year-olds and focuses on family travel, entertainment and other upbeat family-related activities. It has a rate base of 200,000.

FamilyFun's third issue is due in May. Disney plans to increase its frequency first to quarterly or every-other-monthly, sources say, and eventually to 10-times-yearly.

Early advertiser reaction to *FamilyFun* has been fairly strong. The launch issue carried 62 ad pages; the second had 81.

Mr. Winebaum and *U.S. News* officials

(Continued on Page 48)

BASH, BASH, BASH

U.S. marketers turn red, white & blue against Japan

By Gary Levin

Compaq Computer Corp. is advertising that a new computer comes "from the labs in Houston." Black & Decker Corp. has added an American flag-like symbol to its tools. Ads for a cadre of car dealers implore drivers to "buy American."

A new wave of American patriotism is creeping into the consumer marketplace. Fueled by President George Bush's trade mission to Japan last month, which led a Japanese politician to reportedly call Americans "lazy," "illiterate" and "subcontractors" to Japan, corporate America has begun to fight back.

American advertisers are tapping into what they see as an emerging anti-import-*anything* movement, and research is backing them up.

Yankelovich Clancy Shulman studies show that a majority of Americans (and especially those over 50) say they feel "guilty" about buying foreign-made products. But the rub is that many still do. When shopping for luxury cars, "my guess is that people will walk around feeling guilty, and then buy Japanese," said Kevin Clancy, chairman of the research firm.

■ **Honda and Toyota are running ads promoting their U.S. investments—Page 44.**

Yet "there's little doubt in my mind . . . that the Japan-bashing coming out of Washington and other industries will change public opinion," he said. "Whether it's an ephemeral change or an enduring change, I don't know."

Few are as vitriolic as Chrysler Corp. Chairman Lee Iacocca, who in a 1990 TV campaign growled that "America is getting an inferiority complex about Japan," mimicking consumers' paranoia: "Everything from Japan is perfect. Everything from America is lousy," he said.

Others have tried the same tack. Recent TV spots for Crafted with Pride in the USA Council, a textile industry group, show stark scenes of unemployment lines and crates stamped "import"

(Continued on Page 44)

P&G tries new Ultra detergents

By Jennifer Lawrence

Procter & Gamble Co. this week starts testing the first superconcentrated liquid detergents in the U.S., yet another major step in the company's aggressive new-product strategy.

Seven superconcentrated Ultra liquid detergents—under the Cheer, Era, Tide and Dash brands—will be tested simultaneously in Colorado and parts of Wyoming, Nebraska and South Dakota.

Advertising for all the products will begin in March.

P&G, the dominant player in the $3.6 billion laundry detergent category with a 55.5% share, will also test Ultra Refills of the new liquid products.

The refill bottles are lightweight, translucent milk jug-type plastic made from 50% post-consumer recycled plastic.

P&G's creation of a superconcentrated liquid segment in the U.S. market dovetails with its expansion of superconcentrated powders and the global expansion of Pampers Phases disposable diapers.

These moves will reinforce P&G's leadership position in its core markets, industry analysts say.

P&G will also test Ultra Refills of the liquids.

Chairman-CEO Edwin Artzt "has given the mandate that P&G wants to be first and that P&G, as the market leader, should lead markets in improved technology," said Andrew Shore, analyst at Prudential Securities. "Procter is leading the way at a time when others are reluctant to spend."

He added: "Almost anything Procter is doing in its big core catgories is done with global intent."

Analysts say they believe P&G has an eye on global markets for the Ultra liquid detergents and won't test them long if consumers take to the liquids as they have to the superconcentrated powders.

The new, smaller bottles with more powerful product formulas could appeal to both consumers and retailers, observers say. Consumers may find them more convenient, and retailers will be able to get more product on store shelves. P&G will benefit from selling a higher-margin product.

Also, the refill ties in to consumers' environmental concerns.

To make it easier for consumers to know when they're running out of liquid, the new Ultra bottles feature a transparent side view stripe.

The liquids will be advertised separate-

(Continued on Page 48)

LAST MINUTE NEWS

Excedrin may be headache for DDB Needham

NEW YORK—Bristol-Myers Squibb Co.'s Excedrin analgesic, a $25 million-plus account, is in danger of slipping away from DDB Needham Worldwide, industry sources said. DDB Needham earlier lost a creative shoot-out for Excedrin IB's introductory spot to Bozell. A second shoot-out is under way for the post-introductory period, the sources said. Contenders include the incumbent, Bozell, J. Walter Thompson USA and several unidentified agencies. "DDB Needham continues to be the agency of record for the Excedrin franchise," a Bristol-Myers spokesman said.

Slumping Bacardi goes to Lintas

MIAMI—Bacardi Imports, facing the worst sales slump in decades for its flagship rum, moved $30 million in spending to Lintas:New York from McCaffrey & McCall, New York. Included in the switch is Bacardi Breezer, a cooler line.

Tobacco Institute tells kids: Say no

WASHINGTON—The Tobacco Institute this week will unveil the first TV public service announcement tied to its "Helping Youth to Say No" anti-smoking effort. The campaign, financed by the Family COURSE Consortium, of which the trade group is a member, was created by Capital

(Continued on Page 8)

FDA calls retreat on drug ad guides

By Steven W. Colford and Joe Mandese

WASHINGTON—The Food & Drug Administration is backing away from its plan to issue advertising and promotional guidelines for prescription drug marketers.

Barely three months after the FDA actively solicited comments on proposed guidelines for drug company-sponsored conferences, a spokesman said the agency is now considering other alternatives and may also postpone or abandon the notion of issuing guidelines for drug advertising.

Proposed ad guidelines were expected at the end of January.

The decision to back away follows recent moves by the FDA to crack down on what it considers objectionable claims in consumer drug advertising.

Some ad agencies, drug marketers and lawyers say the FDA is using strong-arm tactics to investigate a number of drug company campaigns.

FDA investigators in the past six months have shown up at the offices of agency executives and homes of ex-agency executives in search of records related to drug campaigns, said Stuart Lee Friedel, a partner with the law firm Davis & Gilbert, New York.

Among the clients Mr. Friedel represents is Kallir, Philips, Ross, New York, which has been interrogated by FDA agents about advertising for Ortho Phamaceutical Corp.'s Retin A.

Retin A had been approved by the FDA as an anti-acne prescription treatment, but the FDA objected when the drug was promoted as an anti-aging treatment. Kallir handled those promotions.

The FDA has since turned over investigation in that year-old case to the

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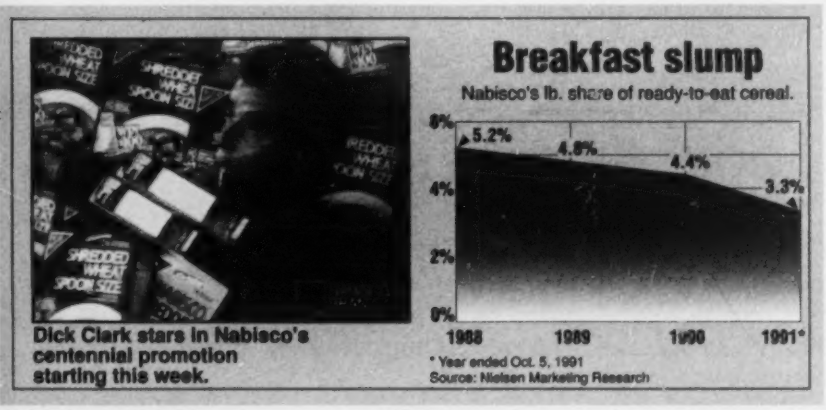

Dick Clark stars in Nabisco's centennial promotion starting this week.

JOHN SMITHER

Nabisco acts to stop cereal share slide

By Judann Dagnoli

Nabisco Foods Group is recommitting itself to the cereal business after several years of market share erosion.

Long considered a poor sibling to Nabisco's cookies and crackers, ready-to-eat cereals, though a profit generator, have been treated as niche products worthy of sporadic marketing attention at best.

But scant ad spending and few new-product initiatives have finally taken too great a toll on Nabisco's cereal market share.

As a result, the company is now taking a "back to basics" approach to cereals that's centered on its flagship Shredded Wheat brand, said John Baumbusch, group product manager.

Starting this week, the 100-year-old cereal will be the focus of a short-term centennial consumer promotion and ad campaign that features America's perennial teen-ager, Dick Clark. A long-term image campaign is expected by yearend from FCB/Leber Katz Partners, New York.

"We'll never be a Kellogg," said Mr. Baumbusch, referring to the market leader's just under 40% share of the $7 billion category. "But we'll be more of a player."

Toward that end, Nabisco merged its cereal business into the cookie/cracker division early this year. The move gives Nabisco a competitive advantage over other cereal marketers, including the use of more localized promotions, Mr. Baumbusch said. In addition, cereals now fall under the leader-

(Continued on Page 41)

Olympic fire sale

CBS unloads inventory in last-minute deals

By Joe Mandese

The traditional premium advertisers put on Olympic ad time is evaporating due to steep discounting on CBS' coverage of the 1992 Winter Games.

Prime-time spots that had originally sold for $250,000 each have been selling for $150,000 to $175,000 in recent weeks, as CBS pulled out all stops to sell the remainder of its Olympics inventory.

"Our strategy is to sell out. Our strategy is not to take units to Albertville," said George Schweitzer, CBS senior VP-marketing and communications.

The network's coverage of the Games starts Feb. 8.

At press time, network and agency sources estimated CBS had less than 5% of its Olympic commercial inventory remaining, but the last-minute push has tarnished the Olympics' gold.

Buyers estimate the prime-time cost per thousand for Olympic buys has fallen about 47% to $8. That's about what conventional prime-time network programming during the period would cost.

"It's less than half the CPM that ABC was charging when it had the Olympics in 1988," said a buyer who made a recent Olympics deal with CBS.

Those good deals have brought in a flurry of last-minute buys by a variety of advertisers, including: American Home Products Corp., American Isuzu Motors, BMW of North America, Kraft General Foods, McDonald's Corp., Mercedes-Benz of North America, Reebok International, Texaco, Toyota Motors Sales USA's Toyota and Lexus divisions, USAir and Warner-Lambert Co.

Most of the latecomers bought smaller amounts of Olympics time that were packaged together with other CBS inventory, including sports and prime time.

A host of big upfront Olympic advertisers paid heavy premiums to be in the Games, including Anheuser-Busch Cos., Chrysler Corp., Coca-Cola Co. and Eastman Kodak Co.

OLYMPICS 1992

■ Anatomy of a CBS Winter Olympics ad buy —Page 46.

To bring those upfront clients in line with the rest of the marketplace, CBS was forced to upgrade the deals several times with bonus units and guarantees, and is expected to offer additional upgrades by the time the Games begin.

For at least one Olympic advertiser, Northwestern Mutual Life Insurance Co., the average cost per 30-second spot dropped 9% since initial deals were cut.

"Let's just say we made a very good buy," said Maurice Kelley Jr., VP-marketing services at SmithKline Beecham Consumer Products Co., which bought an early Olympic package from CBS that includes about 100 commercial spots. "We believe the Olympics are worth some premium, but there was some negotiation. I'd prefer to say we're comfortable."

Olympic deals have gotten so good that Anheuser-Busch last week made an incremental buy on the network to launch a sep-

(Continued on Page 46)

Couponing reaches record clip

By Scott Hume

A dramatic and surprising increase in coupon distribution and use in 1991 is expected to continue in 1992, two monitoring organizations reported.

Signaling a growing price consciousness among consumers, the trend could mean trouble for premium-price products and create opportunities for discount retailers, the groups say.

Product marketers distributed a record 292 billion cents-off coupons last year, reported Dun & Bradstreet Corp.'s NCH Promotional Services, and consumers redeemed nearly 7.5 billion of them, another record.

The number of coupons distributed, including both the grocery and health & beauty aids categories, represented a 4.5% increase, relatively unchanged from the 4.4% increase in 1990. But distribution was expected to have plateaued rather than grown.

CMS, another coupon management company, had predicted in mid-1991 that full-year distribution would be up less than 1%. But its yearend tabulation showed distribution had risen 12%.

That suggests product marketers greatly increased couponing during the second half of the year as consumer spending fell and marketers sought short-term incentives to drive sales and meet volume goals.

Even with the rise in the number of coupons, both monitoring organizations determined redemption rose 5%. That was unexpected, given the 0.6% decline in redemption during 1990, according to NCH data.

"Consumers . . . saw coupons as a way to save money, and they used them," said Jane Perrin, NCH senior VP-marketing. "Redemption was up more than we anticipated.

"We expect these trends to continue. 1992 is going to show consumers using even more coupons unless the economy gets better quickly.

"Manufacturers should be looking

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JOHN SMITHER

NEWS SUMMARY

- **Walt Disney Co.** plans to buy *FamilyFun* from Publisher-Editor Jake Winebaum and *U.S. News*. ..... **Cover**
- **Procter & Gamble** will test-market seven superconcentrated Ultra liquid detergents. ..... **Cover**
- **Coupon** distribution and use rose dramatically last year, signaling growing price-consciousness by consumers. **1**
- **CBS'** coverage of the Winter Olympics is nearly sold out, the result of deep discounting in recent weeks. **1**
- **Nabisco Foods** starts a centennial promotion this week for its Shredded Wheat cereal, featuring Dick Clark. **1**
- **Food & Drug Administration** is backing away from plans for ad and promotion guidelines for drug marketers. **1**
- **Campbell Soup Co.** will introduce Swanson Fun Feast frozen meals for children, a latecomer to a hot segment, with a campaign breaking in May. **3**
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*Burke Marketing Research, 1988 - 1991 pre-post averages

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Campbell Soup Co. thinks desserts will make its new line of kids meals stand out.

Campbell finally sets kids meals

By Judann Dagnoli

Campbell Soup Co. is entering a product category that executives said it never would: frozen meals for kids.

New Swanson Fun Feast is a latecomer to a burgeoning segment dominated by two fairly entrenched players, ConAgra Frozen Foods Co.'s Banquet Kid Cuisine and Tyson Foods' Looney Tunes.

The network TV campaign for Fun Feast breaks May 1 via BBDO Worldwide, New York, which won the company's estimated $25 million frozen food account earlier this year from Ogilvy & Mather.

Campbell is expected to spend $5 million to $8 million in advertising Fun Feast the first year.

"If we didn't compete, they would cannibalize our base business."

"The real opportunity in kids meals was two years ago," admitted James Van Stone, VP for Campbell's convenience meals sector. "It would have been better to have been first."

Technological problems slowed development of the line. There was also initial resistence by upper management. For example, Herb Baum, president of the Campbell North & South America unit, stated publicly in the past that kids meals wouldn't prove to be a successful category.

Campbell has now been forced into the fray to protect its Swanson brand—with a good consumer base of children—from the inroads of competitors.

"If we didn't compete, they would cannibalize our base business," Mr. Van Stone said.

While Fun Feast is similar to the competitive offerings, Campbell believes the brand's advantage is its desserts.

Available in eight varieties, including the frozen dairy dessert Arctic Freeze, the treats lift out of the food tray before microwaving.

The line's main meals, aimed at kids ages 6 to 11, are

(Continued on Page 47)

The $72M question:

How much Rover ad work will new agency get?

By Elena Bowes

LONDON—Rover Group is considering moving as much as $72 million in European Rover car advertising business to Kudos Marketing, a new agency being set up independently by Rover's marketing director.

Rover, a British Aerospace unit, wants to consolidate all its advertising and below-the-line services, said Mike Kennedy, Rover's external affairs director.

Backer Spielvogel Bates Europe handles Rover creative across Europe, centrally coordinated by BSB Dorland here. Zenith Media Buying Services handles media buying.

"There's a stronger likelihood that the U.K. account will go to Kudos than the [entire] European account," Mr. Kennedy said. The U.K. portion is estimated at $36 million.

Mr. Kennedy said the decision whether to move the entire European Rover car account is up to Kevin Morley, who will head the new agency and retain the title of managing director-Rover marketing. He was unavailable for comment.

Rover is supporting Mr. Morley's venture because "we believe it's more useful to have under one roof all the agency services that are currently

"It's more useful to have under one roof all the agency services."

under six or seven roofs. By having them all centralized, the interface between them is much more effective than having them supervised from separate groups," Mr. Kennedy said. "We also will save money."

Kudos will be majority owned by Mr. Morley, and a decision on whether Rover or British Aerospace will take any equity will be made within the next few weeks, Mr. Kennedy said.

Mr. Morley has had discussions with Jack Rubins, the former chairman of McCann-Erickson UK, about joining Kudos, but it's not clear in what capacity. Mr. Rubins said he's considering joining Kudos but that he will continue with SMS, a design, production and ad agency that he owns.

Kudos will provide advertising, direct marketing, promotion and merchandising services to Rover, Mr. Kennedy said. It will be available to handle other clients as long as they don't conflict with the Rover business.

BSB Dorland officials wouldn't comment on the potential account loss. The European network is expected to keep the estimated $38 million European Land Rover account.

"The present thinking is that Land Rover will stay where it is for the short-term future," Mr. Kennedy said. He expressed satisfaction with BSB Dorland's work but said: "We think this move is better for Rover in terms of focus and cost-effectiveness." □

Cable ranks high in quality

By Alison Fahey and Joe Mandese

TV viewers increasingly rate the quality of cable programming ahead of that of the broadcast networks, according to a study by Lintas:USA.

In "TV '92," an annual survey gauging consumers' attitudes toward TV, 34% of respondents said cable TV programming was "somewhat or much better" than the same period a year ago, while 27% said the same about broadcast TV. The survey, conducted in October, asked respondents to rate the quality of programming during the previous month.

This is the first time cable has pulled ahead in the report since the 1988 broadcast TV writers strike.

In "TV '91," 30% of the respondents perceived both broadcast and cable TV networks as improving their programs. And in the 1990 report, 26% of the respondents said they perceived both media as improving programming.

"The key point here is the disparity between broadcast and cable and the increase in perception of cable programming," said Bernard Guggenheim, Lintas senior VP-director of media information services.

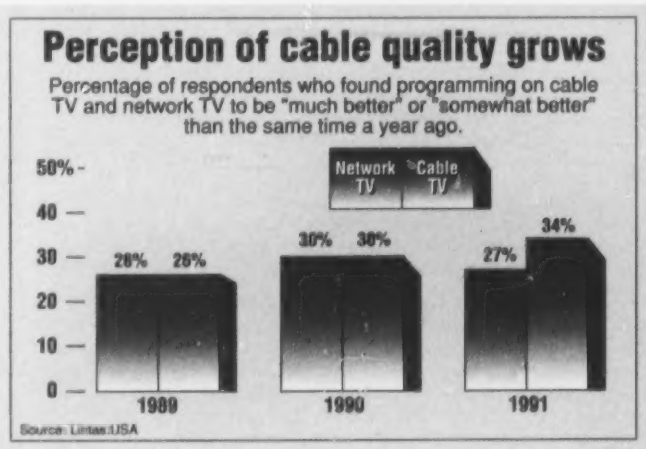
However, he said, even though fewer respondents gave favorable reviews to broadcast TV, the change wasn't significant enough to signal a trend.

The study was based on telephone interviews with 500 randomly selected consumers 18 years and over. Margin of error was plus or minus 3.7 percentage points.

Viewers are still concerned about program content, the study found. Forty-six percent of the respondents said they were "upset with advertisers [buying time on] offensive programs." That's up from 38% and 40% in the '91 and '90 reports, respectively.

One out of every five respondents took action against advertisers, the survey indicated, by boycotting prod-

(Continued on Page 47)



JOHN SMITHER

Nestle, ABC strike Taster's Choice deal

By Bradley Johnson and Joe Mandese

ABC will soon unveil the next episode of the Sharon and Tony melodrama, but it's not a TV show. This is a commercial for Taster's Choice.

Nestle Beverage Co. signed an agreement making ABC the lead network for the next of the coffee spots, featuring the coquettish carryings-on of two neighbors played by Sharon Maughan and Anthony Head.

The fourth spot in the much-publicized series will make its debut the last week of February or first week of March, depending on ABC's movie schedules, said Stuart Klein, VP-management representative at Taster's Choice agency McCann-Erickson Worldwide, New York.

ABC will promote the spot on its two soap opera 900-numbers and run an ad at a discounted rate in *Episodes*, its soap every-other-monthly, Mr. Klein said.

Nestle, in turn, will plug ABC through supermarket point-of-purchase displays, ads in *TV Guide* and a public relations campaign hyping the spot, he said. This will be the third time the Taster's Choice spots have received "tune-in" support in *TV Guide*.

The deal is based on Nestle's

Will the Taster's Choice neighbors get together? Viewers will find out on ABC.

commitment to an incremental ad buy on ABC for the rest of the 1991-92 TV season, said Harry Factor, ABC's VP-promotional sales.

"We will work together on some other ideas throughout 1992 that will bring the consumer closer to Tony and Sharon," he said. But ABC plans no on-air component beyond the ad time bought for Taster's Choice.

ABC will get the lion's share of TV spending for Taster's Choice through summer, and that's likely to be the case again next fall when the fifth spot is unveiled, Mr. Klein said.

Nestle went with ABC after hearing proposals from the three major networks. However, Mr. Klein said the network didn't cut its rates to get the business.

ABC ranks third in the overall network ratings but has the biggest female audience in early morning and daytime programs, key targets for Taster's Choice.

The effort is adapted from a campaign created by McCann's London office for Nestle's Brown Gold coffee in the U.K.

In the last spot seen in the U.S., Tony runs into Sharon at a dinner party. The new episode just might be a date with destiny, or at least Sharon. But Mr. Klein isn't about to spill the beans just yet. □

ABC won't shift sales strategy

By Joe Mandese

NEW YORK—ABC will stick with its traditional approach to network ad sales following a reorganization by Marvin Goldsmith, the newly appointed president of sales and marketing.

Industry observers had speculated ABC might follow rival CBS' lead and adopt a multiple-daypart team approach to sales. Changes in the way several major advertisers have structured their network TV buying assignments fueled that speculation.

But ABC will retain its daypart sales structure, in which individual specialists sell time for specific dayparts, Mr. Goldsmith said.

"Philosophically, we have been very happy with the way the system has operated," he said.

He said, however, that the network—historically characterized by advertisers as rigid and inflexible in its approach to ad sales—will become more "advertiser-friendly."

Mr. Goldsmith was promoted last month from senior VP-general sales manager to president, a new title he said reflects the sales department's new status within the network. He succeeds H. Weller "Jake" Keever, the former exec VP-sales who remains a consultant to the network.

Goldsmith

Equally as significant, Mr. Goldsmith said, was the promotion of George Cain to senior VP-network group, a post that's considered the "right-hand man" to ABC President John Sias. Mr. Cain was formerly senior VP-national sales manager.

Mr. Goldsmith said his and Mr. Cain's promotions will enable the sales department to have a bigger voice in the network's operations. Advertisers and agencies will also have a "voice" at the senior-most levels of the network, he said.

ABC's current sales system is adequate for packaging multidaypart sales, he said.

"We have very quietly done a large number of multidaypart deals," he said, "and we will continue to do so."

Mr. Goldsmith added that senior account execs who sell prime time have the authority to create packages involving other dayparts.

Moreover, he noted, ABC has a yearend bonus pool that benefits all daypart sales executives equally. Neither CBS nor NBC has such a system.

At CBS, groups of sales executives package ad sales for all of the network's dayparts simultaneously to suit advertisers' needs.

That network attributed the move to major advertisers consolidating network daypart buying assignments. Among the marketers are Procter & Gamble Co., Nestle, Eastman Kodak Co. and Mars Inc.

Mr. Goldsmith also said ABC's sales presentations will emphasize more research on the extensive reach and frequency ability of network TV, citing a 1991 study showing that seven ABC prime-time commercial units reached more people than 144 cable TV spots. □

Sega exec says there's no review of account—yet

By Cleveland Horton

Reports of Sega of America placing its $65 million account up for review are premature, says the videogame marketer's new senior VP-marketing.

A review "is certainly an alternative," said Ed Volkwein, but no decision about whether to start a review will be made before the American International Toy Fair later this month in New York.

"The first order of business is to undertake a strategy review, with Sega and its agencies," he said.

Published reports last week of the account going up for grabs set the telephone lines humming to Sega's Redwood Shores, Calif., headquarters as hungry agencies inquired about the possibility of a review. Agency sources say the calls were returned by President-CEO Tom Kalinske's secretary.

"I'm a little concerned that the business is split up."

Her message to the inquiries: Thanks, but no thanks—yet.

Bozell, Los Angeles, currently handles advertising for the Genesis videogame console, while Della Femina, McNamee handles the Game Gear portable unit.

Mr. Volkwein said both are "fine agencies," but expressed some concern about using more than one shop.

"I'm a little concerned that the business is split up," he said. "We're looking for a unified brand approach, and that's difficult with two agencies."

Mr. Volkwein, who assumes the new post today, previously was president of Funk & Wagnalls Corp.

Sega is reviewing its public relations account, now at Ketchum Public Relations, San Francisco. Ketchum will participate, said Ellen Beth Van Buskirk, Sega director of marketing services.

Sega, which has been a distant No. 2 to Nintendo of America in the videogame category, expected to hit nearly $6 billion in sales this year. But Sega ended last year with a strong showing in the new 16-bit generation of videogames. The marketer expects to double sales of its Genesis system to 3.2 million units in 1992, while it projects sales of Game Gear to rise 38% to 900,000 units. Nintendo sold 2.1 million Super Nintendo Entertainment Systems last year. □

Premium beers fall flat

Lower-price brands are big gainers in '91

By Ira Teinowitz

The two top-selling beers, Budweiser and Miller Lite, both had sales declines last year while Coors dropped out of the top 10 altogether.

While those premium-price brands had problems, some popular- and subpremium-price beers posted gains.

The latest numbers from *Beer Marketer's Insights* confirmed some earlier predictions from *Impact*, though the two trade titles differ slightly on exact figures.

Both agree less beer was shipped last year than in 1990, with the drop put at 1.4% by *Beer Marketer's Insights*; both agree some major brands suffered.

Anheuser-Busch's Budweiser, the nation's No. 1 brew, saw shipments fall, with *Beer Marketer's Insights* putting the drop at 5.2%, apparently the brand's biggest drop-off in history.

Budweiser's market share dropped somewhat less but still was 0.8 points below last year's 25%. Some of Bud's losses were made up by Bud Light, which saw shipments rise 5.1%. No. 12 Bud Dry's volume dropped 6.5% to 2.9 million barrels.

Miller Brewing Co.'s Miller Lite, the nation's No. 2 brew, saw its shipments drop 4.5%. Miller High Life's long slide continued, off 14.1% and dropping it to No. 9 in the top beers.

Coors Brewing Co.'s Coors brand fell 19.5% to 3.5 million barrels, ranking it No. 11. The continued growth of Coors Light (tied with Bud Light for No. 3), up 4.9%, helped Coors recover some of the losses.

Coors was the only brewer to increase overall volume, with *Beer Marketer's Insights* showing the growth at 0.8%. A-B was down 0.4%, Miller was flat, Stroh Brewery Co. off 8.6%, G. Heileman Brewing Co. off 11% and Pabst off 1.5%.

The only good news in the premium-price segment was the continued growth of Miller Genuine Draft, up 10.2%, despite the industry's woes.

There was more good news for beers priced below the premium segment. A-B's Natural Light, reduced in price last year, saw shipments grow 40.6%, enough to place it among the top 10 sellers. While smaller in volume, A-B's Busch Light Draft grew 38.1% to 2.9 million barrels.

If the news wasn't great for the three biggest players in the beer industry, it was worse for two of the three lesser players.

Top 10 beer brands

Rank	Brand	Volume*	% chg	Share
1	Budweiser	47.2	−5.2	24.2%
2	Miller Lite	19.0	−4.5	9.7%
3	Coors Light	12.4	4.9	6.4%
4	Bud Light	12.4	5.1	6.4%
5	Busch	9.8	4.3	5.0%
6	Milwaukee's Best	7.1	1.4	3.6%
7	Miller Genuine Draft	6.5	10.2	3.3%
8	Old Milwaukee	5.9	−7.8	3.0%
9	Miller High Life	5.5	−14.1	2.8%
10	Natural Light	4.5	40.6	2.3%

*Volume is shipment in millions of barrels in 1991.
Source: *Beer Marketer's Insights*

Stroh saw every one of its major brands lose volume. Old Milwaukee dropped 7.8%, according to *Beer Marketer's Insights*, and Old Milwaukee Light dropped 10.5% to 1.7 million barrels, said *Impact*. Even Schlitz malt liquor was down 11.8% to 1.5 million barrels, according to *Impact*.

Heileman also experienced big drops with its flagship Old Style off 12.5% to 2.1 million barrels, and Colt 45 malt liquor down 11.1% to 1.6 million barrels, both according to *Impact*.

Only S&P's Corp.'s products showed gains. Pabst Blue Ribbon grew 4%, to 2.6 million barrels and its Olde English "800" malt liquor grew 30.8% to 1.7 million barrels, according to *Impact*.

While the overall numbers look bad for the industry, brewers and analysts believe some of 1991's problems resulted from a flurry of pre-1991 purchases to avoid the excise tax increase.

After the two publications' numbers were compiled, A-B said its volume declined 0.5% but claimed its share of the industry increased 0.7%. Coors said its shipments actually increased 1.2%, while Miller said its volume increased 0.4%. □

Domino's backs new pizza with $10M

By John P. Cortez

Domino's Pizza will spend $7 million to $10 million to launch its improved pizza, starting with TV spots breaking this weekend on college basketball coverage.

The new pizza, with 45% more cheese, bigger toppings and a thicker crust, should be available nationwide by Feb. 10, said Mike Jenkins, director-public relations at Domino's.

Two 30-second and four 15-second spots continue the "Nobody knows like Domino's" theme, while incorporating the new-product buzzwords, "More melted cheese, big better toppings, tender tastier crust." Grey Advertising, New York, is the agency.

Celebrities appearing in the new commercials include Indiana University basketball coach Bob Knight and "Late Night With David Letterman" comedian Larry "Bud" Mellman.

The company also plans to introduce a deep-dish pizza later this year.

Domino's, the leader in the estimated $6 billion pizza delivery segment with 5,700 stores, has seen its share fall 10 percentage points from 1989 to 46% last year. Industry leader Pizza Hut has been the primary beneficiary; in the past five years, the PepsiCo unit has begun delivery and now has nearly 20% of the segment.

Domino's Chairman Thomas S. Monaghan in December removed David Black as president and reassumed control of Domino's himself, a position he gave up in 1989 while seeking a buyer for the company.

Plans to raise Domino's pizza prices 3% to 7% will likely be offset by discount deals, said Rajan Chaudhry, senior editor of *Restaurants & Institutions*.

"This segment is highly deal-oriented—40% of the products are sold at a discount rate," he said. "I have no doubt that even premium pizza [from Domino's] will be discounted at some point." □

Domino's new pizza boasting more and better ingredients hits the front lines of the pizza wars Feb. 10.

TV faces transition

Schultz tells NATPE to consider targeted tools

By Alison Fahey

NEW ORLEANS—The marketing and media business—and TV advertising in particular—will never be the same again.

That's the theory of Don Schultz, professor in the integrated advertising/marketing communication department at Northwestern University's Medill School of Journalism, who spoke at the National Association of Television Program Executives convention late last month.

In a presentation called "Is TV Advertising Obsolete?" Mr. Schultz said that though the recession is spurring some changes in the ad industry, technological advancements such as product scanners and databases will have a more profound long-term effect, as will the shift in power from manufacturers to retailers.

"Advertising people like to say this is a cycle, that when the economy recovers things will go back to the way they were," Mr. Schultz said. "But our media system will never be the same as before. Mass marketing is dead, but we refuse to bury it."

Replacing mass marketing, "where one message fits all," are "discrete messages targeted according to customer profiles," he said.

"Mass marketing is dead, but we refuse to bury it."

Although Mr. Schultz said TV advertising won't become obsolete, he believes some notions about it are outdated.

"TV advertising does work, but we've been measuring the wrong things," he told the audience, mostly TV station executives.

"Stop counting bodies [and] know more about your viewers," he urged. "Marketers have more information than the media, so they are able to negotiate [price]," he said. "They know what they want to buy, and you don't know what you have."

Mr. Schultz suggested TV stations create their own databases so they have more information on their viewers.

He also advised TV stations to create alliances with direct marketing or sales promotion agencies to offer advertisers more than a "stand-alone media buy."

"We've entered a totally new marketplace, one that requires totally new forms of advertising and marketing," Mr. Schultz said.

The marketing and media industries must recognize a new "media paradigm" where eventually the consumer will control the flow of communication, he said.

"It won't be when marketers want to send out the message," he said. "It'll be when the consumer wants to access it." □

COVER STORY

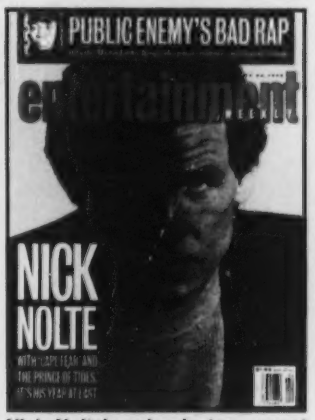
Editors' tide turns in Nolte's favor

By Janice Kelly

Cover Story is a monthly ranking of celebrities' popularity as reflected by their appearances on the cover of more than 30 of the nation's leading publications.

Actor **Nick Nolte** is the prince of magazine covers for January.

His roles in "Prince of Tides" and "Cape Fear" attracted the spotlight, bringing 8.5 points on the Cover Story index.



Nick Nolte's roles in two recent films put him in the limelight.

Cover Story assigns point values to cover appearances based on factors such as publications' frequency and prominence of the photos.

Second with 8 points was **Julia Roberts**, who won the Cover Story crown for 1991. Attention continued in January, spurred by her role in "Hook."

Earvin "Magic" Johnson scored 7 points to tie for third place as he continued to speak out about public awareness of AIDS. **Michael Jackson** also earned 7 points with attention surrounding his new album, "Dangerous."

Cover Story veteran **Elizabeth Taylor** placed fifth with 6 points; stories profiled her long acting career or covered her new marriage.

Sixth place went to former president **John F. Kennedy**, who garnered 5.5 points from attention surrounding Oliver Stone's film "JFK."

Seventh place saw a four-way tie at 5 points between **Annette Bening and Warren Beatty**, with stories on their performances in "Bugsy" and the birth of their daughter; **Kevin Costner**, who plays Jim Garrison in "JFK"; **Madonna**; and **Anita Hill.**

Rounding out the survey with 4 points each were **the Persian Gulf War anniversary, Oprah Winfrey, Delta Burke, Pee-Wee Herman** and **Cher.** □

MEDIA MIX

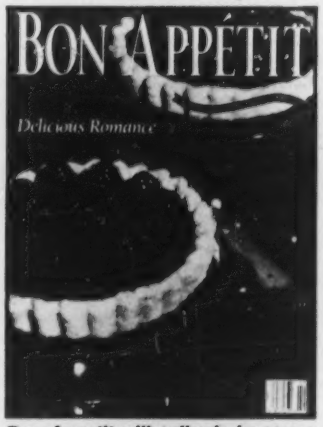
MEDIA WORKS

***Bon Appetit's* seven-course menu.** Knapp Communications Corp.'s *Bon Appetit* restructured its New York sales force, switching to category sales from a general sales approach. The monthly named seven category managers, each of whom will be responsible for sales, marketing and promotion in a given category. Publisher Polly Perkins said she's also looking for a sales development director.

Bravo for airtime! Cable TV network Bravo for the first time is soliciting marketers to underwrite programming. Bravo's cultural and arts programming, commercially uninterrupted since the New York-based network's inception in 1980, will remain free of commercial breaks. Texaco has made an 18-month commitment as exclusive underwriter of "Texaco Performing Arts Showcase." Bravo has more than 7 million subscribers.

***SmartMoney* scores ads.** The March launch issue of *SmartMoney*, a New York-based joint venture between Hearst Corp. and Dow Jones & Co., will carry 98 paid ad pages, said Jack Heistand, Hearst publisher of magazine development. The February/March launch issue of Capital Publishing Co.'s rival personal finance magazine, *Worth*, carried 97 ad pages.

Not just blowing smoke. M. Shanken Communications, New York, publisher of *The Wine Spectator*, is planning to light up a new magazine, *Cigar Aficionado*, a quarterly for cigar connoisseurs. Details on the launch were not available, but the Feb. 15 issue of *The Wine Spectator* features a special report on cigars.



***Bon Appetit* will sell ads in seven categories.**

Home Shopping Network, St. Petersburg, Fla., has signed an exclusive one-year direct TV sales, direct mail and travel license agreement to market products and events tied to the Spain '92 quincentennial celebration.

Meredith title seeks ads. Meredith Corp.'s Craftway Corp. subsidiary, Des Moines, Iowa, launched its first ad-supported magazine, the quarterly *Treasures in Needlework*. Meredith officials say they have no plans to convert Craftway's other books, including *Cross Stitch & Country Crafts*, to carry advertising.

Fox drops news channel plan. Fox Television, Los Angeles, and Tele Communications, Chicago, canceled plans for a 24-hour Chicago cable news channel called "The News Channel." Former "Good Morning America" weatherman John Coleman, ceo of the venture, cited the sluggish economy. After leaving his network post, Mr. Coleman helped start cable's "The Weather Channel."

P.M.s don't play in Peoria. The *Peoria* (Ill.) *Journal-Star* dropped its afternoon edition Jan. 20, several months ahead of original plans, saying conversion to a morning-only paper had gone faster than expected. □

NEWSSTAND

Print advertising opportunities.

Autoweek, Detroit, "1992 motorsports preview" special edition, Feb. 24 issue; ad close: Feb. 6. B&w page: $12,415; color page: $19,335.

Premiere, New York, "4th annual Academy Awards" special edition, April issue; ad close: Feb. 7. B&w page: $14,940; color page: $21,630.

Movieline, Los Angeles, "David Bowie" special ad section, April issue; ad close: Feb. 10. B&w page: $4,021; color page: $5,500.

The New Yorker, New York, "Discover France: again and again" special ad section, April 20 issue; ad close: Feb. 10. B&w page: $27,545; color page: $43,925.

House Beautiful, New York, "Beautiful expressions" special ad section, May issue; ad close: Feb. 11. Color one-sixth page: $4,300.

Bicycling, Emmaus, Pa., "Helmet buyer's guide" special editorial section, May issue; ad close: Feb. 13. B&w page: $12,560; color page: $18,210.

Parade, New York, "Everybody loves potatoes" special editorial section, March 22 issue; ad close: Feb. 13. Color page: $366,700.

Family Circle, New York, "Diet America challenge" special editorial section, May 12 issue; ad close: Feb. 14. B&w page: $81,510; color page: $96,990.

Redbook, New York, "Red letter days" special ad section, May issue; ad close: Feb. 14. Color page: $69,755.

Sports Illustrated, New York, "Olympic track & field pathways" special ad section, April 13 issue; ad close: Feb. 17. Color page: $134,000.

U.S. News & World Report, New York, "Graduate schools" special editorial section, March 23 issue; ad close: Feb. 24. Color page: $77,100.

Premiere, New York, "The power issue" special ad section, May issue; ad close: Feb. 25. B&w page: $17,070; color page: $24,020.

TV Guide, New York, "Academy Awards" special editorial section, March 28 issue; ad close: Feb. 25. B&w page: $95,750; color page: $112,700.

Crain's New York Business, New York, "International" editorial section, March 9 issue; ad close: Feb. 27. B&w page: $9,800; color page: $11,675.

Corporate Cleveland, Cleveland, "Business and the Earth" special editorial section, April 15 issue; ad close: March 1. B&w page: $3,665; color page: $4,685.

Parade, New York, "Turkey—any time of year!" special editorial section, April 12 issue; ad close: March 5. Color page: $366,700.

Island, Santa Barbara, Calif., "Summer travel" special ad section, May/June issue; ad close: March 6. B&w page: $7,115; color page: $8,895. □

Joe Mandese coordinates MediaWorks.

TRACKING SHARES

The growth of Olympics

The Winter Olympics have gotten increasingly more coverage and higher ratings since the 1968 Games. They've gotten more expensive, too, with ad time more than tripling in cost. With the 1992 Winter Olympics set to begin Feb. 8, here is a review of prime-time coverage of past Games.

YEAR	SITE	NETWORK	DAYS	HOURS OF COVERAGE	RATINGS	HOUSEHOLDS	AVG. COST PER :30*
1968	Grenoble	ABC	9	9:30	13.4	7.6 million	$60
1972	Sapporo	NBC	8	11:05	17.2	10.7 million	$72
1976	Innsbruck	ABC	13	26:30	21.7	15.1 million	$69
1980	Lake Placid	ABC	13	34:58	23.6	18.0 million	$71
1984	Sarajevo	ABC	14	40:00	18.2	15.3 million	$175
1988	Calgary	ABC	16	53:31	19.3	17.1 million	$192

*In thousands. Source: Nielsen Media Research

FOR THE RECORD

CARIBBEAN TOURISM Organization, New York, named **McCaffrey & McCall** to handle the newly formed, 28-country association's $15 million account. McCaffrey has given up the $5 million to $10 million Puerto Rico Tourism account, which it jointly handled with Badillo/Saatchi & Saatchi Advertising, San Juan. That account is expected to go up for review later this year when a new government is elected.

WALT DISNEY CO.'S Buena Vista Home Video will team with Nabisco Biscuit Co. for a $25 million cross-promotion tied to the April videocassette release of "101 Dalmatians." The promotion includes a $3 video rebate offer on 20 million boxes of Nabisco cookies and crackers. The videos will also carry promotional inserts for "Dance! Workout With Barbie," a kids' exercise video Disney will market in conjunction with toy giant Mattel. An eight-month national ad and promotional campaign supports; DDB Needham Worldwide, Chicago, handles creative for Disney. Separately, Disney dropped a 2-year-old antitrust suit against Fox Broadcasting Co. over competing children's programming. The suit, in U.S. District Court in Los Angeles, claimed Fox tried to force its affiliates to drop Disney's syndicated children's programs to make way for the Fox Children's Network.

ACCOUNT ACTION: Pfizer Corp., New York, narrowed the review for its $7 million Visine brand to Calet, Hirsch & Spector; Grey Advertising; Partners & Shevack; and Warwick Baker & Fiore. Backer Spielvogel Bates was the previous agency. . . . **Modell's Sporting Goods**, New York, to **Barkley & Evergreen**, Shawnee Mission, Kan., from in-house for its $5 million to $7 million spot TV and print account. . . . **Thermos**, Schaumburg, Ill., to **Keller Crescent Co.**, Evansville, Ind., from Hollingsworth, Rockford, Ill., for its $3 million-plus TV and print account. . . . **John Nuveen & Co.**, Chicago, to **Cramer-Krasselt** for its new $2 million to $3 million direct marketing and database marketing development account. . . . **Shoe-Town**, Totowa, N.J., to **Follis DeVito Verdi**, New York, and **Media Buying Services International** from Solin Associates for its $2 million to $3 million account. . . . **Fruit of the Loom**, Bowling Green, Ky., to **Leo Burnett Co.**, Mexico City, for its new Mexican account.

OBITUARY: Freddie Bartholomew, 69, retired VP at Benton & Bowles, New York, died of emphysema Jan. 23 in Sarasota, Fla. Mr. Bartholomew was a major child film star, something he sought to downplay during his agency career.

WORTH NOTING: GGK, London, with 15 first-place awards, and Leo Burnett USA, Chicago, with 13 were the big winners at the Mobius Advertising Awards Jan. 30. U.S. agencies won 106 of 181 Mobius awards presented. Burnett's "Dance Card" spot for Hallmark Cards received the TV Best of Show award. . . . **Lowe Group**, London, part of Interpublic Group of Cos., has opened Academy, an office that will provide counseling services on sponsorship issues to sports governing bodies and other commercial rights holders. Paul Smith, formerly with sponsorship shop ISL, Lucerne, Switzerland, was named managing director.

Salem turns up heat

Ideas being tested from Leber Katz, Trone

By Judann Dagnoli and Jon Lafayette

NEW YORK—FCB/Leber Katz Partners is competing with a tiny North Carolina agency for a new national ad campaign for R.J. Reynolds' Salem brand, a $40 million account now handled by Leber Katz.

The tobacco marketer is considering both efforts and will choose one based on research now being conducted. A decision is due in about a month.

Leber Katz's competition is tiny Trone Advertising, a Greensboro shop with $31 million in billings that previously worked on R.J. Reynolds Tobacco Corp.'s controversial "Joe Camel" campaign for Camel cigarettes.

However, RJR Chairman-CEO James Johnston said regardless of the outcome of the competition, the account won't be moved.

A decision was due Friday, but sources said the company decided to continue testing the campaign ideas. The testing follows at least six months of rumors that Trone has been pitching on Salem with an eye toward winning the account.

But while the two shops were said to sweating out the creative competition, Mr. Johnston maintained "there is no closet review."

Instead, he likened the situation to RJR asking Trone, Young & Rubicam and Leber Katz to contribute ideas on the Winston "Wrap" campaign last June.

"This is the same thing as Winston," he said. "We are harnessing the talent of all our agencies. Does this lend a little competition [incentive] to our agencies? Yes."

Leber Katz and Trone President Lee Trone both declined comment.

Although Mr. Johnston pointed out that the Winston competition didn't lead to an account move, the company hasn't always shown reluctance to shuffle cigarette accounts. Nor is RJR, which buys its media in-house, likely to spurn Trone because of its size.

In October, the company moved its $45 million Camel account to Mezzina/Brown, then a two-man breakaway shop formed by two ex-staffers from Y&R, the previous agency of record.

RJR has been seeking a long-term image campaign for Salem for well over a year, after scrapping Leber Katz's "Refreshest" effort. □

Gary Levin contributed to this story.

Nabisco

(Continued from Page 1)

ship of Nabisco Biscuit Co. President Ellen Marram, another sign of the company's commitment to rebuilding the business, company executives say.

Nabisco's cereal business could use a boost. Market share has steadily declined over the last few years, from a 5.2% pound share in 1988 to 3.3% for the year ended Oct. 5, according to Nielsen Marketing Research.

Behind the decline were two failed products. Breakfast Bears cereal, based on Nabisco's highly successful Teddy Grahams cookies, flopped because the cereal didn't hold up well in milk. The other failure was Fruit Wheats, featuring fruit inside a wheat square; it didn't catch on with consumers.

Like others, Nabisco also erred in jumping on the oat bran bandwagon in 1988. The company introduced several oat bran line extensions, including Shredded Wheat With Oat Bran, which faded with the oat bran fad in 1990.

At the same time, Nabisco's ad spending began a precipitous decline.

In 1989, the company spent $22 million to support its cereal lines, plunging to $8 million for the nine months ended in September, LNA/Arbitron Multi-Media Service reported.

Nabisco wouldn't say how much spending will be increased over the next two years. But given the breadth of its Shredded Wheat effort, the increase is expected to be healthy, taking spending over the $15 million mark at least.

A network TV spot, in 15- and 30-second versions, shows "American Bandstand" host Dick Clark "celebrating a birthday for a living legend," which he says "is not me, although you probably think I've been around forever."

The commercial kicks off a consumer promotion in which Nabisco is putting certificates worth $100 each in 10,000 boxes of Shredded Wheat, Shredded Wheat 'n Bran and Shredded Wheat Spoon Size through April.

T.J. Paul, a Philadelphia promotion house, handles the promotion.

Nabisco also plans "birthday breakfast parties" for Shredded Wheat in Miami, Houston, Denver and Naperville, Ill., in May. The parties will feature the "Shredded Wheat Band."

In June, the company will host a party in Niagara Falls, N.Y., site of the first Nabisco Shredded Wheat factory.

Although Mr. Baumbusch wouldn't discuss creative for the long-term campaign, he indicated it will update the Shredded Wheat brand image while preserving its equity as a trusted tradition. □

Coupons

(Continued from Page 1)

at ways to help consumers beat the recession. They should be looking at ways they can use their marketing dollars in ways that directly benefit consumers."

Leading the greater-than-expected growth in distribution was the steep rise in the number of health & beauty aids coupons, which NCH determined rose 11.2% to 68.6 billion. The number of grocery-product coupons rose 2.6% to 223.4 billion.

Consumers saved more than $4 billion with coupons; manufacturers paid retailers $596.8 million in fees for coupon handling.

The recession has confounded earlier suggestions that coupon distribution was reaching saturation, said Ken Bortner, president of News America's free standing insert division. He expects distribution to rise again in 1992.

"I think when you have 23 million people on food stamps or some sort of public aid, and when you can deliver, say, savings of $30 through a coupon drop, people are going to take note of that and use those coupons," he said. "And with the onset of brand parity, more people are buying on price."

The average face value of redeemed coupons in 1991 was 54¢, up 8.4% from 49.8¢ in 1990.

FSIs remained the primary choice for coupon delivery, accounting for 79.6% of the total, compared with 79.9% in 1990, according to NCH. Newspapers' share was unchanged at 5.3%, and magazines remained steady at 2.3%.

Direct mail delivery, which gained share through the 1980s, declined a percentage point to a 4% share. In-pack/on-pack coupons gained slightly, accounting for 3.8% vs. 3.5% in 1990.

The biggest gain in NCH's media tracking came in the "other" category, which is primarily in-store couponing such as on-shelf or at-checkout dispensers. The category's share rose to 5% from 3.9%.

Unlike NCH, CMS tracks "in-ad" coupons, distributed primarily through retailer-sponsored co-op circulars. CMS said in-ad coupons accounted for 7% of the 314 billion coupons distributed in 1991, up dramatically from 3% of 280 billion coupons in 1990.

"When we asked consumers whether they expected the economy to get better or worse over the next six months, 30% said they expected it to be worse, 40% said they thought it would be the same," Ms. Perrin said. "Given that pessimism, it's likely coupon use will continue to rise." □

FDA

(Continued from Page 1)

U.S. Department of Justice.

FDA investigative tactics prompted the formation of the Coalition of Healthcare Communicators, which includes the American Association of Advertising Agencies, Pharmaceutical Advertising Council and other health, media and pharmaceutical companies. The group will develop a strategy on how to deal with the FDA. The issue is also among the topics of a series of legal affairs seminars this month sponsored by the Four A's.

In response to charges of strong-arm tactics, FDA spokesman Mike Shaffer said: "I don't think anyone here would acknowledge that, and I don't know if it's accurate. But my understanding is that the agency has the right to inspect records, and I would presume that companies cannot transfer records to employees' homes to avoid [FDA inspection] . . . and that may have been what has happened."

Increasing pressure from the pharmaceutical industry appears to have contributed to the FDA's change of heart about issuing guidelines.

"We were surprised at the reaction to the guidelines we proposed for continuing medical education," said Mr. Shaffer, referring to the agency's initial proposals explaining what the FDA would and wouldn't allow in drug company-sponsored conferences.

After the proposed medical conference guidelines were issued, the Coalition of Healthcare Communicators issued a stinging critique.

"We had thought that we would issue [the guidelines] and that everyone would knuckle under."

"We had thought that we would issue [the guidelines] and that everyone would knuckle under," Mr. Shaffer said. "Now the agency's thinking is more to doing something cooperatively. And because of the trouble with the CME guidelines, there may be grounds for saying there will be problems in other areas as well," such as proposed guidelines for direct-to-consumer advertising.

The major criticisms of the FDA's proposed guidelines for continuing medical education centered on whether the agency might be trying to assert its regulatory role in an area of speech protected by the First Amendment and whether the agency was squelching information that would be beneficial to the public, said John Kamp, Four A's VP.

"The FDA was saying that if research was funded by a drug company, and that the results of that research with respect to a particular disease were discussed at a conference, then the discussion could only be about the approved use of that drug," Mr. Kamp said.

FDA Commissioner David Kessler has publicly expressed concern about the objectivity of medical conferences sponsored by pharmaceutical companies, saying some appear to be little more than a promotion for the companies' drugs.

Mr. Shaffer said the FDA's likely next step could be to rely on an accredited third party to monitor medical conferences for compliance with FDA policies.

"They would not have enforcement authority but could report any violations to the FDA," he said.

"As for consumer media advertising, we will have to issue something—guidelines or a policy statement," he said but offered no time frame. □

Kids

(Continued from Page 3)
Chompin' Chicken Drumlets, Roarin' Ravioli, Belly Bustin' Beef Patties, Growlin' Grilled Cheese, Wobblin' Wheels & Cheese, Chillin' Cheese Pizza, Frazzlin' Fried Chicken and Frenzied Fish Sticks.

Creative is likely to incorporate the animated spokescharacters on Fun Feast's packaging. Each box features a different animal such as Edgar the Elephant, Melvin the Moose and Sammy the Shark.

Boxes also contain "surprise packs" of trinkets like personalized memo pads, doorknob hangers or a "secret decoder."

To outflank ConAgra, which holds 66.4% of the $122 million frozen kids meal segment, according to Nielsen Marketing Research figures, and Tyson, with 33.6%, Campbell is pricing the Swanson line lower than competitors.

Mr. Van Stone said the suggested retail price on Fun Feast is $1.89, compared with Looney Tunes, now at $2.19 after a price drop in May from $2.39. Kid Cuisine is priced at about $1.99.

Despite the strength of the established players, there may be room for a third competitor in frozen kids meals.

Nielsen figures for the year ended Sept. 14 show Kid Cuisine sales at $81 million, up 29.4% from a year earlier, even before ConAgra added new breakfast and six Mega Meal varieties last fall. Looney Tunes doubled its sales to $41 million by adding new varieties, including Looney Tunes Pasta.

Still, some food industry executives remain wary of the long-term future of kid-specific meals, remembering all too well the failure of the former Libby, McNeil & Libby's Libbyland kids meals in 1972.

Mary Anne Jackson, founder of My Own Meal Co., a marketer of shelf-stable kids' meals, said the category is "absolutely here to stay."

"Parents are looking for good, fast-food for their kids, and Kid Cuisine has done a good job of coming out with new products, like Mega Meals," she said. "But there will be more room for new players if they don't duplicate products. Kids like variety as much as retailers do." □

Julie Liesse and Christy Fisher contributed to this story.

Cable

(Continued from Page 3)
ucts, complaining to stations or advertisers, or joining an organization to support TV improvement.

The study found that among households with cable TV, viewers were more aware of Cable News Network than Fox Broadcasting Co.

Turner Broadcasting System's CNN ranked fourth in unaided awareness among all TV networks behind the Big 3 TV networks, while Fox placed fifth.

Even in households without cable TV, CNN gained significant awareness, with 10% of the respondents citing the cable TV network, compared with 3% the previous year.

Mr. Guggenheim said CNN's awareness was heightened by its coverage of the Persian Gulf War, among other things, and by the media coverage the network received.

"Once you put that type of awareness in people's minds . . . my guess is that it won't decline," he said. □

Mexico woos tourists

MEXICO CITY—Mexico's Secretariat of Tourism this month will launch a $6 million print campaign in the U.S. and Canada promoting the country's top 11 beach resorts.

The ads were produced in-house. This month and next, Mexican agencies will be asked to pitch for the remainder of this year's business. Saatchi & Saatchi Worldwide's Montenegro/SSA handled the account last year. □

Michelob thinks older

By Ira Teinowitz

Anheuser-Busch is backing its eroding superpremium Michelob brand with a new strategy and campaign that aims for an older audience instead of its traditional 21-to-26-year-old target.

Michelob ads are also targeting women more strongly.

"What we have been watching is a shift. The population is aging a bit," said Bob Goughenour, group brand director for Michelob. "The Michelob family has greater appeal to that audience—adults. That generation knows Michelob's quality, and it's a reasonably good target with a whole lot of value, not to mention the competitive pressure in the battle for younger drinkers."

The new campaign, from D'Arcy Masius Benton & Bowles, St. Louis, broke Jan. 26 and takes a "Michelob family" orientation—replacing most individual advertising for Michelob, Michelob Light and Michelob Dry.

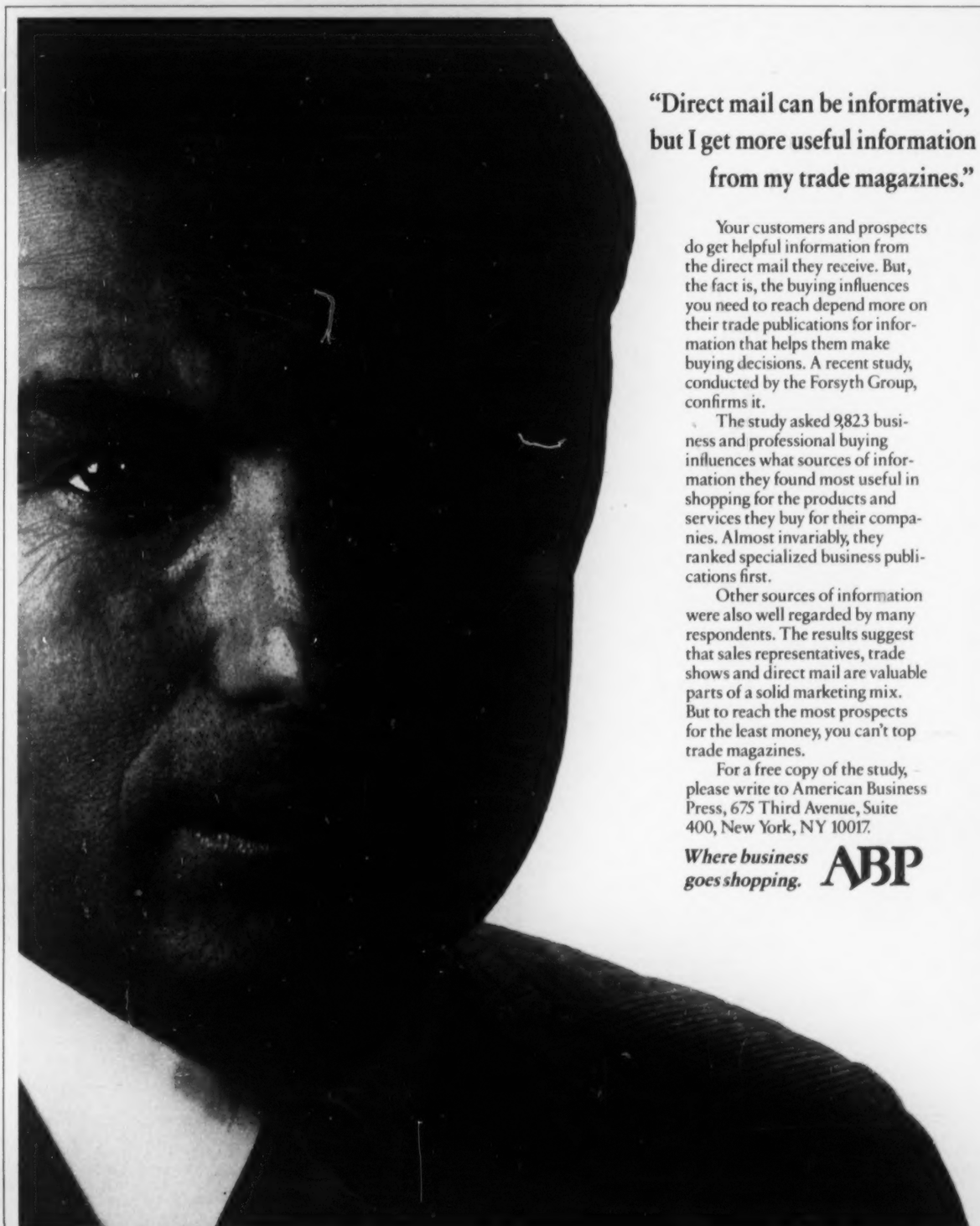
Network TV, radio and print ads use a "Some days are better than others" theme. TV and print ads feature people celebrating an event.

Company officials wouldn't disclose spending, but industry sources estimate A-B will spend at most $25 million on the brands this year. Michelob advertising is expected to air during the Winter Olympics.

The campaign is the first since D'Arcy regained the mainline Michelob account in August from DDB Needham Worldwide, Chicago, and is the first major image-oriented TV effort since the "Night belongs to Michelob" campaign three years ago.

Questions remain, however, about long-term plans for Michelob. A-B is also expanding its test of premium-price Michelob Golden Draft and Golden Draft Light, two Miller Genuine Draft look-alikes, with ads from DDB Needham.

Michelob is suffering from a continuing sales slide. Last year, Michelob, the nation's No. 14 brand, saw shipments slip 12.9% to 2.7 million barrels and its market share slip to 1.4%, *Impact* reported. □



"Direct mail can be informative, but I get more useful information from my trade magazines."

Your customers and prospects do get helpful information from the direct mail they receive. But, the fact is, the buying influences you need to reach depend more on their trade publications for information that helps them make buying decisions. A recent study, conducted by the Forsyth Group, confirms it.

The study asked 9,823 business and professional buying influences what sources of information they found most useful in shopping for the products and services they buy for their companies. Almost invariably, they ranked specialized business publications first.

Other sources of information were also well regarded by many respondents. The results suggest that sales representatives, trade shows and direct mail are valuable parts of a solid marketing mix. But to reach the most prospects for the least money, you can't top trade magazines.

For a free copy of the study, please write to American Business Press, 675 Third Avenue, Suite 400, New York, NY 10017.

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NEWSPAPER

Advertising Age

February 10, 1992

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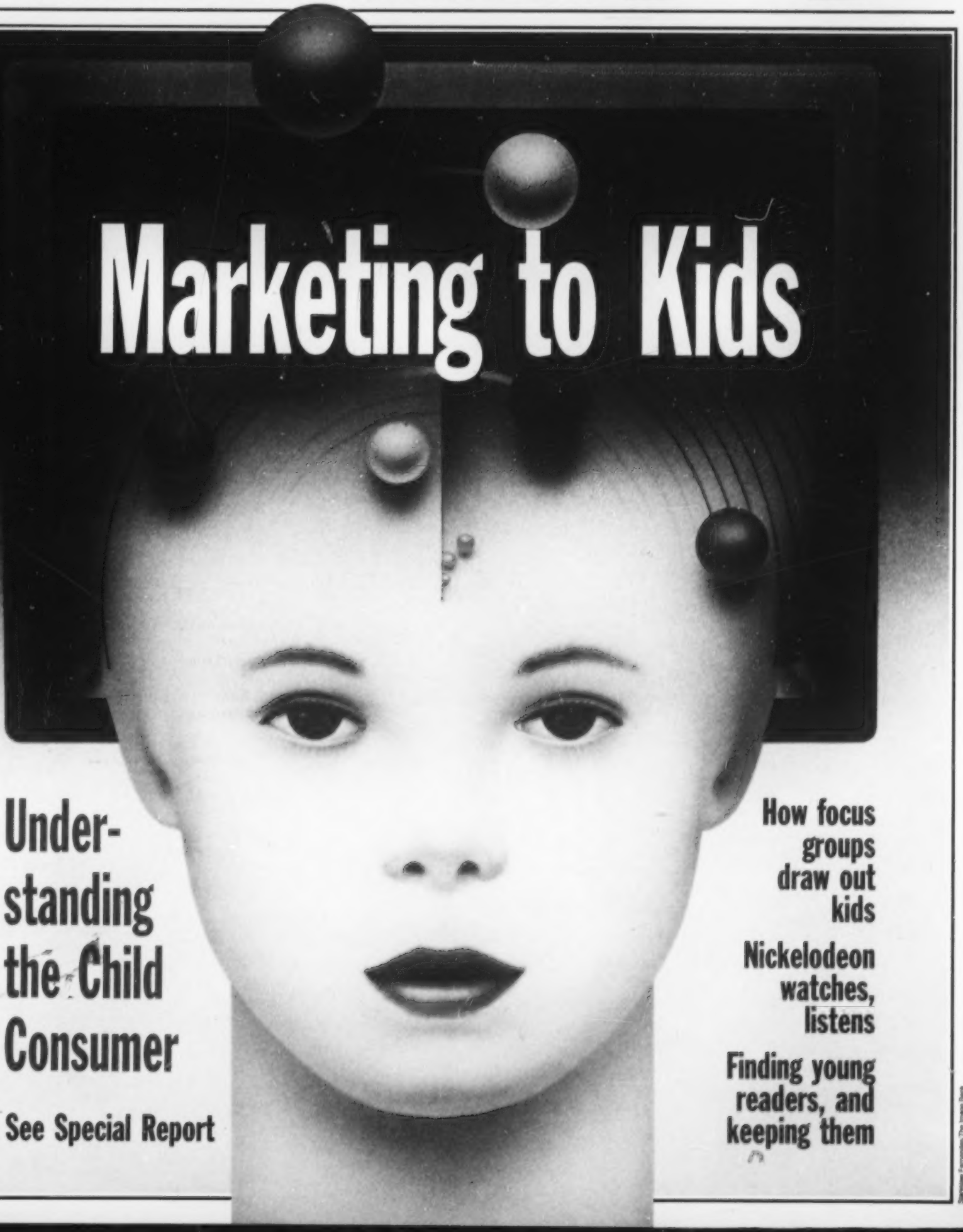
Marketing to Kids



Under-standing the Child Consumer

See Special Report

How focus groups draw out kids

Nickelodeon watches, listens

Finding young readers, and keeping them

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GM turns to Japan

$8M campaign stresses quality of Cadillacs

By David Kilburn

TOKYO—General Motors Corp. hopes to polish its image in Japan by launching its most extensive TV advertising campaign ever. The U.S.-based car company plans to break an $8 million campaign here in March for the Cadillac Seville that will illustrate how well its cars can compete with Japanese models.

"Our strategy is to remove the misunderstandings about American cars," said Ichiro Sugita, GM advertising and sales promotion manager here. "We are going to communicate the quality of GM cars to the Japanese people, especially the Cadillac Seville, which is our flagship."

The GM campaign is designed to persuade skeptical Japanese consumers that the Seville, launched in November, is fully competitive in terms of fuel efficiency, fit and finish with Japanese and German luxury marques. McCann-Erickson Hakuhodo handles.

GM's Mr. Sugita said spot TV and print ads are planned, along with sports sponsorships.

Spending will depend on how many cars are sold, but the company will spend no less than $8 million, he said. The campaign will run for a year.

Total Cadillac sales in Japan were 1,000 last year, mainly Eldorado and Fleetwood models.

"This year, we have no specific [sales] target," Mr. Sugita said. "We want to sell as many as possible, and we're hoping for a 20% to 30% increase."

Mr. Sugita views upscale Japanese cars, such as Toyota Motor Corp.'s Crown and Nissan Motor Co.'s Cima, as Cadillac's main competitors.

"We are also competing with Mercedes and BMW, but our first competition is the Japanese domestic car," Mr. Sugita said. "The European cars are our secondary target."

Cadillac Seville, however, sells for about $60,000 while Toyota's Crown line is priced as low as $11,000 for some models, and as high as $50,000. Nissan's Cima line ranges from $35,000 to $50,000.

In January, 18,000 Crowns were sold, making it Toyota's best-selling line. About 4,500 Nissan Cimas are sold monthly.

"We wish GM every success with their marketing plans," said a Toyota spokesman in Tokyo.

Last year, GM sold a postwar record 10,301 cars in Japan, up about 11% from 1990. That was 5% of the imported auto market. GM also sells its Buick, Pontiac and Chevrolet lines in Japan.

German brands Mercedes-Benz, Volkswagen, BMW and Audi lead the import sector, together holding about 64% of the import market. □

AmEx's Olympics ambush may goad IOC into action

By Gary Levin

American Express Co. last week defended its ambush marketing attack on Visa International's Olympic sponsorship, but the practice is likely to lead the International Olympic Committee to review the way it sells marketing rights.

AmEx's ambush TV campaign is a response to Visa spots themed "The Olympics don't take American Express." The AmEx commercials urge viewers "going to the winter fun and games" in Albertville, France, not to believe that AmEx is excluded by area merchants, as some "bank cards" might suggest.

"They've technically not violated anything, but in our minds they've tried to create an impression," said Jan Soderstrom, senior VP-advertising and promotion at Visa USA. "What they're trying to do is clear-cut ambush marketing."

The new TV spots from Chiat/Day/Mojo, New York, don't explicitly mention the Olympics or use its symbols or logos.

AmEx said it was only reacting with "clarification advertising" to what it calls Visa's "misleading" suggestions in spots from BBDO Worldwide that imply AmEx cards aren't accepted anywhere in Albertville.

AmEx cards aren't accepted for Olympic ticket sales or by on-site merchants but are accepted by other area establishments.

"If Visa decided to file a lawsuit, we would welcome it," said Elisabeth Coleman, an AmEx spokeswoman. "We feel a public airing of the AmEx-bashing Visa ads is long overdue. We're just setting the record straight."

The IOC, which governs official sponsorships, hasn't responded to the latest AmEx salvo, said Michael Payne, its director of marketing.

But the Court of the First Instance in Paris last week fined AmEx $26,000 for unauthorized use of Olympic rings in *Expressions*, a magazine circulated to 400,000 AmEx cardmembers in Europe. The suit was filed by French Olympic organizing committees.

Still, Mr. Payne said in an earlier interview that the IOC will try to prevent ambush marketing attempts by publicizing flagrant violations. The IOC will also re-evaluate the way it sells sponsorships for the 1996 Summer Olympics, he said.

Talks center on perhaps seeking to double the price tag for worldwide The Olympic Program II sponsorships, now estimated at $20 million. In exchange, sponsors would get rights in their category to sponsor all U.S. teams, federations and pre-Olympic events, which Coca-Cola Co. has secured this year through its own negotiations.

Currently, negotiations to sponsor individual U.S. teams, for example, are handled separately. AmEx will sponsor the cycling and swimming teams this year at the Summer Olympics in Barcelona.

But some TOP II sponsors may balk at paying higher prices, since total sponsorship still doesn't prevent a competitor from advertising during the Games or using athletes or other sports motifs. □

Bill Britt contributed to this story.

Chrysler ads fight foreign brands

By Raymond Serafin

It's not "Japan bashing," but a new corporate Chrysler spot slated to break on the Winter Olympics last weekend is geared to improving its image against foreign brands.

In the spot, Chrysler Corp. Chairman Lee Iacocca acknowledges foreign competitors have been giving U.S. carmakers a beating. But he goes on to say Chrysler has restructured its way of developing product, built a $1 billion technology center and is bringing new products to market.

"In the car business, you lead, follow or get out of the way . . . and Chrysler intends to be a leader," Mr. Iacocca says in the 60-second spot.

He appears with three key new products the company is rolling out this year—the Dodge Viper sports car, Jeep Grand Cherokee sport utility vehicle and Dodge Intrepid, one of three new midsize sedans.

Bozell, New York, created the corporate campaign, part of a planned 18-month effort to establish Chrysler as an automotive leader.

"There are a lot of loyal import owners who believe the domestic Big 3 aren't capable of producing cars that have the quality and technical excellence of the Japanese," said John Damoose, Chrysler's VP-marketing. "We have to close that perception gap. With the changes we've made, we can compete with anyone in the world."

The Chrysler approach is similar in theme to several recent efforts by General Motors Corp. and its divisions. In essence, the advertising frankly acknowledges that many consumers don't have a high opinion of U.S.-nameplate vehicles, then goes on to claim the product being advertised is now a worthy competitor for the best products in the world.

A prime example of the genre is the introductory advertising for the redesigned 1992 Cadillac Seville and Eldorado models, which won critical praise from automotive journalists. □

Ninety of the 200 measured brands see their ad spending slip for the nine-month period; Kellogg nearly catches McDonald's

THE TOP 200 BRANDS

Third quarter humbles leaders

By R. Craig Endicott

The Top 200 Brands are no longer a safe haven for the nation's media.

Recession-year spending cuts by most of the players in this elite group produced an 8.5% decline in the third quarter of 1991. The three-quarter total was $10.74 billion, down 0.4% from 1990.

This dip came on the heels of a 3.6% gain in the first half of 1991, when all media spending slipped 7.8% below prior-year levels.

The nation's top advertised brand name, McDonald's restaurants, cut third-quarter spending 25.2% below levels for the previous year, to close with a $286.8 million three-quarter total. It narrowly escaped being passed by No. 2 Kellogg breakfast foods.

Kellogg Co. invested $281.3 million in the same period, including $103.6 million in the third quarter—the top volume for any brand in that period. Yet Kellogg's overall spending fell 9.2% from the year-earlier period, compared with a 15% decline for McDonald's.

Advertising Age calculates the Top 200 Brands from nine-media totals provided by LNA/Arbitron Multi-Media Service. Rankings, done quarterly, are based on year-to-date figures.

Spending cuts were rife throughout the Top 200. Ninety of the 200—from McDonald's to No. 200 Vidal Sassoon haircare products, at $21.4 million—spent less during the three quarters in 1991 than in 1990.

Among the four top media, only magazines showed a gain, up 2.8%. But spending in syndicated TV and on cable networks emerged as bright spots, with syndication growing 21.5% for three quarters among the Top 200 while cable networks gained by 18.5%.

About 54% of syndicated dollars and 40% of network cable's come from the Top 200.

Despite the humbling quarter, the Top 200 Brands still outshone all media advertising, which dropped 8.3%, to $27.2 billion, for the three periods.

A third-quarter ad erosion was never more apparent than in spending by domestic and import automakers.

Media suffered through a 15.9% decline in automobile ad spending from the 31 brands among the Top 200 in the third quarter. The quarter turned a 2.7% gain at the half-way mark in 1991 into a 3.6% decline for the nine months.

Domestic cars accounted for $1.2 billion of the category, up 0.9% from the prior year; Asian brands claimed a $910.4 million total, down 7.3%. The automobile category, with $2.4 billion in spending, contributed 26% of the Top 200's ad total for the three quarters.

Total expenditures also declined for food, retail and restaurant categories. Only entertainment, toiletries and beer among the top 10 categories boosted spending—up 6.4%, 8.8% and 20.6%, respectively.

Network TV advertising in the third quarter dropped a precipitous 12.6% for the Top 200, producing a 5.5% spending decline for the three quarters. First-half spending had been down 2.4%. Total network TV advertising declined 7.1% for the nine months.

The medium, accounting for 62% of all Top 200 spending, was paced by Kellogg with $183.9 million, down 23.4% from the prior-year. Only entertainment among the top 10 categories increased network spending, up 14.8%.

The leading brands proved far more generous toward spot TV through the first half than in the third quarter, when they trimmed spot buys by 8.8%. That drought turned a 2.9% gain by mid-1991 to a 1.4% decline for the longer period—still far better than the 7.9% decline for all advertising in the medium in the same period.

Although much has been made of the poor showing by consumer magazines in '91, they nevertheless remained relatively attractive to the Top 200 advertisers. Magazines gained 2.8% for the nine months despite a 3.2% decline in third-quarter spending from the prior year.

All magazine advertising declined 2.2% in the third quarter for a 4.8% drop in year-to-date.

Newspaper advertising remained in the doghouse, declining 6% for the Top 200, which spent 12.9% less in third-quarter 1991 than the same period in 1990. Although accounting for only 22% of all newspaper advertising, the Top 200 is critical to the medium because all newspaper advertising dropped 21.3% for the nine months.

Philip Morris Cos., while leading all advertisers in media expenditures for the three quarters at $923.7 million, was down 4.4%. Still, it maintained a substantial lead over Procter & Gamble Co. at $810.5 million, down 7.8%.

General Motors Corp. was third at $698.5 million, up 0.5%. However, GM supported its eight brands in the Top 200 with $670.2 million—the largest parent total among the Top 200. □

Top 10 companies by Jan.-Sept. ad spending

Rank	Company	Total measured ad spending 1991	1990	% chg	Ad spending by brands in Top 200 1991	1990	% chg	Number of brands
1	Philip Morris Cos.	$923.7	$965.9	(4.4)	$626.8	$627.2	0.3	8
2	Procter & Gamble Co.	810.5	879.3	(7.8)	270.0	269.7	0.1	8
3	General Motors Corp.	698.5	695.2	0.5	670.2	621.8	7.8	8
4	PepsiCo	451.5	441.7	2.2	382.0	362.0	5.5	4
5	Ford Motor Co.	333.8	354.8	(5.9)	297.7	306.6	(2.9)	2
6	Sears, Roebuck & Co.	320.5	291.2	10.1	292.3	387.5	(24.6)	3
7	Toyota Motor Corp.	318.7	434.9	(26.7)	320.0	289.9	10.4	2
8	General Mills	308.7	295.5	4.5	154.8	165.2	(6.3)	4
9	Kellogg Co.	299.9	321.8	(6.8)	281.3	309.7	(9.2)	1
10	Unilever NV	292.1	297.5	(1.8)	77.5	57.4	34.9	3

Notes: Dollars are in millions. Source: LNA/Arbitron Multi-Media Service.

Top 10 categories among Top 200 Brands in Jan.-Sept. spending

Rank	Category	Measured ad spending 1991	1990	% chg	Ad spending by media Print	Broadcast	Outdoor	Number of brands
1	Automotive	$2,391.0	$2,479.9	(3.6)	$566.1	$1,714.3	$110.5	31
2	Food	1,392.5	1,473.3	(5.5)	153.9	1,236.7	1.9	9
3	Retail (nonfood)	934.8	1,090.7	(14.3)	430.8	502.6	1.5	17
4	Restaurants	899.7	945.0	(4.8)	7.0	881.9	10.8	10
5	Entertainment & media	785.8	738.5	6.4	264.9	516.7	4.2	14
6	Beverages	489.5	528.1	(7.3)	21.9	464.9	2.7	9
7	Toiletries	484.7	445.4	8.8	133.4	351.3	0.0	15
8	Telephone	448.8	481.2	(6.7)	62.3	384.9	1.6	5
9	Beer	425.5	352.9	20.6	20.6	392.0	12.9	3
10	Airlines	334.2	339.9	(1.7)	206.0	124.5	3.8	7

Notes: Dollars are in millions. Totals include only brands from within the Top 200. Source: LNA/Arbitron Multi-Media Service.

Measured media spending for Jan.-Sept. 1991

Rank	Media	All measured brands 1991	1990	% chg	Top 200 Brands 1991	1990	% chg
1	Network TV	$6,772.7	$7,288.7	(7.1)	$4,190.8	$4,443.1	(5.5)
2	Spot TV	6,223.2	6,756.6	(7.9)	2,180.7	2,211.0	(1.4)
3	Newspaper*	5,530.4	7,027.8	(21.3)	1,214.3	1,291.9	(6.0)
4	Magazine	4,501.0	4,730.2	(4.8)	1,357.4	1,320.0	2.8
5	Syndicated TV	1,350.9	1,129.6	19.6	730.5	601.1	21.5
6	Cable TV networks	875.4	799.5	9.5	349.7	295.0	18.5
7	Spot radio	855.2	854.5	0.1	284.8	264.4	7.7
8	Network radio	578.2	561.7	2.9	275.0	236.9	16.1
9	Outdoor	514.6	509.1	1.1	147.0	120.9	21.6
	Subtotal print	10,031.4	11,758.1	(14.7)	2,571.7	2,611.9	(1.5)
	Subtotal broadcast	16,655.6	17,390.5	(4.2)	8,020.5	8,051.6	(0.4)
	Total	27,201.8	29,657.6	(8.3)	10,739.2	10,784.5	(0.4)

Notes: Dollars are in millions. * includes newspaper-distributed Sunday magazines. Source: LNA/Arbitron Multi-Media Service. AA charts: Kevin Brown

TODAY'S GERALDO:
IT'S WORTH INVESTIGATING
The investigative reporter named by a recent Magid study as one of America's most trusted journalists— have you seen him lately?
Geraldo
Up 17% with Women 18-49
and up 7% with Women 25-54

Top 200 mega-brands by Jan.-Sept. ad spending

Rank '91	Rank '90	Brand, product, service & parent company	Total measured ad spending 1991	1990	% chg
1	2	**McDonald's restaurants**, McDonald's Corp.	$266,754.5	$337,426.0	(15.0)
2	3	**Kellogg breakfast foods & snacks**, Kellogg Co.	281,252.9	309,679.9	(9.2)
3	1	**AT&T telephone svcs**, AT&T Corp.	258,893.0	345,442.7	(25.1)
4	5	**Ford cars, trucks & vans**, Ford Motor Co.	244,103.6	255,106.7	(4.3)
5	6	**Toyota cars, trucks & vans**, Toyota Motor Corp.	231,533.1	218,385.4	6.0
6	4	**Sears stores**, Sears, Roebuck & Co.	225,036.2	299,358.6	(24.8)
7	10	**Miller beer**, Philip Morris Cos.	192,449.3	140,710.9	36.8
8	7	**Chevrolet cars & trucks**, General Motors Corp.	172,711.1	195,126.0	(11.5)
9	11	**Budweiser beer**, Anheuser-Busch Cos.	155,885.0	133,024.0	17.2
10	9	**Kraft foods**, Philip Morris Cos.	150,981.3	172,274.2	(12.4)
11	13	**Pepsi & Diet Pepsi beverages**, PepsiCo	122,761.7	126,940.3	(4.8)
12	8	**Nissan cars, trucks & vans**, Nissan Motor Co.	122,197.6	176,171.7	(30.6)
13	16	**Coca-Cola & Diet Coke beverages**, Coca-Cola Co.	121,045.0	123,033.3	(1.6)
14	21	**Macy's stores**, R.H. Macy & Co.	105,801.7	97,593.3	8.4
15	20	**Buick cars**, General Motors Corp.	103,981.0	108,997.7	(4.6)
16	37	**Disney cable TV, movies, ice shows, parks**, Walt Disney Co.	101,931.6	74,018.0	37.7
17	18	**General Motors cars, trucks & vans**, General Motors Corp.	100,045.6	113,009.9	(11.5)
18	12	**Burger King restaurants**, Grand Metropolitan	98,971.3	131,900.6	(25.0)
19	31	**Dodge cars, trucks & vans**, Chrysler Corp.	96,924.9	79,836.6	23.9
20	23	**Honda cars & trucks**, Honda Motor Corp.	97,961.3	94,421.7	3.7
21	35	**Columbia movies, music**, Sony Corp.	96,822.4	75,537.1	28.2
22	15	**Kmart stores**, Kmart Corp.	96,195.5	124,773.7	(22.9)
23	28	**Pizza Hut restaurants**, PepsiCo	94,009.2	82,929.4	13.4
24	36	**Tylenol remedies**, Johnson & Johnson	91,208.2	75,333.8	21.1
25	24	**Kentucky Fried Chicken restaurants**, PepsiCo	90,152.8	88,595.6	1.8
26	41	**Oldsmobile cars**, General Motors Corp.	88,995.8	70,394.4	26.4
27	30	**Lexus cars**, Toyota Motor Corp.	88,468.9	71,489.0	23.8
28	19	**American Express financial svcs**, American Express Co.	88,387.7	112,622.0	(21.5)
29	27	**American Airlines**, AMR Corp.	88,196.8	83,444.9	5.7
30	45	**Delta Air Lines**, Delta Air Lines	87,272.2	67,809.9	28.7
31	14	**Mazda cars & trucks**, Mazda Motor Corp.	86,650.6	128,200.6	(32.4)
32	30	**Post cereals**, Philip Morris Cos.	85,630.6	80,708.4	6.1
33	55	**Circuit City Stereo Stores**, Circuit City Stores	81,357.9	61,200.9	32.9
34	43	**Marlboro cigarettes**, Philip Morris Cos.	80,632.1	68,588.0	17.6
35	103	**MCI telephone svcs**, MCI Communications Corp.	79,192.2	37,338.6	112.1
36	50	**Nike footwear & sportswear**, Nike Inc.	78,547.2	62,534.9	25.6
37	29	**Wrigley's gums**, Wm. Wrigley Jr. Co.	77,715.7	81,639.2	(4.8)
38	33	**Coors beer**, Adolph Coors Co.	77,198.7	79,125.0	(2.4)
39	38	**Acura cars**, Honda Motor Corp.	76,805.3	73,366.4	4.7
40	73	**20th Century Fox movies & video**, News Corp.	76,495.6	47,227.7	62.0
41	17	**Chrysler cars**, Chrysler Corp.	75,079.7	117,968.4	(36.4)
42	54	**Taco Bell restaurants**, PepsiCo	75,073.4	61,568.5	21.9
43	26	**Warner books, movies, records, video**, Time Warner	72,359.5	84,272.9	(14.1)
44	25	**Nabisco foods**, RJR Nabisco	72,229.5	85,776.3	(15.8)
45	46	**Ultra Slim-Fast diet, Slim-Fast Food Co.**	70,798.4	65,287.5	8.4
46	47	**Wendy's restaurants**, Wendy's International	68,145.0	65,186.0	4.5
47	32	**Universal City studios**, Matsushita Electric Industrial Co.	66,386.2	79,409.2	(16.4)
48	40	**Paramount movies & video**, Paramount Communications	65,846.2	70,648.3	(6.8)
49	51	**Mercedes-Benz cars**, Daimler-Benz AG	64,072.2	62,480.8	2.5
50	22	**J.C. Penney's stores**, J.C. Penney Co.	63,568.5	94,478.7	(32.7)
51	53	**U.S. dairy products**, U.S. dairy farmers	61,438.4	61,683.1	(0.4)
52	59	**L'Oreal cosmetics**, Nestle SA	60,785.3	58,781.2	3.4
53	NA	**Saturn cars**, General Motors Corp.	59,890.3	279.7	21,240.8
54	60	**Pontiac cars, trucks & vans**, General Motors Corp.	57,626.2	57,203.5	0.7
55	66	**Prudential insurance**, Prudential Insurance Co.	57,164.4	49,413.2	15.7
56	48	**Touchstone films & video**, Walt Disney Co.	56,831.1	64,941.4	(12.5)
57	62	**Domino's Pizza**, Domino's Pizza	56,322.5	56,191.1	0.2
58	76	**Isuzu cars & trucks**, Isuzu Ltd.	54,469.8	46,429.6	17.3
59	64	**Mercury cars**, Ford Motor Co.	53,616.5	51,502.1	4.1
60	93	**HBO cable TV**, Time Warner	52,725.8	40,388.2	30.5
61	70	**BMW cars**, BMW AG	52,329.3	47,696.5	9.7
62	90	**Franklin Mint**, American Protection Industries	52,196.7	41,837.6	24.8
63	66	**Mitsubishi cars & electronics**, Mitsubishi Motors Corp.	52,024.9	50,650.8	2.7
64	52	**Hyundai cars, computers**, Hyundai Group	51,312.7	62,358.4	(17.7)
65	44	**Folgers coffees**, Procter & Gamble Co.	50,907.4	68,503.9	(25.7)
66	69	**US Sprint telephone svcs**, United Telecommunications	50,505.5	48,331.0	4.5
67	61	**Kodak cameras, film, copiers**, Eastman Kodak Co.	50,464.2	45,322.4	11.3
68	106	**Cadillac cars**, General Motors Corp.	50,092.7	36,387.6	37.7
69	56	**Cheerios cereal**, General Mills	50,038.3	60,885.1	(17.8)
70	58	**Citibank financial svcs**, Citicorp	49,670.1	60,102.5	(17.4)
71	99	**Lender food stores**, American Stores Co.	49,414.3	37,983.7	30.1
72	57	**Subaru cars**, Fuji Heavy Industries	49,023.5	60,292.7	(18.7)
73	72	**Cover Girl cosmetics**, Procter & Gamble Co.	49,008.5	47,267.7	3.7
74	78	**Red Lobster restaurants**, General Mills	48,881.4	46,159.9	5.9
75	133	**Reebok footwear**, Reebok International	47,218.1	30,785.7	53.4
76	136	**Johnson & Johnson baby & health prods**, Johnson & Johnson	46,680.6	29,676.4	57.3
77	67	**Hallmark stationery & gifts**, Hallmark Cards	45,362.0	50,492.9	(10.2)
78	87	**Tri-Star pictures**, Sony Corp.	45,236.2	42,887.6	5.5
79	604	**Gateway PC, Packard Bell PC**, Gateway Educational Products	45,233.4	8,309.3	444.4
80	79	**Advil & Coadvil remedies**, American Home Products Corp.	44,958.8	46,027.1	(2.3)
81	49	**United Airlines**, UAL Corp.	44,107.8	63,179.2	(30.2)
82	61	**Goodyear tires & stores**, Goodyear Tire & Rubber Co.	43,634.6	56,727.0	(23.1)
83	80	**Little Caesar pizza**, Little Caesar Enterprises	43,537.8	42,077.9	3.5
84	107	**Wal-Mart stores**, Wal-Mart Stores	43,065.9	35,908.5	19.9
85	42	**Montgomery Ward stores**, Montgomery Ward & Co.	41,783.0	69,650.6	(40.0)
86	101	**Orion pictures & video**, Orion Pictures Corp.	41,707.5	37,616.3	10.9
87	83	**Wilkes Bashford stores**, Whitman Corp.	41,579.2	43,792.3	(5.1)
88	138	**Kleenex paper products**, Kimberly-Clark Corp.	41,439.6	28,951.2	43.1
89	34	**Maxwell House coffees**, Philip Morris Cos.	40,337.8	75,573.6	(46.6)
90	113	**UPS air freight**, United Parcel Service of America	39,100.6	33,961.6	15.1
91	100	**Dr Pepper & Sugar Free Dr Pepper**, Dr Pepper/Seven-Up Cos.	38,490.2	25,880.4	48.7
92	74	**May Co. stores**, May Department Stores Co.	38,250.9	46,697.6	(18.1)
93	116	**Hardee's restaurants**, Imasco	37,873.6	32,964.8	14.9
94	153	**Vons markets**, Vons Cos.	37,822.6	26,247.5	44.1
95	122	**Johnson's products, waxes & cleaners**, S.C. Johnson & Son	37,396.4	32,148.9	16.3
96	71	**Tide laundry products**, Procter & Gamble Co.	37,292.5	47,367.0	(21.3)
97	77	**Time-Life books & video**, Time Warner	37,188.8	46,245.2	(19.6)
98	108	**Gillette shaving products**, Gillette Co.	37,157.0	35,561.8	4.5
99	94	**Geo cars & trucks**, General Motors Corp.	37,043.3	40,383.4	(8.3)
100	100	**Visa charge card & traveler's checks**, Visa International	36,206.0	37,667.4	(3.9)

Rank '91	Rank '90	Brand, product, service & parent company	Total measured ad spending 1991	1990	% chg
101	104	**Jeep trucks & vans**, Chrysler Corp.	$36,184.3	$36,584.4	(1.1)
102	112	**Canon electronics**, Canon Inc.	35,343.1	34,036.9	3.8
103	96	**True Value stores**, Cotter & Co.	35,274.3	39,183.6	(10.0)
104	116	**Tropicana juices**, Seagram Co.	35,029.2	33,155.0	5.7
105	95	**Broadway stores**, Carter Hawley Hale Stores	34,867.5	39,316.0	(11.3)
106	236	**USAir airline**, USAir Group	34,837.8	20,053.9	73.7
107	131	**Crest toothpaste**, Procter & Gamble Co.	34,736.9	30,906.6	12.4
108	65	**Allstate insurance**, Sears, Roebuck & Co.	34,566.9	50,710.6	(31.8)
109	89	**Clairol haircare products**, Bristol-Myers Squibb Co.	34,358.0	41,364.9	(17.0)
110	NA	**Monistat 7 vaginal yeast cream**, Johnson & Johnson	34,164.7	0.0	NA
111	86	**Du Pont products**, Du Pont Co.	33,933.3	43,029.4	(21.1)
112	148	**Texaco gasoline & oil**, Texaco Inc.	33,678.6	27,236.7	23.7
113	98	**Worsted separates**, Loewe Corp.	33,056.4	38,689.0	(14.6)
114	391	**Federal Express air cargo**, Federal Express Corp.	32,964.6	12,698.7	159.6
115	270	**Purina pet foods**, Ralston Purina Co.	32,914.1	17,790.5	84.9
116	102	**Discover credit card service**, Sears, Roebuck & Co.	32,681.3	37,418.8	(12.7)
117	119	**Lysol cleaners**, Eastman Kodak Co.	32,676.5	32,927.3	(0.8)
118	475	**Winston cigarettes**, RJR Nabisco	32,254.9	10,513.6	206.8
119	139	**7-Eleven food stores**, Southland Corp.	31,827.6	28,667.6	11.0
120	117	**7UP & Diet 7UP beverages**, Dr Pepper/Seven-Up Cos.	31,653.3	33,002.2	(4.1)
121	164	**Oil of Olay creams & lotions**, Procter & Gamble Co.	31,335.9	25,133.5	24.7
122	255	**Lipton foods**, Unilever NV	31,270.2	18,658.1	67.6
123	166	**GTE telephone svcs**, GTE Corp.	31,106.4	24,813.8	25.4
124	97	**Nutri/System weight loss centers**, Nutri/System Inc.	30,901.0	38,836.6	(20.4)
125	171	**State Farm insurance**, State Farm Auto. Ins. Co.	30,884.5	24,580.2	25.6
126	109	**IBM computers**, IBM Corp.	30,710.1	35,345.7	(13.1)
127	170	**Alka-Seltzer remedies**, Bayer AG	30,650.7	24,644.3	24.4
128	82	**U.S. Army**, U.S. Government	30,485.8	44,207.9	(31.0)
129	201	**Mattel toys**, Mattel Inc.	30,193.1	22,322.5	35.3
130	161	**Neutrogena toiletries**, Neutrogena Corp.	30,146.3	25,567.0	17.9
131	191	**Hertz car rental**, Park Ridge Corp.	30,129.6	23,338.5	29.1
132	114	**Keebler cookies & crackers**, United Biscuits (Holdings)	30,068.6	33,339.3	(9.8)
133	123	**Continental Airlines**, Continental Airlines Holdings	29,767.8	31,912.0	(6.7)
134	149	**Clorox cleaners**, Clorox Co.	29,480.3	27,194.7	8.4
135	196	**Jenny Craig weight loss centers**, Jenny Craig	29,415.5	22,725.1	29.4
136	132	**Jell-O desserts**, Philip Morris Cos.	29,253.8	30,817.7	(5.1)
137	163	**Pacific Bell telephone svcs**, Pacific Telesis Group	29,141.7	25,229.2	15.5
138	129	**Total cereal**, General Mills	28,981.7	31,306.7	(7.4)
139	177	**Blue Cross & Blue Shield**, Blue Cross & Blue Shield	28,944.6	24,218.2	19.5
140	105	**Levi's sportswear**, Levi Strauss & Co.	27,935.9	36,534.4	(23.5)
141	126	**Oscar Mayer meats & foods**, Philip Morris Cos.	27,476.2	31,563.2	(12.9)
142	152	**Betty Crocker foods**, General Mills	26,855.9	26,801.5	0.2
143	200	**Sprite & Diet Sprite beverages**, Coca-Cola Co.	26,841.2	22,406.9	19.8
144	145	**Excedrin pain relievers**, Bristol-Myers Squibb Co.	26,786.2	27,912.5	(4.0)
145	130	**Campbell soups**, Campbell Soup Co.	26,739.9	31,290.1	(14.5)
146	336	**Bradford Exchange collectibles**, Bradford Exchange	26,512.9	14,612.0	81.4
147	92	**Northwest Airlines**, NWA Inc.	26,356.2	41,272.5	(36.1)
148	246	**Home Depot Do-It Yourself store**, Home Depot	26,330.2	19,055.8	38.2
149	141	**NBC-TV network**, General Electric Co.	26,225.5	28,629.8	(8.4)
150	85	**GE appliances**, General Electric Co.	26,056.8	43,192.3	(39.7)
151	143	**Royal Caribbean cruise line**, Royal Caribbean Cruise Line	25,906.7	28,180.7	(8.1)
152	181	**Mervyn's stores**, Dayton Hudson Corp.	25,895.5	24,020.1	7.8
153	245	**Aussie pain reliever**, American Home Products Corp.	25,802.4	19,119.0	35.0
154	331	**Del Monte fruits & vegetables**, Del Monte Corp.	25,711.5	14,757.0	74.2
155	229	**Florida citrus fruits & juices**, State of Florida	25,375.8	20,478.9	23.9
156	NA	**Gyne-Lotrimin cream**, Schering-Plough Corp.	25,300.1	0.0	NA
157	120	**Target stores**, Dayton Hudson Corp.	25,070.5	32,315.1	(22.4)
158	203	**Holiday Inn hotels**, Bass PLC	25,065.0	22,042.2	13.7
159	91	**Weight Watchers diet & foods**, H.J. Heinz Co.	25,009.7	41,836.6	(40.2)
160	235	**Camel cigarettes**, RJR Nabisco	24,823.4	20,132.1	23.3
161	194	**NutraSweet sweetener**, Monsanto Co.	24,701.4	22,815.3	8.3
162	NA	**Dynatrim diet drink mix**, American Cyanamid Co.	24,658.1	0.0	NA
163	223	**Vaseline products & lotions**, Unilever NV	24,638.8	20,770.1	18.6
164	259	**Fox TV network**, News Corp.	24,572.4	18,476.4	33.0
165	137	**Lane Crawford specialties stores**, U.S. Shoe Corp.	24,302.5	29,670.5	(17.8)
166	63	**Volkswagen cars**, Volkswagen AG	24,306.6	55,971.2	(56.6)
167	349	**Ralston batteries & flashlights**, Ralston Purina Co.	24,202.8	14,224.5	70.8
168	154	**Head & Shoulders haircare**, Procter & Gamble Co.	23,848.6	26,092.6	(8.6)
169	124	**Colgate toothpaste & toothbrushes**, Colgate-Palmolive Co.	23,782.7	31,874.1	(25.4)
170	287	**Ralph's food stores**, Ralph's Grocery Co.	23,695.5	16,988.6	39.5
171	121	**Pan Am airlines, Pan American World Airways**	23,694.0	32,253.8	(26.5)
172	140	**Plymouth cars, trucks & vans**, Chrysler Corp.	23,659.6	28,649.7	(17.4)
173	165	**Quaker Oats cereals**, Quaker Oats Co.	23,617.1	25,093.8	(5.9)
174	185	**Winn-Dixie food stores**, Winn-Dixie Stores	23,578.4	23,636.4	(0.2)
175	197	**Blockbuster videos**, Blockbuster Entertainment Corp.	23,529.3	22,639.4	3.9
176	237	**Upjohn Co. general promotion**, Upjohn Co.	23,193.5	19,997.9	16.0
177	267	**Publishers Clearing products**, National Syndications	23,153.3	18,091.0	28.0
178	415	**Arm & Hammer baking soda products**, Church & Dwight Co.	23,145.1	11,938.5	93.9
179	168	**Estee Lauder cosmetics**, Estee Lauder Inc.	23,089.3	24,726.2	(6.7)
180	115	**Kroger food stores**, Kroger Co.	23,024.8	33,202.6	(30.7)
181	232	**Mobil gasoline & oil**, Mobil Corp.	22,985.5	20,191.8	13.8
182	75	**Stouffer's foods & hotel**, Nestle SA	22,902.1	46,498.3	(50.7)
183	125	**Hershey foods**, Hershey Foods Corp.	22,830.8	31,661.8	(27.9)
184	292	**Alamo car rental**, Alamo Rent-a-Car	22,762.1	16,737.9	36.0
185	110	**Pearle Vision Centers**, Grand Metropolitan	22,609.9	35,294.8	(35.9)
186	273	**Minute Maid juice & beverages**, Coca-Cola Co.	22,435.2	17,560.1	27.8
187	280	**Anderson doors & windows**, Anderson Corp.	22,407.3	16,897.4	32.6
188	195	**Mennen men's & baby's toiletries**, Mennen Co.	22,302.1	22,747.6	(2.0)
189	182	**L.A. Gear sporting footwear, L.A. Gear**	22,176.5	24,007.0	(7.6)
190	151	**General Foods int'l coffee & foods**, Philip Morris Cos.	22,081.5	26,951.5	(18.1)
191	202	**U.S. Postal Service**, U.S. Government	21,870.6	22,108.1	(1.1)
192	192	**Benadryl remedies**, Warner-Lambert Co.	21,843.5	22,868.6	(4.5)
193	206	**Carnival Cruise Lines**, Carnival Cruise Lines	21,832.7	21,783.2	0.2
194	241	**Abraham & Straus stores**, Federated Department Stores	21,816.7	19,524.0	11.7
195	256	**Dove creams**, Unilever NV	21,564.1	18,556.5	16.2
196	300	**Pillsbury baking products**, Grand Metropolitan	21,515.0	16,466.9	30.7
197	326	**Oil of Olay men's toiletries**, Procter & Gamble Co.	21,490.7	15,377.8	139.8
198	162	**Beef Industry Council**, Beef Industry Council	21,464.5	25,440.7	(15.6)
199	142	**ABC-TV network**, Capital Cities/ABC	21,452.7	28,211.2	(24.0)
200	306	**Vidal Sassoon haircare products**, Procter & Gamble Co.	21,383.5	16,035.5	33.4

Notes: Dollars are in thousands. Measured media spending includes magazine; Sunday magazine; newspaper; outdoor; network, spot, syndicated and cable TV; spot and network radio. Source: LNA/Arbitron Multi-Media Service. See story on Page 12.

AA chart: Kevin Brown

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LETTERS

Faith restored

I was beginning to believe that reason no longer pertained in the dialogue about political advertising and that shrillness was to be the deciding factor.

Then I read your lead editorial ("Quit the mudslinging," AA, Jan. 27) and my faith was restored. Thank you.

John O'Toole
President, American Association of Advertising Agencies
New York

Loose cannons

Alex Kroll has it right when he "castigates" political advertising. Much of it is terrible. And if we needed more convincing, all we had to do was read some of the responses from political consultants (AA, Jan. 20). Such wholesome rhetoric as "This letter will be a shot across the bow . . . if they want war we'll give it to them." Or "some of the obscene stuff they do," with threats of launching a "broadside." Yep, that's about the level of discourse we'd expect.

Political advertising and such eager-to-fight swashbucklers are loose cannons on the ship of state —harmful to advertising and, worse, to the country, its citizens and voters.

Henry B. Hager
Professor of advertising
University of Missouri
Columbia

Regulate cigarette ads

We commend *Advertising Age* for its editorial, "Old Joe must go" (AA, Jan. 13), which clearly communicated its conviction that "sprightly cartoon ads like the ones featuring Old Joe" for R.J. Reynolds' Camel cigarettes "encourage youngsters to smoke." RJR has repeatedly denied that charge. You had the courage to tell them they are wrong and should drop the campaign. . . .

The Joe Camel campaign is probably in a class by itself in the annals of poor taste in advertising, but it is only the most extreme example of the inherent dangers of allowing a known hazardous consumer product to be advertised without federal regulations or oversight. . . .

Our federal government must step in now and regulate the advertising, sale, distribution and manufacture of cigarettes in the way it currently does for prescription drugs, foods and even innocuous consumer products like toothpaste and lipstick. Tobacco advertising in particular should not be given such extraordinary First Amendment protection when other legal commercial products are not.

Scott D. Ballin
Coalition on Smoking or Health
Washington

Julia believes in love

Your report on magazine covers (AA, Jan. 20) was not accurate. The coverline "Julia in love," on *Ladies' Home Journal's* July cover, which also features a picture of Ms. Roberts, was not a caption but was, in fact, part of a direct quote of hers. "I believe in love," she said, which I'm sure remains Ms. Roberts' sentiment even after the breakup of her engagement.

By the way, it was an issue that sold well on the newsstand.

Myrna Blyth
Publishing director
Ladies' Home Journal
New York

FREEZE FRAME

Toe much to drink?

This is most definitely *not* an ad we can do without. We could do with a lot more of these.

Where else do we find a ravishing bride, apparently half blind from drinking too much B&B brandy . . . who also happens to have six toes (inset)?

Is this a great drink or what?

Jerry Dyer
Communications manager
Topflight Corp.
York, Pa.

Size doesn't count

Your story relating to the Alcone Sims O'Brien merger (AA, Dec. 23) just may vie for the "hot air" award of 1991 concerning sales promotion agencies.

During our 21 years in business, having clients among the top 400 marketers as well as smaller regional companies, never has the size of our staff, the amount of our billings or how large is our office space been a factor in winning and keeping clients.

We love to hear our competitors brag about their "size," especially when our own success has been in attaining new clients, and keeping them, from the so-called "big" sales promotion agencies.

Tom Watson, president of Omnicom's Diversified Agency Services, the controlling parent of the merger, is quoted in *Ad Age* that "we would have to be at least talked to by major national marketers." With reference to his assumption that the size of the merged shop will have the phones ring off their hooks—that is a fantasy.

Ronald Smiley
President, Smiley Promotions
New York

Clinton review missed point

Bob Garfield may have missed one point about Bill Clinton's direct response ad in the Political Ad Review (AA, Jan. 13).

The mere fact that Gov. Clinton is offering his "Plan for America's Future" to voters via an 800 number puts him way ahead of most political advertisers. And he's apt to be pleased with the technique of direct response, since 1,300 New Hampshire residents phoned for the Clinton plan on the first two days the commercial was on the air.

When was the last time we saw an 800 number in a political ad that was for anything other than raising funds for the candidate's campaign?

Ruth Wooden
President, The Advertising Council
New York

Poll conclusions wrong

I wish to comment on the unwarranted conclusions in your story "Poll: Ads strain credibility" (AA, Dec. 16).

You reported that, "In a third-quarter telephone survey by Video Storyboard Tests, seven out of 10 respondents said they believe few, if any, of the ads they see on TV or in print." According to the accompanying chart, they said no such thing. A large majority of 72% responded that "only some ads are believable." As this is incontrovertibly true (unless *all* ads are untrue), it is not surprising to me that most respondents agreed with the statement.

These two conclusions are supported: 1) Only some ads are true, and 2) consumers know this. These two conclusions do seem to merit greater attention by persons in advertising.

Winston Ring
Professor, University of Wisconsin-Milwaukee

Cindy equals advertising

Let's hope Bob Garfield is being ironic when, in his review of the New Look of Pepsi commercial (AA, Jan. 13), he writes, "Not incidentally, every time you see this new logo you will conjure up Cindy Crawford. And that, I believe, is advertising."

Funny, but I thought Pepsi was in the business of selling soft drinks, not supermodels. The selection of Mrs. Richard Gere to introduce the new Pepsi graphics represents an ideal marriage of celebrity and product. Cindy Crawford represents an all-American standard of desirable beauty—exactly the image Pepsi wants to create for its new package.

Not incidentally, every time you see Cindy Crawford on the cover and in the pages of countless magazines, you will conjure Pepsi. And *that*, I believe, is advertising.

Sheraton S. Kalouria
Grey Advertising
New York

The Cindy Crawford commercial on behalf of the new Pepsi logo didn't send me into the swooning mood Mr. Garfield seemed to experience. In fact, the commercial seemed such a blatant attempt to sell products via sex that it made me think that Mr. Garfield very well may need a break from viewing commercials. Or maybe he just needs a date.

Unlike Mr. Garfield, every time I see the new Pepsi logo I don't think of Ms. Crawford or her supposed goddesslike qualities. Instead, I think, "What an ugly logo."

Michael Weil
Berkeley, Calif.

CORRECTIONS & CLARIFICATIONS

■ Outlet project space for malls and strip centers grew last year to 34 million square feet in 276 projects, from 22.2 million square feet in 188 projects at the beginning of 1989, not the beginning of 1990 as was reported (AA, Jan. 27, P. S-5).

■ Joseph P. Caponigro's new position at BBDO Worldwide, Southfield, Mich., is senior VP-director of media services (AA, Jan. 27, P. 33).

■ Martin Miller, Mattel senior VP-marketing research and media, denies that Mattel already has concluded new upfront cable deals for the 1992-93 TV season (AA, Dec. 16, P. 1). Mr. Miller said the Mattel buys referred to in the "early upfront" article remain part of existing multiyear options.

■ Dentsu, Young & Rubicam, Tokyo, had 1990 billings of $281.9 million, not $218.9 million (AA, Jan. 20, P. 42).

■ Tom Senatori of Waldbillig & Besteman designed the posters shown in Photo Review (AA, Jan. 13, P. 40), not Robert D'Angelo. □

Al Gore
New Republic
Subscriber #10,049

'Addicted' to research, Nick shows strong kids' lure

Agency exec says net hits the hot button

By Joseph M. Winski

Geraldine Laybourne cherishes the moment.

She was at a newsstand in the Newark, N.J., airport. A boy examining a kids' magazine asked his mother if she thought the magazine would be funny enough.

"If Nickelodeon did a magazine, would it be funny enough?" Ms. Laybourne asked the boy. "You bet," he responded.

Ms. Laybourne is president of Nickelodeon, the cable TV network for kids—and of Nick at Nite, its nighttime partner.

For her, the incident confirmed once more what a growing number of media and marketing folks also have come to believe: When it comes to kids, few organizations know them better than the Viacom-owned Nick.

In a survey conducted last year for the network by Yankelovich Clancy Shulman, a national sample of Nickelodeon viewers was asked if the network understood kids; 93% said yes.

"I like to say the other 7% just didn't understand the question," Ms. Laybourne says, exhibiting a touch of the sass and wit that characterize her network from programs to promos.

Advertisers agree.

Ad revenues of Nickelodeon/Nick at Nite jumped 34% to $78.5 million last year, according to TV industry consultant Paul Kagan & Associates. The cable network's total revenues rose 21% to $167.5 million.

"Nickelodeon certainly makes it their business to know kids and get inside their heads," says Mark Mears, Pizza Hut's director of kids/entertainment marketing.

Pizza Hut is so taken with the network's ability to connect with its audience it has "adopted the Nickelodeon attitude, if you will, in our efforts to reach kids," says Mr. Mears.

Pizza Hut has advertised on the network for three years, and last month staged a successful promotion of its kids' pizza-pack (complete with Slime pudding) tied to the new animated shows, Mr. Mears says.

"I think they're doing all the right things," says Jack Irving, exec VP-director of media operations for Saatchi & Saatchi Advertising, New York. He's especially impressed with Nickelodeon's ability to "develop tremendous promotions [for advertisers] that really talk the kids' language, that really hit some hot buttons."

To accomplish that end, Nickelodeon has made research a top priority. It does considerable quantitative research, such as Yankelovich's annual Youth Monitor, and smaller tracking studies. But its primary research vehicle is the focus group.

Last year, Nickelodeon says, it conducted 200 to 250 focus groups with kids, which may be the most of any organization targeting the kids' market.

Many are held in facilities built expressly for focus groups at the network's huge studios at Universal Studios Florida in Orlando, where kids are pulled from tour groups and given a Nick T-shirt for their thoughts.

Ms. Laybourne, who calls research "addictive," attends focus groups, as do others involved in Nickelodeon programming. Focus groups near the New York headquarters frequently have more people watching from behind the one-way mirror than the six to 10 kids who normally participate, Nickelodeon staffers say.

It was early research that shaped the very essence of Nickelodeon: a saucy, flip and hip spirit as unique in its way as that of its sister network, MTV: Music Television.

"We went out to the kids and we asked what we thought were the most innocuous questions, like what do you like about being a kid," Ms. Laybourne recalls. "And we got some pretty amazing and sometimes alarming answers."

"The Ren and Stimpy Show" made Nickelodeon's schedule on the strength of its pilot with kids.

Contrary to conventional wisdom, which holds that pre-teens can't wait to grow up, "We kept hearing from kids that they *didn't* want to be teen-agers," says Marshall Cohen, exec VP of research and planning for MTV Networks, which oversees Viacom's cable networks.

"We asked why, and they started talking about all these horrible things about teen-age life: drugs, AIDS, sex problems. They were worried about nuclear war, the environment, homeless people, their parents, and somewhere on that list they were worried about getting good grades."

So although Nickelodeon's programming for preschool kids, called Nick Jr., is similar to conventional kids' shows (except for "Nick Jr. Rocks," kids' music videos launched last fall), the network felt it needed a distinctive voice to reach school-age kids.

Rather than teach, preach and inspire, it decided it would provide escape and refuge: "Enjoyable, fun, a good, safe place on the TV dial for kids who are growing up in this kind of world—with a sort of us-vs.-them attitude," is how Mr. Cohen describes it.

Thus, on Nickelodeon game shows, kids get doused with green slime. On "Clarissa Tells It All," Clarissa relates the horrors of little brothers. On "You Can't Do That on Television," kids take verbal potshots at decidedly uncool parents.

This is all the result of a process unlike conventional program development: Producer comes in with idea; network OKs pilot; pilot is aired and tested; network accepts or rejects show.

Nickelodeon typically begins with focus groups in which it discusses rudimentary concepts for shows or even just brainstorms with kids.

There is an art to this, for the whole idea at Nickelodeon isn't to copy what's already on but to come up with new types of programs.

Nickelodeon has become the country's largest producer of original children's programming.

"You can't just ask, 'What's missing on your screen?' because they'll say nothing," says Geoffrey Darby, Nickelodeon senior VP-programming and production.

Rather, he says, "you go in and probe," and ask the targeted audience how they spend their time, what their favorite movies are, what videogames they're playing and the like. "From that we can get some hints" on directions worth pursuing, he says.

Then—once it decides on a type of show—Nickelodeon hires a producer to make a pilot and takes it back to focus groups again and again to get it right.

One focus-group finding, that kids like to be scared, sent the network off in search of a scary show that doesn't rely on blood and gore. The result, a live-action pilot called "Are You Afraid of the Dark?" soon will be shown to focus groups for their opinion, Mr. Darby says.

Sometimes Nickelodeon uses the same kids, called "expert groups," throughout the development process for a given show. That's what it did with "Double Dare," the game show that became such a hit the network syndicated it for what Ms. Laybourne has called "windfall profits."

Kids viewing the first "Double Dare" pilot said the show was "too predictable," because the phys-

(Continued on Page S-22)

Netting the numbers

While the Big 3 networks bemoan their loss of young viewers—NBC going so far as to bail out of kids' Saturday morning programming, effective next August—Nickelodeon's audience has been building.

As recently as four years ago, the major networks still commanded a substantially larger audience for kids' shows than Nickelodeon. Today, Nickelodeon claims more viewers of kids' programming than the three networks combined.

Among kids 2 to 11 years old, Nick's share has grown to 29%, or more than double the combined three networks' share, now just 14.6%, according to a Nickelodeon analysis of Nielsen Market Research figures.

Nick's share now approaches the 31.5% held by syndicated children's programming; four years ago, syndicated shows had a 48.7% share, three times Nickelodeon's.

Nickelodeon's knack with kids has been a long time in the making. When it began in 1979, it was a sober, commercial-free channel—some called it the "Eat-Your-Vegetables" station—usually thrown into the pot by cable systems bidding for city franchises.

It gradually built a reputation for innovative shows. But its revenues, limited to fees paid by cable systems, were insufficient for truly ambitious programming.

Success has spawned spinoff ventures, including a Nickelodeon toy line being introduced this month by Mattel at the American International Toy Fair in New York. A few years back, Green Slime Shampoo, based on the glop featured in a Nick game show, was a hot seller.

Nickelodeon President Geraldine Laybourne, a former schoolteacher, signed on as program manager in 1980. In 1984, large in debt and small in audience, Nickelodeon made Ms. Laybourne president and began carrying advertising.

"The first thing I did was say, 'Hey, we've got to involve kids in this process," she says. "We have to hear from *them* what's going on." □

—Joseph M. Winski

Advertising leaders in key kids markets

Top five category spenders by parent company

Rank	Jan.-Sept. 1991	1990	1989	% chg '90-'89
Computerized games and accessories				
1. Nintendo Co.	$17,862.1	$32,791.1	$16.457.7	99.2
2. Sega Japan	7,492.0	11,942.5	9,814.4	21.7
3. Acclaim Entertainment	3,500.9	5,522.8	2,787.2	98.1
4. Tiger Electronics	1,882.9	5,790.0	3,772.4	53.5
5. Ultra Software Corp.	1,382.0	1,971.7	1,011.1	95.0
Non-computerized games				
1. Hasbro	2,681.2	37,761.3	38,810.5	-2.7
2. Tiger Electronics	457.4	2,573.5	1,474.2	74.6
3. Western Publishing Group	248.0	6,669.1	3,872.0	72.2
4. Tyco Toys	210.1	1,512.3	1,190.4	27.0
5. Brown Group	179.5	189.5	85.2	122.4
Toys				
1. Hasbro	50,086.4	113,654.7	141,117.6	-19.5
2. Mattel	30,250.9	52,280.5	52,546.4	-0.5
3. Tyco Toys	18,428.8	47,641.0	32,684.7	45.8
4. Playmates Toys	13,908.6	15,069.0	4,648.0	224.2
5. Lewis Galoob	8,309.6	18,168.0	20,895.9	-13.1

Top five category spenders by brand

Rank	Jan.-Sept. 1991	1990	1989	% chg '90-'89
Computerized games and accessories				
1. Nintendo Super Entertainment system	$5,470.2	0.0	0.0	NA
2. Nintendo Game Boy software	5,014.3	3,001.7	1,327.4	126.1
3. Nintendo game software	4,974.7	13,592.5	10,289.6	32.1
4. Acclaim games	2,932.7	3,828.2	922.4	315.0
5. Sega games	2,829.0	3,488.7	2,885.7	20.9
Non-computerized games				
1. Milton Bradley Square One	553.2	0.0	0.0	NA
2. Milton Bradley games (general advertising)	484.9	1,678.9	1,410.1	19.1
3. Milton Bradley Scattergories	434.6	2,052.8	2,107.8	-2.6
4. Milton Bradley Taboo	325.0	2,202.2	0.0	NA
5. Tiger Toys' Noteability	247.0	1,733.0	0.0	NA
Toys				
1. Mattel's Barbie Collection	12,054.1	21,027.2	16,270.0	29.2
2. Playmates' Teenage Mutant Ninja Turtles	9,457.7	10,346.9	4,292.9	141.0
3. Mattel's Disney toys	6,621.7	4,778.1	2,410.4	98.2
4. Hasbro's G.I. Joe & accessories	5,849.8	11,815.5	11,758.0	0.5
5. Tyco radio control cars & trucks	3,785.1	6,562.7	4,552.4	44.2

Notes: Dollars are in thousands; fourth quarter 1991 figures are not yet available.
Source: LNA/Arbitron Multi-Media Service. Brands and category classifications are designated by LNA/Arbitron. Ad spending represents measured media only and includes magazine; newspaper; newspaper-distributed Sunday magazines; outdoor; network, spot, cable and syndicated TV; network and spot radio.

Advertising Age graph: Kimberly Mart

Nick 'addicted' to research

(Continued from Page S-2)

ical challenge always came last, Mr. Darby recalls. So the producers changed "Double Dare" to allow the grease-and-goo antics to occur any time. "It worked phenomenally well," he says.

Nickelodeon, which also tries to avoid sexual stereotyping, wanted "Clarissa Tells It All" to appeal to both boys and girls. Focus groups stressed that sibling rivalry is a big thing with kids. So Clarissa's scheming against her odious sib Ferguson, whom she calls "Ferg-face," is a recurring plot element.

Nickelodeon's faith in research—as well as its boldness and growing financial might—is amply demonstrated by the 90-minute Sunday block of animated shows it launched last August.

The easy, cheaper way would have been to borrow existing characters, as ABC did with rap singer Hammer and CBS with Teenage Mutant Ninja Turtles.

But Nickelodeon wanted to create truly new characters, so despite the high cost of animation—Ms. Laybourne says the network spent $40 million to develop the cartoons—it produced eight fully animated pilots.

Three of them—"Rugrats," "Doug" and "The Ren and Stimpy Show"—passed muster with the kids.

The shows as a group had the highest-rated debut of any program in Nickelodeon history. □

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News just for adults? Not according to Nick

This spring, Nickelodeon will unveil a news program for kids. Here are highlights of how the show came to be:

August 1989: Initially cold to news programming, saying that's "for adults," kids in a focus group OK news if done by Nickelodeon, because Nick would make it "cool and fun."

April 1990: Nickelodeon takes experts and producers to fourth-through-sixth-graders for a discussion of what a kids' news show should be.

November 1990: A 30-minute pilot is tested with four focus groups in two cities. Overall results are positive, but kids found the pacing too slow.

January 1991: War breaks out in the Middle East. Nickelodeon hires Linda Ellerbee's production company, Lucky Duck Productions, to do a special. Producers go into classrooms to ask kids what they want to know about the war.

February 1991: The 30-minute special airs. In April focus groups, kids say it told them what they wanted to know. The network hires Lucky Duck to produce a weekly half-hour news show, and in June commissions more specials. □

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Beleaguered 'Bazaar'

New hires aim to turn around fashion title

By Scott Donaton

Hearst Magazines' hiring of consultant Joseph Armstrong is yet another sign that Hearst is trying to whip *Harper's Bazaar* into shape.

Mr. Armstrong, former publisher of *Rolling Stone* and *New York Magazine*, was hired early this month to help restore the luster of the 125-year-old fashion magazine (AA, Feb. 3).

D. Claeys Bahrenburg, president of Hearst Magazines, downplayed the significance of the move, saying the company regularly hires consultants.

But the hiring of Mr. Armstrong, 47, comes just weeks after Hearst appointed Elizabeth Tilberis, 44, editor in chief of *Bazaar*. That sets the stage for an editorial battle between Ms. Tilberis, former editor of British *Vogue*, and Anna Wintour, editor in chief of *Vogue* and Ms. Tilberis' predecessor at British *Vogue*.

The changes made under Ms. Tilberis are expected to be so extensive "we're calling it a relaunch," said *Bazaar* Publisher Carl Portale. "This is a fairly large investment on the part of Hearst."

Changes will include a redesign and "another kind of [editorial] concept," he said. *Bazaar* also will increase its focus on culture, the arts and travel in addition to fashion. The June issue will be the first under Ms. Tilberis' direction.

Hearst executives are calling the anticipated changes a relauch.

Bazaar has been battered by the recession and growing competition. The 1985 launch of *Elle* and its subsequent head-to-head battle with Conde Nast Publications' category-leading *Vogue* squeezed *Bazaar* into third place in the field. Upstart *Mirabella* has intensified the competition.

"Traditionally, you had a two-magazine market, with *Vogue* and *Harper's Bazaar* dominating the fashion business," said Daniel McNamee, president of McNamee Consulting. "In recent years, *Bazaar* definitely got left behind. Now, it's at least a four-way duel."

Bazaar carried 1,051 ad pages last year, a 26.3% decline from the previous year. Ad pages fell 14.8% to 2,526 at *Vogue*; 23.3% to 1,762 at *Elle*; and 15.6% to 918.9 at *Mirabella*.

Bazaar also ranks third in circulation in the fashion field with a rate base of 700,000, behind *Vogue's* 1.1 million and *Elle's* 825,000 but ahead of *Mirabella's* 575,000.

Mr. McNamee believes the fashion field can't support four magazines, but said *Bazaar* might be one of the survivors.

"Hearst has got a lot of resources," he said. "If they go muscle their way in there, sure, they can take it back."

Mr. Armstrong was publisher of *Rolling Stone* in the mid-1970s, and later served as president, publisher and editor of *New York Magazine* and *New West*. In 1982, he launched the short-lived monthly *The Movies*, a forerunner to *Premiere*. Since then, he's worked as a media and marketing consultant for clients including Gannett Co.'s *USA Today*, Time Warner and Random House.

After *Bazaar*, Mr. Armstrong is expected to focus on *Town & Country*, also struggling. Like *Bazaar*, it has a new editor in chief, former *Philadelphia* Editor Ron Javers, 45. He succeeded Frank Zachary, who replaced Anthony Mazzola as editor in chief in 1972, when the latter moved to *Bazaar*.

Town & Country's ad pages declined 27.8% to 1,160 last year. □

TRACKING SHARES

Adults eye kids shows

NEW YORK—While ratings for children watching kids TV programming have fallen off dramatically in the past year, a surprisingly high number of adults appears to be watching kids shows.

Nielsen Media Research's special analysis of ratings last September found about one-quarter of all viewing of children's TV programming was done by households without kids.

ABC was the broadcast network with the greatest percentage of adult viewers in its kids programming audience, 26.1%. Fox Broadcasting Co. had the lowest percentage of any broadcast source (21.4% Saturday mornings, 17.6% weekdays).

Kids' viewing of Saturday morning children's programming fell 8% during Sept. 16 to Dec. 23 from the same period in 1990, according to an analysis of Nielsen data by N W Ayer, New York. Ayer attributed the decline to an increase in non-children's programming, which also gives adult viewers more Saturday morning options.

The falloff in Saturday morning kids ratings also might be due to more kids programming throughout the week on outlets including Nickelodeon, Ayer reported.

While the high percentage of adults watching kids TV shows is interesting, it's not very relevant for advertisers buying kids programming, said Deborah Solomon, VP-media research at J. Walter Thompson USA, Chicago.

"We evaluate children's TV shows for the kids that are watching. The adults are tertiary at best," she said.

But it could help advertisers targeting kids and adults.

"A lot of the products on kids shows—food products, athletic shoes and videogames—have broader audience than just kids," Ms. Solomon said. □

Some don't outgrow cartoons

Of all the TV households watching kids programs, adults-only households account for a surprising percentage, according to September figures.

Network	% of adults-only TV households
ABC	26.1%
NBC	24.3%
CBS	21.6%
Fox (Sat. a.m.)	21.4%
Fox (weekdays)	17.6%
Syndication	17.8%

Source: Nielsen Media Research, New York

Kids are watching less

Children 6-11 watched less Saturday morning programming in fourth quarter 1991 than the year before, according to an N W Ayer analysis of Nielsen Media Research data. The three networks lost ratings, while Fox and Nickelodeon improved.

Network	'90 rating	'91 rating
CBS	6.5	6.3
ABC	6.1	5.0
NBC	5.3	4.3
Fox	3.0	3.9
Nickelodeon	1.0	1.1
Total	**21.9**	**20.6**

Ratings for Sept. 16-Dec. 23. Source: N W Ayer, New York

NEWSSTAND

MEDIA WORKS

Advertising opportunities in print.

Endless Vacation, Indianapolis, "Colonial Mexico" and "Ecotourism" special editorial features, April issue; ad close: Feb. 14. B&w page: $13,650; color page: $18,200.

AutoWeek, Detroit, "Special truck issue" special issue, March 9 issue; ad close: Feb. 18. B&w page: $12,415; color page: $19,335.

Sportswear International, New York, "Marketing fashion in America" special editorial section, March 4 issue; ad close: Feb. 18. B&w page: $8,500; color page: $10,299.

Seventeen, New York, "Fresh looks for the poolside" special ad section, May issue; ad close: Feb. 20. B&w page: $31,270; color page: $45,320.

Sports Illustrated, New York, "Homeowners" special ad section, April 27 issue; ad close: Feb. 24. Color page: $36,390.

Life, New York, "Summer travel" special ad section, May issue; ad close: Feb. 24. Color page: $73,660.

AutoWeek, Detroit, "Automotive electronics" advertorial section, March 23 issue; ad close: Feb. 27. B&w page: $12,415; color page: $19,335.

Decorating Remodeling and **Kitchen & Bath Business**, New York, "Color and style guide to kitchens" special editorial section, June issue of *Decorating Remodeling* and April issue of *Kitchen & Bath Business*; ad close: Feb. 28. Color page for both sections combined: $58,900.

Modern Maturity, New York, "Texas" special edition, June/July issue; ad close: March 9. B&w page: $25,780; color page: $27,695.

Country America, Des Moines, Iowa, "Taste of summer" special ad section, July/August issue; ad close: March 13. Color page: $43,600.

People, New York, "50 most beautiful people in the world" special edition, May 4 issue; ad close: March 16. Color page: $110,960. □

Joe Mandese coordinates MediaWorks.

Liquor sales go dry

Recession, taxes blamed for 5.6% decrease

By Gary Levin

For the U.S. liquor industry, 1991 proved to be one of the worst years since Prohibition.

Just one of the top 10 distilled spirits brands—the low-price Seagram's gin—gained sales last year, according to *Impact*, an industry publication. And Bacardi rum, the No. 1 brand, had its worst sales slide since the 1940s.

Preliminary estimates show total liquor sales fell 5.6% to 147.1 million cases, due to price and tax hikes, the recession and a continued trend toward moderation in drinking.

Unit sales dipped just 0.3% in 1990 because retailers stocked up on inventory to avoid the tax and price hikes. The average volume from 1985 to 1990 was down 2.8%. Industry sales peaked in 1979.

"There's been a lot of trading down from premium brands," said Frank Walters, research director at *Impact*. "They took big price increases, which have hurt them."

Mr. Walters is calling the 1990s "the age of value," and predicts the lower-price segments of the beverage alcohol business will continue to outperform premium brands.

Impact estimates total 1991 retail sales at $15.5 billion.

Bacardi Imports, whose flagship rum is the top selling liquor brand overall, saw estimated sales volume plummet 10% last year.

Late last month, Bacardi named Lintas:New York to replace McCaffrey & McCall on its rum account and Bacardi Breezer rum-based cooler account, worth a combined $30 million in billings.

In terms of sales declines, "Bacardi is a real shocker," said Nicholas Furlotte, executive editor at Jobson Publishing Corp., another industry publisher.

"It's the first time since World War II that the brand is really down, and it is a very big decline," Mr. Furlotte said.

A Bacardi spokesman said the company posted record profits last year, in part due to the price hikes, but he wouldn't provide details.

Among other highlights, House of Seagram's Seagram's gin posted a 2.9% gain last year, despite an overall decline in the gin business.

The brand, which has proved especially strong in ethnic markets, has successfully broadened its franchise with new advertising, analysts say.

Ogilvy & Mather handles Seagram's gin.

Brown-Forman Corp.'s Canadian Mist whiskey posted a steep percentage decline, falling 8% to 3.35 million cases, while Heublein's popular-price (and little advertised) Popov vodka beat the industry average, dipping just 2.3%.

Sales growth of Carillon Importers' Absolut vodka, one of the few success stories of the 1980s in the liquor industry, slowed again last year, though the brand scored a 2.6% volume gain, in part from increases for its citrus-flavor Absolut Citron.

Jim Beam Brands Co., which bought marketing rights to seven popular-price brands late last year from House of Seagram, is betting on continued strength in that segment.

But Seagram has employed a different strategy by focusing on the upper end of the business.

"Seagram is betting that when the economy bounces back, consumers will go back into premium brands," *Impact's* Mr. Walters said. □

Tough year for liquor brands

Only one of the top 10 liquor brands had sales growth in 1991, according to preliminary estimates, as a federal excise tax, price hikes and declining consumption hurt sales.

Rank	Brand	Marketer	'91 sales	% chg	Market share
1	Bacardi rum*	Bacardi Imports	7,055	–10.0	4.8%
2	Smirnoff vodka	Heublein	6,090	–7.0	4.1%
3	Seagram's gin	House of Seagram	4,100	2.9	2.8%
4	Seagram 7 Crown	House of Seagram	3,930	–6.4	2.7%
5	Popov vodka	Heublein	3,755	–2.3	2.6%
6	Jim Beam	Jim Beam Brands	3,515	–6.5	2.4%
7	Canadian Mist	Brown-Forman	3,350	–8.0	2.3%
8	Jack Daniel's	Brown-Forman	3,250	–5.0	2.2%
9	E&J brandy	E&J Gallo Winery	2,490	—	1.7%
10	Absolut vodka**	Carillon	2,455	—	1.7%

Sales are in thousands of cases. *Excludes premium black rum. **Excludes Citron and Pepper brands.
Source: IMPACT Databank

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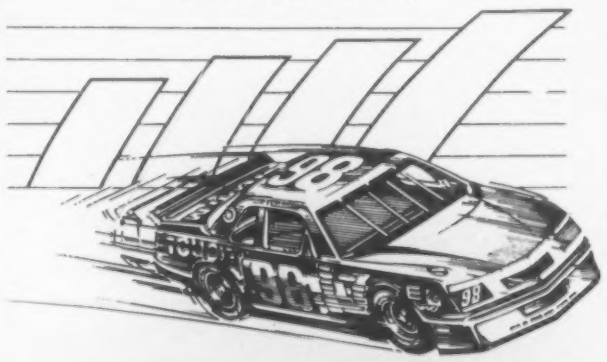

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United Distillers shutters unit

By Gary Levin

United Distillers North America has reorganized its liquor business, leaving the agency lineup in doubt.

Amid an industrywide sales slump, the Guinness unit last week said it will close Schenley Industries and move its premium brands, including Dewar's White Label and Pinch scotches, into Schieffelin & Somerset Co., a joint venture between Guinness and Louis Vuitton Moet Hennessy.

Guinness will also create a second unit, to be called Glenmore United Distillers. It will market all of the company's popular-price brands, including some now at Schenley and virtually all of those at Glenmore Distilleries, which will be merged with the new unit. Guinness acquired the company last year.

The reorganization won't affect agency assignments since all brands will remain under the Guinness umbrella and, in most cases, continue with the same brand managers, said Peter Baillie, a Guinness spokesman.

But agency executives expect an eventual consolidation.

Leo Burnett USA, Chicago, handles the Schenley brands except for Pinch, now at Grey Advertising, New York; Grybauskas & Partners has Glenmore; and Smith/Greenland, Kirshenbaum & Bond and Avrett, Free & Ginsberg share Schieffelin's account.

In 1990, United Distillers spent an estimated $40 million on measured media, according to LNA/Arbitron Multi-Media Service.

Schieffelin management will remain intact, but marketing management at Glenmore United Distillers hasn't been named, Mr. Baillie said.

Ian Vale, senior VP-marketing at United Distillers, will name those executives as the reorganization is implemented during the next nine months.

Although a major force in worldwide distilled spirits, United Distillers has no brands among the top 15 in the U.S.

Its largest-selling brand is Gordon's vodka, marketed by Schenley, which fell 10.6% in case sales last year and now ranks 17th among all brands, according to figures from Jobson Publishing Corp. Sales of Dewar's fell 7.2%, and Gordon's gin dropped 6.7% amid an industry slump in which a only a few brands are showing even modest increases.

Among other United brands, Skol vodka fell 15.2% in volume, Johnnie Walker Red Label scotch dipped 8.8% and Tanqueray gin dropped 8.3%, Jobson said. □

Crash

(Continued from Page 1)

snap back together. They can also be strapped into seat belts to avoid breaking up.

Bozell, New York, handles Tyco's $40 million account.

A typical 15-second TV spot starts with one animated dummy saying to another as they're driving in a car: "I feel like a wreck!" The other one replies: "OK!"" Together they deliberately crash into a tree and break into pieces. All six spots end with the message: "Don't you be a dummy. Buckle your seat belt."

Tyco hopes to get a jump on what's expected to be a highly competitive year for boys' action figures in the $13.5 billion toy industry.

"Action figures are going to be a particularly hot area for all toy marketers this year, because although demand for the Teenage Mutant Ninja Turtles is still strong, that phenomenon is 5 years old and there's room for fresh entrants," said David S. Leibowitz, a toy analyst of American Pine Securities.

The line was created under a licensing agreement with the U.S. Department of Transportation, whose crash dummies Vince and Larry appear in public service announcements sponsored by the department and the Advertising Council. The PSAs are created by Leo Burnett USA, Chicago.

"We don't think there will be a problem, as long as the world continues to look at our Vince and Larry public service announcements as completely separate from the advertising for these crash dummy toys," said Brad Lynch, the Ad Council's public relations director. "The fact that Tyco's commercials are animated, for the most part, should help keep the two campaigns distinct, and our hope is that the toy will ultimately increase the awareness of safety among young people." □

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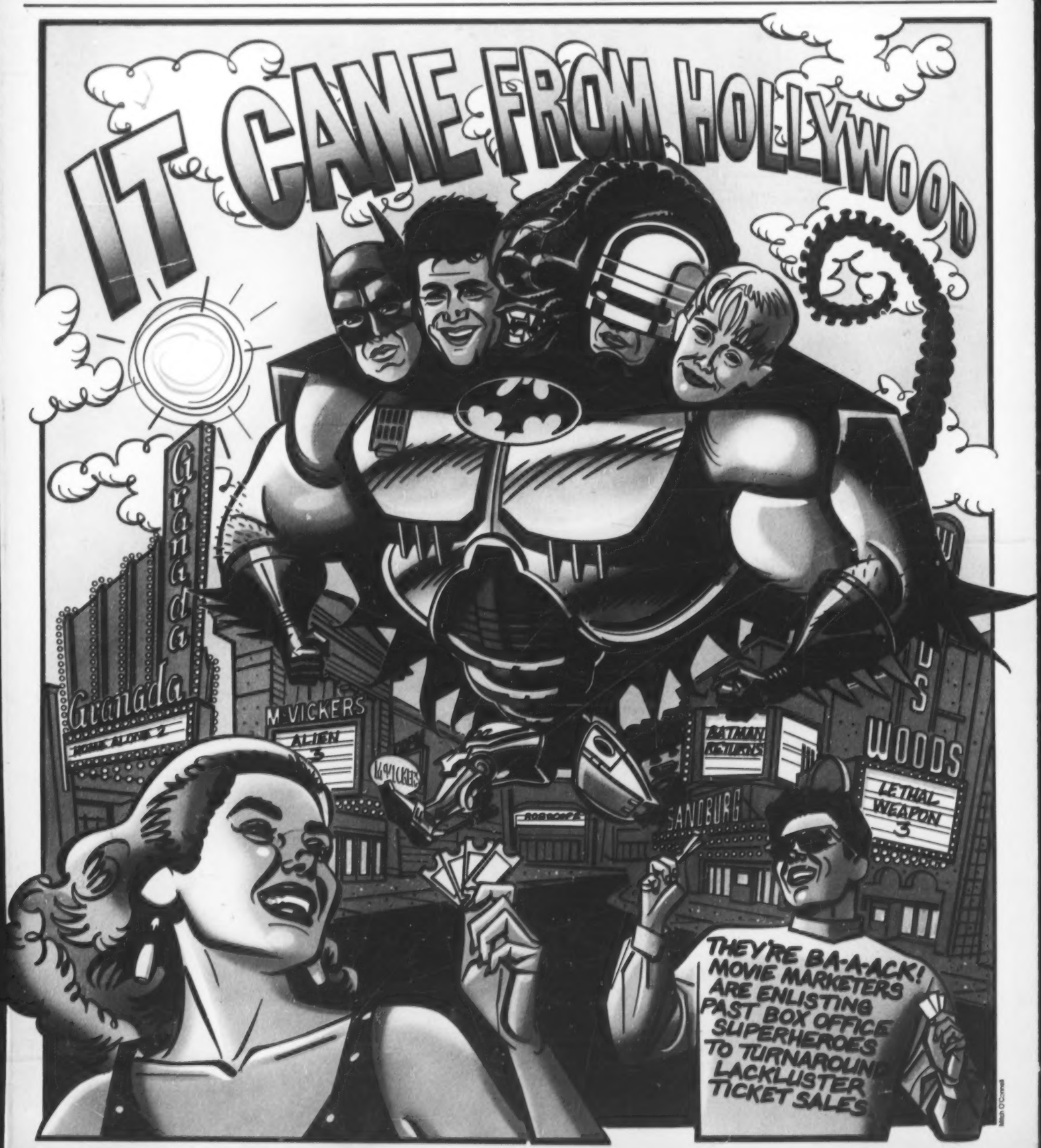

NEWS SUMMARY

■ **Procter & Gamble** said it won't participate in the TV networks' traditional upfront market this summer and will instead establish its own TV buying schedule. 1

■ **Nissan Motor Co.** dropped Dentsu, one of its agencies in Japan for more than 40 years, in favor of Hakuhodo. 1

■ **Eveready** is testing Green Power, a zero mercury-added alkaline battery, and competitors plan similar battery lines. 1

■ **Mennen's** agency roster may change following the company's purchase by Colgate-Palmolive. 3

■ **Network TV clutter** is detailed in a study by the Four A's and the Association of National Advertisers. 3

■ **Jeans marketers** report the long-stagnant category is growing again, due to the slow economy. 22

■ **Newsstand sales** of many magazines were lower in the second half of 1991, and lower rate bases will result. 42

■ **Hershey Foods** entered the peanut butter field with its Reese's candy brand. 56

■ **Campbell Soup Co.** is extending its Healthy Request brand to spaghetti sauce, slated to roll out this spring. 59

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ABP MPA ABC

Bob Garfield's Ad Review column will return next week.

TV's Olympic winner

CBS' ratings so far are exceeding guarantees

By Joe Mandese

NEW YORK—CBS is going for the ratings gold with its coverage of the 1992 Winter Olympics in Albertville, France.

For the first six days of coverage, CBS' ratings exceeded the network's expectations and its guarantees to advertisers.

CBS had guaranteed Olympic advertisers a prime-time rating of 17, but ratings for Feb. 8 to 13 averaged 19.1, according to Nielsen Media Research.

That's 2.7% higher than the 18.6 rating ABC averaged for its coverage of the 1988 Winter Olympics in Calgary, Alberta, and 20% higher than the 15.9 rating ABC averaged for its coverage of the 1984 Winter Games in Sarajevo, Yugoslavia.

While CBS' 1992 Olympics ad sales won't directly profit from those high ratings, which are a bonus for Olympics advertisers, they contribute to the network's season-to-date prime-time lead over ABC and NBC.

But perhaps more significantly, CBS' Olympics ratings success is also boosting the overall three-network share for the first time since the mid-1980s. Share figures represent a percentage of households watching TV, while ratings points represent the percentage of all TV households.

The Big 3's season-to-date combined share is 62.7, two-tenths of a point higher than the same period in 1990-91, according to a Network Television Association analysis of data from Nielsen.

Tim McCarver and Paula Zahn anchor CBS' surprisingly successful Olympics broadcast.

"The fact that network share hasn't gone down and appears to have stabilized is significant, because last year at this time . . . the network share was down 4 points," said Rob Frydlewicz, associate media research director at N W Ayer.

For the entire 1990-91 season the combined share for the Big 3 was down 3 points, about a point more than network executives had projected.

Network researchers attributed the extra point loss to several unusual programming factors, including the Persian Gulf War, which drove viewers to alternatives like Cable News Network.

The Big 3's share gain this season isn't coming at the expense of network alternatives, which are either stable or up over last year. Instead, the networks appear to be winning viewers back to TV. The number of TV households watching prime time has increased about 1% this season compared with the same period last year, according to the Network Television Association. The biggest beneficiary is Fox Broadcasting Co., up 3 points to a 13 share.

Basic cable networks are also up 1 point to a 19 share, but unlike last year when CNN was the primary beneficiary of the war, there's no single cable network benefiting from this year's increases.

Share figures for independent TV stations are even with last season at 15.

Among the Big 3 networks, CBS is up 2 share points this season to a 22. ABC and NBC are even with last season, with a 20 and 21 share, respectively.

Although CBS' revenues won't benefit directly from its high Olympic ratings, it will likely help the network sell ad time for its coverage of the 1994 Winter Olympics in Lillehammer, Norway.

CBS said it had sold about half its 1994 Olympics ad time going into Albertville.

By exceeding its ratings guarantees to Olympic advertisers, CBS won't have to give away precious make-good units to those advertisers. □

'Daily News' attracts interest of several potential buyers

By Scott Donaton

NEW YORK—A bidding war for the troubled *Daily News* could take shape following last week's distribution of a prospectus to potential buyers and investors.

In a surprise development, *New York Post* owner Peter Kalikow announced he's ready to make an offer for the *News*. He hadn't received a prospectus at press time.

News officials said the prospectus was distributed by Salomon Bros. to as many as 10 parties, including Mortimer B. Zuckerman, owner of *U.S. News & World Report* and *The Atlantic*. Mr. Zuckerman is believed to be among the most serious potential bidders.

"We got some information, and we're digesting it," said Fred Drasner, president-ceo of *U.S. News*. "It's still too premature" to determine Mr. Zuckerman's level of interest, he added.

The tabloid *News* filed for Chapter 11 bankruptcy protection in December following the unraveling of the late Robert Maxwell's media empire.

The *Post's* Mr. Kalikow, a real estate developer who declared personal bankruptcy last year, wouldn't disclose terms and conditions of his offer until after reviewing the prospectus. He said his banks knew of his intentions, though it was unclear how he would finance an acquisition.

"It is abundantly clear to me, and anyone familiar with the New York newspaper market, that the surest, and perhaps only, opportunity for the *Daily News'* survival lies in combination with the *New York Post*," Mr. Kalikow said in a statement.

Post owner Peter Kalikow says he's interested in buying the *Daily News*.

In reply, the *News* released a statement saying, "We welcome expressions of interest from any party who qualifies as a potential investor."

Media analysts, who've long considered the New York newspaper market overcrowded, speculate Mr. Kalikow would merge the papers, giving the *Post* a much-needed Sunday edition. But they question the wisdom of such a plan.

"Nothing plus nothing equals nothing," said a media analyst who asked not to be named.

The *Post* has itself been on to the brink of disaster more than once. But Mr. Kalikow said the tabloid has been operating profitably since October 1990, when he won significant labor concessions.

Others mentioned as potential *News* buyers include Hartz Mountain Corp. Chairman Leonard Stern; News Corp. Chairman Rupert Murdoch; Canadian-based newspaper publisher Conrad Black; financier Marvin Davis; syndicated columnist Percy Ross; and Lord Rothermere, chairman of London's *Daily Mail*, who in a recent *Forbes* interview indicated a desire to own a U.S. newspaper.

It wasn't known if any of them received the prospectus.

The prospectus doesn't include an asking price or deadline, said Howard Seife, lawyer for the *News* creditors' committee. It's believed buyers would be asked only to assume the paper's liabilities.

"If a buyer comes along, it will be an ego buyer and the buy will be contingent on significant labor concessions from the unions," said Andrew Marcus, VP at investment banking company Henry Ansbacher Inc.

Mr. Seife said Salomon Bros. is developing a long-term business plan for the *News* to emerge from Chapter 11 and continue on its own if a buyer or investor isn't found. □

Papers see signs of ad recovery

By Christy Fisher

Some major newspapers are seeing signs of an upturn in advertising, leaving many hopeful that the worst is over.

Though retail advertising remains in the doldrums for most papers, several report boosts in automotive, help-wanted and real estate ads—often considered the barometers of an economy.

The industry is eager for any hint of an upturn. In 1991, newspapers reported their worst downturn ever in ad revenues and the first two-year decline in the 42 years that ad revenues have been tracked.

The Washington Post in January saw its first increase in recruitment advertising in 40 months; the *Chicago Tribune* reported its third consecutive month of overall gains in advertising, the first such showing in two years. In addition, the *Tribune* has bucked the trend by having eight consecutive months of gains in retail advertising.

"Perhaps we have turned a corner in this recession."

The News & Observer of Raleigh, N.C., reported across-the-board increases in advertising in January, up 8% compared with the same period a year ago. Classified ads showed the first increase in two years.

The Milwaukee Journal and *Milwaukee Sentinel* reported advertising over January budget projections, with increases in financial, travel, auto and employment advertising.

"Though [the uptick] was expected because of the war a year ago, the increases we are seeing are greater than what the war would have allowed," said Durwood Canady, classified advertising director for the Raleigh paper. "Every aspect of our business . . . has shown signs that perhaps we have turned a corner in this recession."

"There's a definite feeling of optimism," said Beverly Klein, senior VP-marketing for the Milwaukee Journal & Sentinel. "We get the feeling from our advertisers that consumers are loosening up. Our customers are doing well in homes and cars, and that's encouraging . . . Those two categories are tremendously important to the economy."

But other newspapers are more cautious.

"It's hard to determine what is truly an

(Continued on Page 61)

Study finds shows with worst clutter

NBC, Fox have most, says ANA/4A's report

By Joe Mandese

NBC has the most clutter and ABC the least of the Big 3 TV networks, but wide swings occur in the clutter levels of specific shows on all the networks.

Those are the findings of a report released last week by the Association of National Advertisers and the American Association of Advertising Agencies *(see detailed chart on Page 61)*.

While ABC averages 13 minutes, 4 seconds of non-programming time per prime-time hour, its half-hour series "Full House" contains the 1-hour equivalent of 15 minutes, 12 seconds of non-programming time. (In this study, clutter times in half-hour shows are doubled.)

ABC has the least cluttered show of the Big 3: "Civil Wars," which averages only 10 minutes, 4 seconds of non-programming time, the study showed.

NBC has an average of 13 minutes, 51 seconds of clutter per prime-time hour. Its half-hour series "Seinfeld" has the highest clutter of any show on the Big 3 with 16 minutes, 24 seconds. The low is "In the Heat of the Night," with 11 minutes, 42 seconds.

CBS, with an average of 13 minutes, 37 seconds per prime-time hour, has the narrowest range: from 14 minutes, 50 seconds on "Top Cops" down to 12 minutes, 22 seconds on "Knots Landing."

Fox Broadcasting Co. has the highest prime-time clutter average of any broadcast network with 14 minutes, 54 seconds of non-programming time.

Fox's highest single show is the half-hour "Drexell's Class," with 17 minutes, 8 seconds; the lowest is the half-hour series "Herman's Head," with 12 minutes, 12 seconds.

Clutter is the total of all non-programming time,

(Continued on Page 61)

Who's tops in TV clutter

Network TV shows with the highest minutes of non-programming time per hour.

Source: Association of National Advertisers and American Association of Advertising Agencies

Mennen sale to rock shops

By Pat Sloan

NEW YORK—Colgate-Palmolive Co. will get an immediate and much-needed boost in the U.S. personal products market via its $670 million purchase last week of Mennen Co.

But the deal could mean changes in Mennen's agency roster because of conflicts between Colgate and global competitor Unilever.

Mennen's more than $35 million in spending is split between McCann-Erickson Worldwide and Lowe Group, McCann's sister agency in Interpublic Group of Cos. McCann has the Speed Stick deodorants and Home Expressions Group line of home fragrances, while Lowe has Afta, Skin Bracer and Baby Magic.

McCann and sister shop Lintas:Worldwide are the primary agencies for Unilever's Chesebrough-Pond's unit. That wasn't a problem for Mennen, but Chesebrough markets a variety of deodorant and skincare products that form the global battleground for Unilever and Colgate.

The Mennen acquisition, subject to government approval, is widely seen as a gambit to keep Colgate in the U.S. personal products game. It's an area in which both Unilever and Procter & Gamble Co. have strengthened their hands in the past several years through acquisitions and increased product support.

"I think Colgate realized they were quickly becoming a non-entity in the U.S. personal products business compared to Unilever and P&G, and they had to make some move quickly," said industry consultant Allan Mottus.

Colgate is unlikely to tolerate any agency conflicts as it gears up for battle with P&G and Unilever, agency sources say.

Lowe has no apparent conflicts, agency sources say. But McCann now handles Chesebrough's Vaseline Intensive Care line of skincare products and the company's Pond's facial-care products.

Even if Colgate keeps McCann on the Mennen brands, the agency might face problems with Unilever.

"I think Colgate had to make some move quickly."

"It would be a hard one for Unilever to accept," said one agency source, who added Unilever was already uneasy about McCann's work for L'Oreal cosmetics. McCann is also an agency for personal products marketer Johnson & Johnson.

A Colgate spokesman said there's been no decision on agency assignments.

Colgate's two worldwide agencies, Foote, Cone & Belding, Chicago, and Young & Rubicam, New York, are hopeful the acquisition means new business for them.

"Colgate has a two-agency policy. I assume we'll split up the Mennen business," said an execu-

(Continued on Page 62)

Sponsors lash Olympic ambushers

By Joe Mandese and Alison Fahey

Leading sponsors of the Olympics are pressuring the International Olympic Committee to close a loophole that enables network TV advertisers to sport the Olympic rings.

The group, led by the Eastman Kodak Co., wants the committee to stop advertisers from using the so-called "composite logo," which combines the network's logo with the Olympic rings.

"It's being seen as an Achilles' heel for the sponsorship program," said Robert Prazmark, a consultant with ISL Marketing, which markets The Olympic Program of worldwide sponsorships.

"For official sponsors, the existence of the composite logo does present a problem with dilution," said Robert Croog, director of trademark advertising at Kodak. "What it does is blur the distinction between Olympic sponsors and simply the ones that buy time" on the telecast.

The composite logo is used by CBS in broadcast billboards that mention a variety of TV advertisers, thanking them for their support of the Olympic broadcast. Many of those advertisers aren't official Olympic sponsors but have merely bought airtime on the broadcast.

Even though such use of the composite logo is authorized, official sponsors claim it dilutes the value of their sponsorships.

They also complain that some advertisers are making unauthorized use of the composite logo by using it in TV spots and support materials.

Some Olympics sponsors feel

(Continued on Page 55)

CBS

ALBERTVILLE 92

Kodak is upset that advertisers who aren't Olympic sponsors can use network Olympics rings.

NEWSWATCH

News briefs and developments in interactive media technology.
—By Bradley Johnson

Sorry, wrong number

When callers dial Bally's Health & Tennis Corp., they'll find out about Bally's. And Bally's, the nation's largest health-club chain, will find out about them.

Through an automated call-routing system from Western International Media Corp., calls to the 800 numbers listed in Bally's ads are answered by the nearest club.

That makes it easier for a club rep to offer a personal invitation to the prospect, raising the likelihood of a sale.

Western automatically captures the caller's phone number and can cross-reference it to come up with a name and address. That can give Bally's two more ways to pursue a hot lead. based media buying service, developed its phone system after a request by client Bally's. It now offers the system to non-media buying clients.

DOS boot

This month, General Motors Corp.'s Buick Motor Division will invite 150,000 potential customers to play golf and check out cars—via computer.

By booting up Buick's floppy disc on their PCs, prospects can play a simulated round of golf—call it Nintendo for grown-ups—and then look over the latest Buicks. Through text, animated graphics, pictures and sound, they can check the cars' specs and prices.

The disc will be mailed only to prospects who return a direct mail piece or respond to advertising.

Buick intentionally doesn't pass prospects' names on to local dealers.

"We want this to be non-threatening," says Fred Wood, chief operations officer of Inmar Group, a San Antonio, Texas-based sales promotion company that develops Buick interactive software campaigns.

Each annual 150,000-disc mailing leads to sales of "over a thousand" new Buicks, says Nancy Newell, manager of leasing and electronic product information.

What's on line

TV watchers zap ads they don't like. But thousands of users of Prod-

(Continued on Page S-6)

800/900: King of the road in marketing value, usage

Two phone lines hold own advantages for promotion, customers

By Junu Bryan Kim

Among interactive media technologies, 800 and 900 telephone services currently can go where others don't—to almost all U.S. households.

None of the other technologies in the interactive arena, which includes computer on-line services, fax bureaus and TV systems, can provide such access to the marketplace.

This access lets almost all U.S. consumers place orders, get information, find dealers, enter sweepstakes and voice opinions, among other things.

Importantly, the numbers also enable sponsors to collect customer data for market trends, databases or customer profiles, within hours or days instead of weeks or months.

Although 800 and 900 numbers are used for similar applications, each number has features that best suit specific marketing goals.

800: Tried and true

The 800 number has become the classic direct response vehicle, for its around-the-clock convenience and because it's free for consumers.

"People are comfortable with it, they understand it and they like it," says Brian Rivette, VP-marketing at Call Interactive, a phone service bureau that handles 800 and 900 calls.

These characteristics make 800 numbers appropriate for sponsors looking to facilitate consumer responses, such as order placement, lead generation and customer service—the three major uses for 800 numbers, according to Strategic Telemedia, an 800 and 900 industry analyst company.

Because the 800 number has been used for more than 25 years, sponsors have few problems with it. Still, potential sponsors must recognize two considerations before establishing 800 service.

The first is the cost. According to a study by market researcher Deloitte & Touche, sponsors of 800 numbers spend $5 billion a year operating these services.

For an individual marketer, the technological aspects alone cost about 25¢ to 32¢ per call-minute.

The final bill, however, represents only part of the expense problem. The bigger headache lies in estimating the number of responses the program will generate, which determines the program's ultimate cost.

NutraSweet Co. predicted 540,000 calls for a five-week promotion last summer and ended up fielding more than 1.5 million responses (*see story on Page S-4*).

One way sponsors can circumvent this budgeting problem is by enacting a limit on the number of calls made on the line, though the sponsor should mention the limit in promotional materials.

Other ways of reducing—or increasing—the volume of calls involve how the 800

(Continued on Page S-4)

Inside Double choice of 800 and 900 lines blossoms for Lotus ..... **Page S-2**

Edited by Junu Bryan Kim

Promo rolls via operator switching

By Betsy Spethmann

NutraSweet Co., in choosing an 800-number sweepstakes to help celebrate the sweetener's 10th anniversary, decided in favor of goodwill over costs.

Because the promotion was image-oriented, the feeling of goodwill created by an 800 number outweighed any savings from a 900 number, says Victor Imbimbo, president of promotion agency Hadley Group.

The company's key corporate customers were in effect game pieces in the game, in which participants called the number and punched in universal product codes of the 2,000-odd products that contain NutraSweet. That got them a chance to win one of 18,000 prizes and/or trips.

Since NutraSweet has no sales force to implement in-store support, the 800 number was critical to a national promotion. "We've always struggled with how to develop a promotion that will increase volume and serve [food and beverage] customers," says Jim Mitchel, NutraSweet's U.S. marketing director.

The sweepstakes used a two-part phone system with automated and live operators to provide winning and "try again" messages. Consumers who entered the UPC of 12 key products containing the sweetener heard customized messages, such as "Thanks for choosing Diet Coke."

With the 800-number technology being used for the first time, "I had some concerns," Mr. Mitchel says. "But everything worked out phenomenally well."

This promotion marked the first use of a live-and-automated-operator combination answering system in the interactive phone industry, says Phillip Congello, VP-account director at Hadley.

Calls from a Touch-Tone phone went through the automated process with callers punching in a product UPC. Calls from rotary phones were routed to live operators, who pushed the call to the automated system.

Hadley projected 540,000 calls based on the average FSI response rate of 2%, but the promotion generated 1.5 million calls. □

800/900 advantages

(Continued from Page S-1)

number is presented in promotion materials, Mr. Rivette says.

Simply, the more an 800 number is mentioned or the easier it is to read in an ad, he says, the more calls will be made on it—and vice versa.

900: Passing the buck

A 900 number offers marketers many of the same benefits as 800 numbers, in terms of convenience and instant access to information or sales staffs. But, of course, the consumer pays for the call.

National Association of Information Services, a 900-industry trade group, estimates there are 14,000 lines using 900 numbers currently.

If calls generate enough response, they can even serve as a revenue stream, such as with *Playboy's* call-in services (*see story on Page S-5*). Charges for a 900 number have been known to run up to as high as $50 per minute but usually are about $1 per minute.

Perhaps more important, 900 numbers allow marketers to generate qualified responses.

Although the charge might reduce the total volume of calls on the line, the calls eliminated will be from customers who have only a minor interest in what's offered.

"Using a 900 number may give you fewer leads, but they'll give you a higher dollar because more leads are interested," says Bruce Kushnick, president of Strategic Telemedia.

To increase the amount of qualified sales leads it received, Warner Bros. changed its gift catalog giveaway line from an 800 number to a 900 number early last year. On the 800 line, Warner Bros. picked up the expenses of both the call and the catalog. Now, however, the company bills callers $1.50, which helps pay for

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Price, media, purpose need resolution first

Undertaking a phone-based interactive service means more than choosing between an 800 or a 900 number.

Before launching a service on either number, sponsoring marketers must do some front-end and back-end preparations.

The questions that need to be answered before the program starts include:

- **How much will you pay to receive calls?** The charges for 800 and 900 lines are about the same—between 25¢ and 32¢ per call-minute, depending on the service bureau and the number of lines rented. The main difference between 800 and 900 numbers, of course, is that callers "reimburse" sponsors for 900 calls.

However, this question not only addresses the choice between 800 and 900, but it makes sponsors consider whether to answer calls with live or automated operators.

For certain applications, sponsors may want live voices handling calls. But automated systems generally cost between 30% and 40% less than live operators, says Brian Rivette, VP-marketing, Call Interactive.

Hearing is believing for 'Playboy'

By Ira Teinowitz

Playboy says it went into the 900 business to be more responsive to readers. To its amazement, it also found a profit center.

Playboy won't be specific but confirms that last year it generated more than $1 million on its 900 numbers.

These services include comments by centerfold models, polls on the centerfold of the year and answers from the "*Playboy* Advisor" column in the magazine. The title bases its services, which cost around $3 a minute, on information sought by readers.

Playboy started its 900 service in January 1990 to better reach readers.

"We saw the technology available and saw it as a way to connect more with the editorial product," says Bobbi Gutman, senior VP-circulation and ancillary revenues.

Although the service is a moneymaker, *Playboy* claims the revenue potential of 900 lines hasn't influenced editorial decisions.

"We offer a connection with the editorial product, which our readers tell us time and time again, by their number, that we are providing a service," Ms. Gutman says.

The title also has helped one advertiser use its lines. Distiller Christian Bros. Sales Co. hired a former Playmate and parodied the "*Playboy* Advisor" feature with the questions asking when to drink brandy.

Despite its interest in 900 lines, *Playboy* bans ads from other 900 services.

According to James Spanfeller, associate publisher, the ban is aimed at sex talk lines and was enacted because *Playboy* had no control over the content of other companies' lines. But, he adds, the ban was in place before *Playboy* went into the 900 number business.

"For ethical [reasons] and from the business standpoint, we bar them from the book," he says.

However, Mr. Spanfeller says *Playboy* would consider allowing 900 ads from package-goods companies.

"If someone was doing it for a listing of retailers, we would think of making an exception," he says. □

the call and the catalog.

To generate responses, sponsors must offer something of value to consumers that will justify the call's cost. "It's incumbent on the sponsor to give additional value to callers," Mr. Rivette says.

The item of value can be a coupon or product sample.

Still, 900 numbers have potential problems. Foremost is that the public and many marketers associate 900 numbers with adult-oriented services and fraudulent offers.

Mr. Rivette admits many clients bring up this issue with him when they discuss possible 900 projects. But, he contends, this shady image is slowly fading.

"You see the good guys doing a lot of work with it, and then this image disappears," he says.

Also, adult services comprised only 3% of the calls made last year to 900 services, according to Strategic Telemedia.

Furthermore, as with other business-by-phone operations, nationwide 900 pro-

(Continued on Page S-6)

■ **Can you can assess your media support?** As responses come in, sponsors should be able to evaluate which ad vehicles have generated calls. This allows sponsors to adjust their media plans.

One way to assess the general media exposure in 800 promotions: Use several 800 lines, with each corresponding to a specific ad.

■ **Purpose of assembling data?** Sponsors should know beforehand exactly what will be done with the data from callers, whether it's to create a customer profile, construct a database or send literature or product samples. Along these lines, if a database computer program is used, the software must be flexible enough to let sponsors manipulate it as desired. □

—Junu Bryan Kim

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NEWSWATCH

(Continued from Page S-1)
igy Services Co. recently called up an ad they wanted to see.

Panasonic Co., which advertises on Prodigy, an interactive on-line personal computer service owned by IBM Corp. and Sears, Roebuck & Co., recently conducted a sweepstakes/survey via the service.

Panasonic's full-screen ad offered Prodigy's 750,000 subscribing households the chance to win a big-screen TV by filling out the on-line survey. Normally, Prodigy runs sponsors' ads across the bottom quarter of the PC screen; subscribers must tap a few keys to see the full, multiscreen ad.

The promotion generated 45,000 responses, giving Panasonic the names, addresses, phone numbers and buying plans of the participants.

Touching, very touching

At Indiana University, students wanting to check out previews of NBC-TV's Thursday night lineup or see if AT&T Co. is the right choice have this information at their fingertips.

Indiana is one of 10 campus sites that last fall received MarketSource Corp.'s InfoSource, interactive kiosks that combine a touch screen, TV, stereo, computer and laserdisc player.

MarketSource, a Cranbury, N.J.-based media and marketing services company, plans this fall to be on more than 100 campuses, which get the kiosks free.

The kiosks show commercials—previews from NBC and Columbia Pictures, for example, and ads from Reebok, AT&T and IBM—shipped monthly on laserdisc as well as campus maps and calendars programmed in by the schools. Costs range from $3,600 for a poster-size ad on the side of one kiosk to $300,000 for a 30-second spot that appears about every 15 minutes.

Students control the programming by touch screen. "College students of the computer and MTV generation are predisposed to this," says Mark Wasserman, InfoSource program manager.

Remote possibilities

With a new gizmo from TV Answer, couch potatoes may soon be able to order a pizza, shop video catalogs and do their banking without taking their eyes off the television.

"We hear all the time [that] this is just making couch potatoes couchier, but it's not," says Paul Sturiale, media relations manager for TV Answer. "It's forcing them to be more active."

As in interactive.

The Federal Communications Commission in January approved two-way interactive video and data services, a technology championed by TV Answer that could allow broadcast and cable programs and commercials to be interactive.

The FCC is likely to begin naming licensees for the technology in major markets within six months, with the first cities up and running by Christmas, Mr. Sturiale says.

As envisioned, consumers will buy a VCR-size, radio wave-controlled box that attaches to the TV set. When a special icon appears on a TV show or commercial, viewers will know they can interact via remote control and, for example, request information or play a game show. Consumers also will be able to do home banking and shopping.

TV Answer hasn't signed any deals yet with licensees, advertisers or programmers. Mr. Sturiale says the anticipated $500 price of the box won't be a stumbling block.

"We think there are plenty of consumers at that price point," he says. □

Scott Hume contributed to this report.

This multiscreen ad/survey, which ran on Prodigy, gave Panasonic the names and addresses of 45,000 potential TV buyers.

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800/900

(Continued from Page S-5)
grams must meet regulations by the Federal Communications Commission and states.

Another potential trouble spot sponsors must recognize involves marketing a 900 program to those under 18.

Video Jukebox Network, an interactive music video cable network, incorporates a number of precautions, including reminders for those under 18 to obtain parental permission before calling and a preamble at the start of the call stating how much it costs. It also allows callers to end the call before charges are incurred.

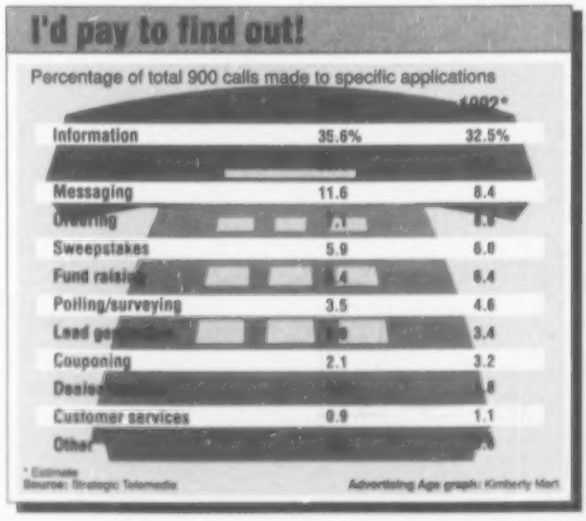
Certain such procedures were mandated by the FCC late last year, but the network has had them in place since its inception, says Andrew Orgel, president-ceo of Video Jukebox, available to 13 million cable homes as it celebrates its third anniversary.

Callers who enter the wrong song number can cancel their selection without any charge (viewer requests cost between $2 and $3 depending on how many videos are requested or if a call is made to the live or automated operator). The network also operates a 24-hour, toll-free line and offers free blockage of interactive phone services to any home.

Although 800 and 900 numbers have individual benefits, sponsors might find neither fully suits their needs. The best choice might be to use both services, as Lotus has done.

Mr. Kushnick predicts there will be an increase in the number of sponsors using both services as companies look to meet their customers' different assistance needs.

"Companies shouldn't be monolithic when making one or the other their decision," Mr. Kushnick says. □



Magazines lose at newsstand

Sales drop forces lower rate bases

By Ira Teinowitz

Many magazines suffered reduced newsstand sales in the second half of 1991, and lower rate bases will result.

While figures in the Audit Bureau of Circulations' FAS-FAX report show newsstand sales declines for many magazines, some were able to bolster results with subscription gains.

Magazines that rely heavily on newsstand sales, most notably *First for Women, Woman's World, TV Guide, Woman's Day, Family Circle* and the *Star*, suffered the most.

"Single-copy sales by every member seem to be somewhat depressed. They are somewhat soft," said Joe Cece, publisher of News America Publications' *TV Guide*. "I think in large part it's the general recessionary pressure. I don't think there is less interest in magazines."

"The economy hasn't bounced back as quickly as we had hoped," said Craig J. Vander Ploeg, managing director of the Magazine Consultancy, which handles marketing for Bauer Publishing titles, including *First for Women* and *Woman's World*. "We think newsstand continues to be weak, and it's affecting us because 100% of our circulation is single-copy."

First for Women saw circulation drop 33.4% in the second half of 1991 to 1,764,430, compared with the same period a year ago. Some of the drop was due to *First's* switch to eight issues in the period from six the year before. When a magazine boosts frequency, each issue is on the newsstand for a shorter time, and this can hurt sales.

First failed to meet its 2.5 million rate base, and will lower it to 1.5 million with the March issue. It will increase frequency to 16 times this year from 14 last year, and plans to go every-other-weekly in 1993, Mr. Vander Ploeg said. He wouldn't say whether Bauer is considering subscription sales.

Woman's World's circulation fell 15% to 1,279,280—below its 1.3 million rate base.

TV Guide, whose total circulation fell 3.5% to 15,053,018 after single-copy sales slid 6.1%, also failed to make its 15.2 million rate base. It will lower the rate base to 14 million in March in expectation of a further sales drop as the cover price rises to 89¢ from 79¢.

The New York Times Co.'s *Family Circle* dropped 8.1% at the newsstand and 6.8% overall, though still above its lowered 5 million rate base. Newsstand sales of Hachette's *Woman's Day* dropped 10.3%; overall sales fell 3.8%. Publisher Bob Mate attributed the drop to publishing eight issues in the period vs. seven in 1990.

Enquirer/Star Group's *Star* saw circulation drop 9.6% to 3,102,026, well below its 3.5 million rate base.

Other magazines weathered the recession better.

Meredith Corp.'s *Ladies' Home Journal* was off 11.8% in the small portion of its circulation from newsstand sales but saw overall circulation rise 1.3%. Washington Post Co.'s *Newsweek* saw newsstand sales slip 2.6%, but overall sales rose 0.4%.

Among the few publications to see a rise in single-copy sales was The New York Times Co.'s *McCall's*, whose newsstand sales jumped 37.3% after a redesign, helping boost circulation 0.9% despite a drop in subscriptions. Time Inc. Magazine Co.'s *Sports Illustrated* boosted newsstand sales 17.1%; overall circulation rose 2.4%.

The latest report was the first to document free circulation of largely paid-circulation titles and the first to list more than fragmentary results from unpaid publications that the bureau recently agreed to audit.

The audit bureau's rival, Business Publications Audit of Circulation, also reported results, which included a 37.3% decrease in circulation for TVSM's *The Cable Guide*. The publication has switched from free to paid circulation for many cable subscribers. BPA also reported that *Sports Illustrated for Kids* grew 3.6% in paid circulation (to 635,318) and 2.7% in overall circulation. □

BPA circulation

Circulation of top magazines as reported to the Business Publications Audit of Circulation. BPA's list is based on total circulation and includes both paid and unpaid. Significant paid circulation is noted.

Rank	Magazine	Circulation	% chg
1	The Cable Guide*	6,951,677	-37.3
2	Friendly Exchange	5,332,497	7.6
3	The Disney Channel Magazine	5,306,570	2.7
4	Episodes	1,945,484	-3.6
5	Healthy Kids (Birth-3)	1,504,192	-0.1
6	U (college paper)	1,358,914	-4.7
7	Video Event*	1,330,533	21.1
8	Expecting	1,262,836	4.1
9	Baby Talk	1,166,633	8.0
10	American Baby**	1,168,269	0.3
11	Chevy Outdoors	1,065,006	New
12	Fantastic Flyer	1,059,926	New
13	Sports Illustrated for Kids**	867,954	2.7
14	Aris Traveler	864,178	New
15	Guide for Expectant Parents	858,075	-0.3
16	Price Club Journal	810,141	-13.4
17	Heartland USA	800,000	New
18	Realtor News*	743,131	-6.3
19	Real Estate Today*	732,131	-6.8
20	Asia Magazine	655,308	-8.4
21	Mac	629,863	13.0
22	PC World*	613,197	6.6
23	Appleseeds	592,528	18.3
24	Where	585,489	-0.9
25	Family	558,934	-1.1
26	CompuServe	520,018	18.4
27	Careers	505,050	-16.3
28	Child*	502,863	0.2
29	Snowmobile	485,997	0.8
30	Vis A Vis	458,381	-2.5
31	Continental Profiles	431,842	7.9
32	MacWorld**	430,211	8.9
33	Coming Attractions*	429,542	-3.0
34	Sky	416,467	2.6
35	Satellite TV Week*	389,626	3.5
36	MacUser*	382,016	22.7
37	On Sat*	376,215	8.1
38	Lotus**	363,224	-1.3
39	Video Preview Now Playing	339,967	-1.8
40	Twentyone	320,160	-2.0

*All or virtually all paid circulation; **American Baby includes 169,938 paid circulation; Sports Illustrated for Kids includes 635,318 paid; MacWorld includes 353,605 paid; Lotus includes 234,605 paid; New—new to BPA's audit. Source: Business Publications Audit of Circulation

Consumer magazine circulation

Top paid circulation magazines for the last half of 1991 (compared with the same period of 1990) based on Audit Bureau of Circulations figures. The audit bureau defines "paid" magazines as those with at least 70% paid circulation. As of this report, ABC also began examining unpaid circulation titles and unpaid circulation of paid titles. See notes below.

Rank	Publication	Circulation	% chg
1	Modern Maturity	22,450,003	0.1
2	Reader's Digest	16,209,637	0.0
3	TV Guide	15,053,018	-3.5
4	National Geographic	9,783,406	-4.2
5	Better Homes & Gardens	8,002,794	-0.1
6	Good Housekeeping	5,186,919	0.7
7	McCall's	5,066,849	0.9
8	Ladies' Home Journal	5,065,135	1.3
9	Family Circle	5,065,131	-6.8
10	Woman's Day	4,619,505	-3.8
11	Time	4,073,530	-0.5
12	Redbook	3,860,294	-1.2
13	National Enquirer	3,758,964	-1.2
14	Playboy	3,547,165	1.7
15	People	3,360,832	5.4
16	Sports Illustrated	3,297,493	2.4
17	Newsweek	3,224,770	0.4
18	Prevention*	3,204,583	6.0
19	Star	3,102,026	-9.6
20	American Legion Magazine	2,935,379	-0.7
21	AAA World	2,800,733	8.8
22	Cosmopolitan	2,741,802	5.4
23	Southern Living	2,361,076	0.9
24	Scholastic Teen Network	2,333,967	-10.1
25	U.S. News & World Report	2,237,009	-3.2
26	Smithsonian	2,140,349	-4.2
27	Glamour	2,081,212	-3.5
28	V.F.W. Magazine	2,063,354	2.5
29	NEA Today	2,034,846	2.8
30	Motorland	2,022,412	3.3
31	Field & Stream	2,002,732	-0.7
32	Money	1,933,864	1.0
33	Home & Away	1,861,346	0.2
34	Seventeen	1,851,665	4.5
35	Ebony	1,844,973	1.9
36	Country Living	1,839,065	2.0
37	Popular Science	1,837,026	1.6
38	Life	1,815,916	-1.6
39	First for Women	1,764,430	-33.4
40	Parents Magazine	1,752,474	0.5
41	Discovery	1,677,022	2.0
42	Popular Mechanics	1,639,033	-0.7
43	Adventure Road	1,523,853	2.0
44	Outdoor Life	1,502,818	-0.6
45	Sunset	1,491,509	5.8
46	Soap Opera Digest	1,447,483	0.0
47	The Elks Magazine	1,442,326	-2.1
48	Golf Digest	1,421,797	4.7
49	Penthouse	1,390,919	-13.8
50	New Woman	1,350,392	0.7
51	Boys' Life	1,299,061	-4.3
52	The American Rifleman	1,296,027	-6.0
53	Woman's World	1,279,280	-15.0
54	US	1,271,055	-4.2
55	Bon Appetit	1,255,006	-10.2
56	Vogue	1,252,566	3.0
57	Globe	1,237,822	6.7
58	Rolling Stone	1,229,525	0.0
59	Mademoiselle	1,206,175	2.4
60	Self	1,201,375	9.1
61	The American Hunter	1,178,462	-3.9
62	Sesame Street Magazine	1,162,236	-7.0
63	Teen	1,155,800	-1.6
64	Discover	1,124,115	0.2
65	Kiplinger's	1,121,072	-1.6
66	Golf Magazine	1,116,786	2.6
67	Travel & Leisure	1,100,398	-1.5
68	The Workbasket	1,095,119	-9.9
69	Country Home	1,091,976	6.1
70	The Family Handyman	1,076,905	-19.1
71	Archie Comics Group	1,075,923	-16.5
72	Home Mechanix	1,043,896	-14.1
73	Car & Driver	1,024,964	6.8
74	YM*	1,009,465	0.1
75	Business Week (Worldwide)	1,002,340	0.2
76	Weight Watchers Magazine	1,001,484	-1.8
77	Scouting	998,003	1.8
78	Jet	992,014	2.4
79	Vanity Fair	991,178	25.5
80	Cooking Light	960,131	3.9
81	House Beautiful	954,455	-3.1
82	Home	948,925	0.7
83	Elle	897,234	7.3
84	Consumers Digest	886,735	1.7
85	Working Woman	883,060	-1.3
86	Sport	880,221	-4.9
87	Gourmet	871,950	-3.1
88	PC Magazine	870,052	10.7
89	Victoria	868,627	7.8
90	Essence	868,504	2.1
91	Nation's Business	859,340	-0.1
92	Hot Rod	853,127	-2.7
93	Motor Trend	852,888	-4.5
94	Organic Gardening	851,287	-17.7
95	Popular Photography	851,039	-6.8
96	American Health	847,248	5.1
97	Endless Vacation	840,981	5.3
98	Amer. Legion Aux. News	837,204	1.3
99	Workbench	820,472	-4.9
100	Food & Wine	809,826	-1.0
101	Fortune (Worldwide)	804,516	1.4
102	True Story	790,400	4.7
103	Yankee	776,527	-22.4
104	Tennis	773,170	0.1
105	Omni	763,651	-10.1
106	National Examiner	752,983	-3.1
107	VFW Auxiliary Magazine	747,981	1.1
108	Metropolitan Home	746,074	10.4
109	Conde Nast Traveler	745,453	2.5
110	Shape Magazine	744,129	12.5
111	Entertainment Weekly	743,192	60.8
112	Road & Track	740,990	2.7
113	Forbes	740,926	-0.4
114	Esquire	740,143	2.8
115	In Health*	732,995	38.1
116	Harper's Bazaar	732,493	-2.2
117	Country America	726,171	20.7
118	Midwest Living	726,076	16.2
119	Weekly World News	722,234	-11.6
120	Traveler	720,830	1.9
121	Natl. Enquirer/Star Spec. Edtns.	705,671	New
122	PC/Computing	705,325	17.9
123	Vista USA	694,936	-9.9
124	Decorating Remodeling	684,447	2.7
125	Sassy	681,237	25.2
126	Inside Sports	676,177	2.9
127	Traditional Home	666,860	15.4
128	GQ	666,450	4.5
129	Working Mother*	664,176	-0.3
130	HG—House & Garden	650,374	4.2
131	Parenting*	649,153	16.9
132	Scientific American	642,624	0.2
133	Muscle & Fitness	642,349	6.0
134	Inc.	641,440	0.1
135	Flower & Garden	640,094	11.7
136	The New Yorker	627,263	2.2
137	Architectural Digest	626,790	-0.8
138	The Sporting News	625,224	-10.0
139	Colonial Homes	615,429	0.5
140	New Choices	612,198	5.5
141	Guns & Ammo	563,181	-3.5
142	Travel Holiday	562,036	-3.0
143	Mirabella	560,563	51.1
144	Country Music	553,274	14.6
145	The Rotarian	533,032	0.2
146	Pillsbury Classic Cookbooks	530,343	14.6
147	Automobile Magazine	530,312	11.0
148	Soap Opera Weekly	528,997	18.6
149	Bassmaster Magazine	526,060	1.4
150	Sports Afield	524,639	0.5
151	Natural History	515,166	-1.1
152	Sierra	513,193	7.1
153	Stereo Review	511,381	-5.4
154	Financial World	504,117	0.0
155	Byte Magazine	502,320	4.1
156	Premiere	492,940	4.7
157	WWF Magazine	486,635	18.6
158	Men's Health*	479,915	92.1
159	Audubon	476,618	1.7
160	Lear's	463,800	2.3
161	The Scottish Rite Journal	463,709	-11.7
162	3-2-1 Contact	461,188	1.8
163	Golf Illustrated	459,267	-2.3
164	The Atlantic	458,836	-2.8
165	Town & Country	454,232	0.2
166	Ski Magazine	452,028	-0.6
167	Video	451,294	0.2
168	Skiing Magazine	441,688	-0.3
169	Runner's World	433,466	-3.2
170	The Walking Magazine	432,542	-3.2
171	New York Magazine	428,408	-1.8
172	Game & Fish Magazine	426,411	25.3
173	Car Craft	417,012	-2.3
174	Eating Well*	407,375	New
175	Crafts	400,662	9.0
176	European Travel & Life	394,713	2.4
177	Computer Shopper	388,415	16.6
178	Macuser	382,016	22.7
179	Kentucky Living	375,571	6.7
180	Bicycling	373,961	-0.4
181	Satellite Orbit	370,970	7.0
182	Capper's	366,770	-2.8
183	Easyriders	361,443	18.5
184	Outside	354,060	10.1
185	Home Office Computing	350,094	0.0
186	Sun	346,180	-8.3
187	The Tennessee Magazine	344,664	5.2
188	Modern Bride	344,033	22.3
189	Video Review	342,255	-11.4
190	Entrepreneur Magazine	340,472	4.4
191	Longevity	338,898	8.0
192	Carolina Country	336,308	-0.1
193	The In-Fisherman	333,430	2.6
194	Petersen's Hunting	330,882	-5.8
195	Connoisseur	330,276	0.4
196	Bride's & Your New Home	322,755	-0.3
197	Flying	322,096	-1.8
198	Air & Space/Smithsonian	318,403	2.5
199	Petersen's 4 Wheel	315,048	-6.0
200	North American Hunter	313,719	33.1

*In addition to the figures above, Prevention's unpaid circulation was 39,771, YM's was 46,207, In Health's was 103,027, Working Mother's was 99,283, Parenting's was 70,175, Men's Health's was 26,220 and Eating Well's was 31,151. Magazines with less than 70% paid circulation include Bloodbuster magazine, whose 997,566 is free, and Vitality, whose 620,695 circulation is also free. Source: Audit Bureau of Circulations

LAUNCHING PAD

New publication launches.

'Young Executive'

Rodale Press introduces with a spring issue *Young Executive*, an annual spinoff of *Men's Health*, targeting executive males 20 to 45. The premiere issue features an on-the-job training manual for the '90s. Rodale may increase frequency next year. Rate base is 200,000. A b&w page is $4,000; a color page is $5,000. Richard Alleger is publisher and ad director; Mark Bricklin is editor. Offices are at 33 E. Minor St., Emmaus, Pa. 18098-0099. Phone: (215) 967-5171.

Young Executive
SALARY SURVEY '92
How Can You Get a 20-Year-Old Commuter Respect? p.20
608 Ways to Bosses Make Our Blood Boil p.60
How to Manage Your Former Coworkers p.40
Your Ultimate Promotion Strategy p.54

'SOHO'

Buhl Studios introduces with a May issue *SOHO*, a quarterly targeting international artists and collectors. The magazine will be distributed at airports, hotels and newsstands. Rate base is 100,000. A b&w page is $4,320; a color page is $5,400. Matthew Piazza is publisher and ad director; Louise Damberg is editor. Offices are at 114 Greene St., Third Floor, New York 10012. Phone: (212) 274-9041.

'Treasures in Needlework'

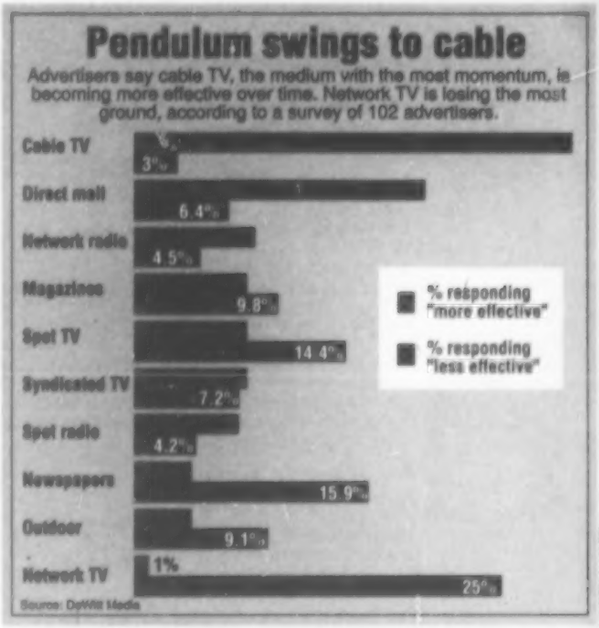
Craftways Corp., a subsidiary of Meredith Corp. and publisher of *Cross Stitch & Country Crafts*, introduces with a spring issue *Treasures in Needlework*, a quarterly targeting needlecrafters and collectors. Rate base is 200,000. A b&w page is $4,500; a color page is $6,000. Dale Schenkelberg is publisher, Joan Cravens is editor and Larry Fillon is ad representative. Offices are at 4118 Lakeside Drive, Richmond, Calif. 94806. Phone: (510) 262-7700.

'New Jersey Commuter'

Micromedia Affiliates introduces with an April issue *New Jersey Commuter*, a lifestyle monthly for daily commuters to New York and Philadelphia. The magazine will carry business news and information about travel, health, sports and events. Rate base is 170,000. A b&w page is $9,245; a color page is $12,000. Kate S. Tomlinson is publisher and ad director; Frank Finn is editor. Offices are at 55 Park Place, P.O. Box 920, Morristown, N.J. 07963-0920. Phone: (201) 539-8230.

'Executive Suite'

Eric Communications introduced with a February issue *Executive Suite*, a monthly targeting black business owners in the Washington-Baltimore corridor. The magazine in April adds coverage of Richmond, Va. Copies are distributed to personnel directors, local government officials, major corporations, and national and local organizations, as well as small and midsize businesses. Initial controlled circulation is 10,000. A b&w page is $600; a color page is $750. James Eric is publisher, editor and ad director. Offices are at 10169 New Hampshire Ave., No. 171, Silver Spring, Md. 20903. Phone: (301) 439-7750. □



Advertisers favor cable; network TV loses ground

NEW YORK—Advertisers say cable TV is becoming more effective while network TV is losing its shine.

A nationwide survey of 102 advertisers found cable TV is the medium whose effectiveness is strengthening the most over time. The January survey concluded network TV is the medium whose effectiveness is declining most.

"We continue to see an erosion in advertisers' confidence in network television as an effective medium," said Gene DeWitt, president of DeWitt Media, which conducted the study.

About 30% of respondents said cable TV is improving most. Direct mail ranked second in ad effectiveness growth, followed by network radio and magazines.

A quarter of respondents said network TV is losing effectiveness most, followed by newspapers, spot TV and magazines.

The wide-ranging study also found 52% of respondents plan to increase ad spending this year but not because of media inflation—two-thirds said 1992 political and Olympics ad spending won't inflate prices.

Moreover, most respondents said their increased spending was unlikely to go into the network TV upfront market. About 31% said they plan to spend less in the 1992-93 upfront market; 51% said they plan to spend the same as last year.

Those spending less on network upfront plan to cut budgets or shift money to cable TV, the network scatter market, magazines, spot TV and syndication. □

MEDIA MIX

News briefs on print, electronic and alternative media.

No prime-time erosion. Quelling speculation that one or more of the Big 3 networks might reduce prime-time schedules to 15 hours weekly from 22, the heads of two networks called that move unlikely. "We have no serious plans at this time to cut back," said Capital Cities/ABC President-CEO Daniel Burke last week at the annual TV advertising forum of the Association of National Advertisers. While he and NBC President-CEO Robert Wright noted the "bottom third" of the prime-time schedule is unprofitable, Mr. Wright said, "You never know which [third] it will be."

Passive resistance. Nielsen Media Research has the technology to conduct "passive" measurement of TV viewing, but implementation will depend on consumer acceptance, said John Holt, chairman-ceo of A.C. Nielsen Co. While some believe passive ratings meters would overcome some problems plaguing current people meter technology—including low response rates and questionable children ratings data—Mr. Holt said some households might consider the passive meter intrusive. Separately, Nielsen plans to conduct a major study on out-of-home TV viewing, sponsored by the Network Television Association.

Nickelodeon teems with NBA. Nickelodeon is testing sports programming for kids with six half-hour series produced by NBA Entertainment. The series are hosted by kids and focus on sports personalities and activities. The series will serve as a test for a weekly, magazine-format sports program for next winter.

ESPN signs promotion deals. ESPN Home Video, a division of the cable TV sports network, has signed separate promotional agreements with Kraft General Foods; Pennzoil Co.; AT&T Co.; and Coca-Cola USA in conjunction with BP Oil. The marketers will use ESPN's sports videos in national consumer promotions this year. □

Joe Mandese coordinates MediaWorks.

MEDIA WORKS

IF YOU THOUGHT GREAT BEACHES WERE TAMPA BAY'S ONLY DRAW . . .

You've been out in the sun too long.

While miles of unspoiled beaches and near-perfect weather have made Tampa Bay a popular tourist destination, the area offers much more than sun and sand.

One of the nation's fastest-growing metro areas, Tampa Bay has now become Florida's #1 metro in population, #1 in households, #1 in effective buying income, and #1 in retail sales. In the past year alone, Coca-Cola Refreshments Co., and Metropolitan Life Insurance Co. announced plans to locate new operations in the Tampa area.

So it's not surprising that younger people keep moving to Tampa Bay — population has been growing by 125 people every day through the last decade.

And it's not surprising either that Tampa Bay keeps up with the Times. The St. Petersburg Times, Tampa Bay's largest newspaper, beats The Tampa Tribune in metro circulation by more than 106,000 papers daily and 122,500 on Sunday.

So catch the new wave of growth in Tampa Bay. **Call 1-800-333-7505, ext. 8249,** for your copy of the *1992 Life and Times of Tampa Bay*, containing the latest information on the thriving Tampa Bay market and the newspaper that serves it best.

Sources:
1980 and 1990 U.S. Department of Commerce, Bureau of the Census
1991 Sales and Marketing Management Survey of Buying Power
ABC audit report for 12 months ending 12/31/90

Represented nationally by CWO & O, (212) 750-6040.

St. Petersburg Times
Tampa Bay's Largest Newspaper

Ketchum slips in Japan, stresses N.Y.

By Jon Lafayette and David Kilburn

Ketchum Advertising's ambitious international expansion plans have hit a snag in Japan, but the agency is still moving to raise its profile in the U.S.

Ketchum's Tokyo office is in danger of collapse after losing six accounts totaling as much as $32 million in billings over the past three years.

But in the U.S., the agency is moving its headquarters to the New York office from Pittsburgh after 70 years in a drive to snare more business from midsize clients. The Pittsburgh office will remain open; parent Ketchum Communications will maintain its headquarters there.

Ketchum's growth has included establishing offices last year in France, Germany, Taiwan, Indonesia, Hong Kong and Canada.

Later this year, Ketchum hopes to establish an affiliation with an agency in Spain and is targeting Belgium, the Netherlands, Switzerland, Thailand, India and Brazil for 1993.

Jan Hedquist, Ketchum International managing director, said Japan is a critical market for Ketchum but the office might be closed because most of its business is gone.

"You can't scale back there because it's very labor intensive," he said, adding that Ketchum might try to keep the office open by selling a portion to local businessmen or by making an arrangement with a Japanese agency. A decision is expected as soon as this week.

In the past three years, the office has lost most of its business to other, more established international agencies.

The final blow came last month when Rothmans International quietly moved its Dunhill cigarette to DDB Needham Japan, a source said. The account size couldn't be determined, but industry sources say it was significant.

Kroyer

In 1989, Ketchum's Tokyo operation lost the White Horse Scotch whisky account, Blue Nun wine and Grand Marnier to Leo Burnett-Kyodo Co. Early last year, Mizua Porsche left Ketchum for Grey-Daiko and the agency's biggest account, Hennessy cognac, moved to Burnett.

In the U.S., Ketchum Advertising USA President Bob Kroyer said the headquarters move is being made to tap into midsize clients looking for midsize agencies.

He said a Harris poll indicated several such clients with billings of $10 million to $30 million are looking more to midsize agencies than to large shops.

"That's the kind of client that will fit right in at Ketchum," Mr. Kroyer said. "That will be an important client to Ketchum and won't be so big as to be dominant or so small as to get lost."

As a whole, Ketchum is a fairly large agency with 1990 worldwide billings of $1.03 billion. In the U.S., Ketchum bills $944 million. Besides New York and Pittsburgh, Ketchum has major offices in San Francisco and Los Angeles.

But the agency has a fairly low national profile because each of its domestic offices has operated autonomously. And while Ketchum's West Coast operations are known for campaigns for DHL Worldwide Express and American Honda Motor Co.'s Acura division, the New York office has lacked a distinctive personality.

Last year, Ketchum tried to change that by hiring Steve Penchina from Penchina, Selkowitz as executive creative director. The transition continued late last year when Chairman Hank Seiden left the agency. Mr. Seiden had served as the de facto creative director, and the chairman's post hasn't been filled.

Now, "our intent is to help the New York office grow over the next three to five years into a major entity in the marketplace," Mr. Kroyer said.

Ketchum has increased the New York new-business budget and added two new-business development staffers. Ketchum executives are also planning training programs for its junior staffers. In the past, only media department staffers got formal training. □

Clutter

(Continued from Page 3)

including commercials, public service announcements, promos, billboards and program credits.

The study marks the first time specific programs were scrutinized for their clutter levels. However, a previous ANA/Four A's study revealed that on average, all three networks had increased the amount of commercial time between 1990 and 1991.

The clutter issue has come under fire from advertisers that fear their commercial messages are losing impact as the amount of non-programming time increases.

"It is essential that advertisers use these data as an additional tool in negotiating with networks, syndicators and cable networks," said Richard Kostyra, exec VP-U.S. director of media services at J. Walter Thompson USA, New York, who spearheaded the clutter research project.

The report also lists the clutter levels of specific Big 3 network daytime and late-night programs, prime-time Fox programs, selected syndicated programs and daypart averages for five major cable networks.

The data are based on monitoring by Nielsen Media Research and Advertising Information Services conducted Nov. 18 to 24, 1991.

Mr. Kostyra said the ANA and Four A's plan to release the report twice annually and that the next report is tentatively scheduled for this spring.

The Network Television Association maintained that clutter levels on network TV are still less than on other broadcast media.

"The three broadcast networks still have the least amount of clutter of any television medium —less clutter than cable, independents and syndication," said Suzanne Worden, VP-director of public relations. □

TV ad clutter in prime time

Network TV shows that aired from Nov. 18 to Nov. 24 and the number of minutes of non-programming time per hour. For half-hour shows, time is doubled.

Monday

8 p.m. (ET)	8:30 p.m.	9 p.m.	9:30 p.m.	10 p.m.	10:30 p.m.	11 p.m.
MacGyver 12:21		Monday Night Football				
Evening Shade 14:12	Major Dad 13:50	Murphy Brown 13:46	Designing Women 14:18	Northern Exposure 13:16		
Fresh Prince 15:06	Blossom 13:50	NBC Monday Night Movie 13:23				
Fox Night at the Movies 13:50 (telecast Oct. 27, 1991)				No Fox programming		

Tuesday

Full House 15:12	Home Improvement 12:40	Roseanne 12:52	Coach 14:06	Homefront 12:22		
Rescue 911 14:04		CBS Tuesday Movie 13:40				
I'll Fly Away 13:18		In the Heat of the Night 11:42		Law & Order 12:41		

Wednesday

Dinosaurs 14:10	Wonder Years 13:36	Doogie Howser, M.D. 13:58	Anything but Love 12:20	Civil Wars 10:04		
Brooklyn Bridge 14:28	Royal Family 14:06	Jake and the Fatman 14:16		48 Hours 13:45		
Unsolved Mysteries 12:02		Night Court 14:02	Seinfeld 16:24	Quantum Leap 12:44		

Thursday

ABC Thursday Night Movie 14:01				Prime Time Live 11:21		
Top Cops 14:50		48 Hours 13:05		Knots Landing 12:22		
The Cosby Show 13:14	A Different World 15:42	Cheers 13:54	Wings 16:08	L.A. Law 14:27		
The Simpsons 15:40	Drexell's Class 17:08	Beverly Hills, 90210 14:46		No Fox programming		

Friday

Family Matters 14:24	Step by Step 14:30	Perfect Strangers 14:46	Baby Talk 12:58	20/20 12:24		
Rescue 911 13:08		Carol Burnett 12:46		Trials of Rosie O'Neill 12:57		
Eerie, Indiana		NBC Friday Movie 14:23				
America's Most Wanted 14:17		Best of the Worst 15:40	Totally Hidden Video 16:02	No Fox programming		

Saturday

Who's the Boss? 12:58	Growing Pains 12:52	ABC Saturday Movie 12:05				
Bob Newhart Anniversary 13:51		A Party for Richard Pryor 12:37				
Golden Girls 13:26	Walter and Emily 14:38	Empty Nest 14:20	Nurses 16:10	Sisters 12:50		
Cops 13:48	Cops 2 16:48	Specials		No Fox programming		

Sunday

7 p.m.	7:30 p.m.					
Life Goes On 10:39		Funniest Videos 14:42	Funniest People 13:40	ABC Sunday Night Movie 11:29		
60 Minutes 13:37		Murder, She Wrote 13:27		Very Best of Ed Sullivan 2 13:10		
Torkelsons 13:02		Hat Country Nights 13:06		NBC Sunday Night Movie 12:41		
True Colors 14:14	Parker Lewis 13:32	In Living Color 15:36	Roc 15:32	Married... With Children 15:18	Herman's Head 12:12	Paul Rodriguez Special 13:42

Source: ABS, Nov. '91

JOHN SMITHER/KIMBERLY MART

Papers

(Continued from Page 3)

improvement or a reaction to a really bad January last year as a result of the war," said Nick Cannistraro Jr., VP-advertising and marketing for the *Post*. "Yes, we had a pretty good January. The real question is will it hold up after the war effect [is factored out]. If we see strength in February or March, we may be climbing out" of the recession.

"There's some activity that has us smiling for the first time."

"We are in somewhat of an upturn [in real estate and employment linage], but I'm not ready to call it an upturn yet," said Jim Currow, VP-sales & marketing for *The Miami Herald*. "We're seeing positive signs at the end of January and continuing into February. But two weeks a trend does not make."

Jim Marchal, VP-advertising for Gannett Co. agreed.

"It's difficult to make significant comparisons in January and February because of the war in 1991," he said, noting that Gannett has seen improved classified advertising since summer with more automotive and real estate ads and smaller declines in help-wanted.

"We think the March and April period will determine whether its a full-fledged recovery," he said.

Newsday has seen upturns in automotive and real estate classified but not help-wanted or retail.

"If the first five or six weeks of the year are any indication, there's some activity that has us smiling for the first time," said Robert M. Johnson, publisher-ceo of *Newsday* and *New York Newsday*. "I think things have to start turning around this year, but I don't think we'll see anything of any significance until the second half. If I see these ticks for two or three months in a row, I'll feel a lot better than if it's just a momentary blip."

"We are not overly optimistic about a turnaround in the first quarter," said Elaine Lintecum, corporate financial analyst for McClatchy Newspapers, which owns *The Sacramento* (Calif.) *Bee* and 10 other dailies primarily on the West Coast.

Stock market analysts who study the newspaper business are expressing some optimism.

Newspaper ad revenues are expected to increase about 2.5% for 1992, with the first half remaining flat and about a 5% improvement in the second half, reports Donaldson, Lufkin & Jenrette. This is a significant improvement over the 6.8% decline to $30.1 billion reported last year.

C.J. Lawrence, Morgan Grenfell, an investment company, is predicting that earnings per share for nine major newspaper companies will be up more than 20% for the first quarter, compared with the same period the year before.

Newspapers' improved performance is due primarily to aggressive cost-cutting in the past two years, particularly newsprint prices and personnel. □

Bradley Johnson and Scott Donaton contributed to this story.

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FDA label plans under attack

By Steven W. Colford and Julie Liesse

The food industry this week is coming down hard against key elements of proposed labeling regulations that may threaten well-known brand names like Healthy Choice and Lean Cuisine.

The regulations, proposed by the Food & Drug Administration and U.S. Department of Agriculture, define words like "light," set standard serving sizes and specify which health claims can and can't be used.

The comment period ends Feb. 25; barring delays, the regulations will become final in November, with compliance required by May.

The regulations could "define out of existence" brand names such as Healthy Choice, said Hugh Latimer, a Washington attorney whose firm represents several major food marketers including Kraft General Foods and Stouffer Foods Corp.

Marketers appear to be divided on which proposals are the most onerous.

Grand Metropolitan Food Sector, which includes Pillsbury and Haagen-Dazs Co., will point to definitions of "low fat" and "serving sizes" and additional labeling requirements as

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KGF experiments

'Alternative pricing' sets off new questions

By Julie Liesse and Judann Dagnoli

Kraft General Foods last week said it is experimenting with "alternative pricing" in some product categories, as the "everyday low pricing" controversy continues to split marketers and retailers.

Although Procter & Gamble Co. is the only marketer to make a real commitment to the strategy, KGF admitted it adopted in some categories "lower deal rates and list prices," and has been doing it over the past two years.

That acknowledgment came in a statement issued to clarify a report in *The New York Times* that the No. 1 U.S. food marketer felt was saying it had adopted an everyday low pricing strategy.

"We haven't done anything like that" to adopt a major policy change on everyday low pricing, Kraft General Foods Senior VP-Sales Joseph Durrett wrote in a letter that he said was intended to

"The rest of the industry would like nothing more than for P&G to be the blocking back."

"set the record straight" for the company's retail customers. "And we have no plans to do it."

In a presentation by Philip Morris Cos. Chairman-CEO Michael A. Miles before securities analysts in Florida earlier in the week, Mr. Miles said KGF, rocked by the recession, has reduced retail prices of some products and will consider reducing others to "defend our businesses."

Most major package-goods marketers are looking hard at everyday low pricing as an alternative to expensive trade promotion. That's what P&G did last year when it eliminated promotional allowances for a variety of products in favor of giving retailers a permanent "everyday low" list price. Other marketers now are waiting to see what happens.

"The average package-goods manufacturer's business is so hung up in incremental trade support that the inclination of every ceo in the U.S. is to move to ev-

(Continued on Page 52)

Time's new chief could boost titles

By John Wolfe

NEW YORK—The strategic direction of Time Warner's publishing division is expected to remain intact and could even get a boost following a high-level corporate shake-up at the media giant.

Nicholas

In a surprise announcement last week, Time Warner President and Co-CEO N.J. Nicholas Jr. resigned and was replaced by Vice Chairman-Chief Operating Officer Gerald M. Levin, a 20-year Time Inc. veteran.

Until his abrupt resignation, Mr. Nicholas, 52, had been considered the heir apparent to Time Warner Chairman and Co-CEO Steven J. Ross. Mr. Levin is now expected to assume that role.

Mr. Levin, 52, began his career at Time Warner's Home Box Office unit and has never worked for the company's magazine division, which publishes *Time*, *People*,

(Continued on Page 52)

Rival ratings don't match up

By Joe Mandese

CBS may be the No. 1 prime-time network, according to Nielsen Media Research, but the Tiffany network is dead last among the Big 3 according to ScanAmerica, a new network ratings service launched last fall by Arbitron Co.

With an average 13.4 prime-time rating for Oct. 28 to Nov. 24, ABC boasts a commanding lead over third-place CBS' 11.8 and second-place NBC's 12.6 in ScanAmerica's first network report.

Fox Broadcasting Co., though still fourth overall among the broadcast networks, also did significantly better with the new ratings service. Fox logged an average 9.9 prime-time rating vs. 7.7 from Nielsen.

Network and agency researchers cautioned that the new service isn't yet nationally projectable, as Nielsen is. ScanAmerica now operates with a sample of only 1,000 households in five major markets.

But they noted that even when ScanAmerica expands to a nationally projectable sample of 2,000 households next year, they expect significant differences between its ratings and Nielsen's.

"Theoretically, we should get the same type of data, but realistically we probably never will," said Larry Hyams, director of

(Continued on Page 50)

ScanAmerica vs. Nielsen

According to Nielsen, the No. 1 show in November was "60 Minutes," but ScanAmerica says it was "Roseanne."

ScanAmerica

Top 10 programs	Nielsen rank	Network	ScanAm. rating
1 Roseanne	2	ABC	21.1
2 60 Minutes	1	CBS	19.8
3 Full House	4	ABC	18.8
4 Home Improvement	9	ABC	18.7
5 Family Matters	-	ABC	18.6
6 A Different World	12	NBC	18.4
7 Monday Night Football	11	ABC	18.3
8 Cheers	3	NBC	17.9
9 The Cosby Show	16	NBC	17.8
10 Step by Step	-	ABC	17.6

Nielsen

Top 10 programs	ScanAm. rank	Network	Nielsen rating
1 60 Minutes	2	CBS	22.6
2 Roseanne	1	ABC	21.3
3 Cheers	8	NBC	19.5
4 Full House	3	ABC	19.4
5 Murphy Brown	15	CBS	19.1
6 Coach	11	ABC	18.0
7 Designing Women	24	CBS	17.2
8 Major Dad	29	CBS	17.2
9 Home Improvement	4	ABC	17.2
10 Murder, She Wrote	14	CBS	17.2

Source: Nielsen Media Research, Arbitron Co.

CYNTHIA WATSON

LAST MINUTE NEWS

Bush plots strategy for Georgia primary

WASHINGTON—President Bush will rely on advertising and surrogates to attack conservative Republican Pat Buchanan in the March 10 Georgia presidential primary. Sources said after the president won the Feb. 18 New Hampshire Republican primary by a narrower than expected margin, some of his campaign advisers argued for an anti-Buchanan offensive. By late last week, advisers instead were leaning toward a strategy that "President Bush should not engage and be pissy and petty with Pat Buchanan," said Don Sipple, one of the president's admen. "But it's still an open question as to how much we go after Buchanan with ads and with surrogates." A new Bush TV spot was slated to break today in Georgia.

Hasbro rethinks buying assignments

NEW YORK—Hasbro is expected to shuffle $90 million in national broadcast media buying among several agencies within the next two weeks, sources said. The toy marketer is expected to redistribute agency of record assignments for broadcast network, syndication and cable buys among Griffin Bacal, Grey Advertising and possibly Jordan, McGrath, Case & Taylor. Creative assignments at all three

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John Pomian

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VW ads are working. **Page 53.**

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■ **Time Warner** President N.J. Nicholas Jr. resigned and was replaced by Vice Chairman Gerald M. Levin. 1

■ **Network ratings** from Arbitron's newcomer, Scan-America, are differing sharply from Nielsen numbers. 1

■ **Hill, Holliday,** Connors, Cosmopulos is reorganizing its Infiniti service under pressure from Nissan in Japan. 3

■ **Nynex Corp.** plans an on-line electronic Yellow Pages service that eventually will carry display ads. 3

■ **Wendy's** will offer a line of packaged salads. 4

■ **Charlotte Beers** stepped down as ceo of Tatham/RSCG and vice chairman of Euro RSCG. 8

■ **Britain's** political parties have begun advertising, though a general election date hasn't yet been set. 12

■ **CompuServe** next month starts advertising flat-rate pricing for its on-line information services. 29

■ **Magazine** ad pages dropped 3.6% in January from the year-earlier month, according to PIB figures. Ad revenues for the month dropped by 2.6%. 32

■ **Expo '92** in Seville has launched its final ad blitz. 39

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■ **K-III Magazines** said it's earmarked three of its publications for significant investments this year. 43

■ **D'Arcy Masius** Benton & Bowles is looking for a new creative director to head up its Burger King account. 49

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GM stalls spending

'92 plans reflect budget tightening, recession

By Raymond Serafin

General Motors Corp. is holding the line on 1992 ad budgets, with total spending expected to be flat or slightly down compared with the estimated $1.2 billion spent in 1991.

Insiders, including several at GM and its agencies, say ad spending plans are still subject to changes, but working budgets reflect GM's concerns about reining in all of its costs.

The decisions weren't unexpected in light of Chairman Robert Stempel's dramatic Dec. 18 news conference outlining plans to scale down the company by 1995 by closing 21 plants and slashing 74,000 jobs, 18.7% of GM's total employment.

Last fall, Philip Guarascio, executive-in-charge of corporate marketing and advertising, predicted ad budgets could increase about 3% for 1992. But that was before the continuing slump in sales brought about GM's drastic budget tightening. Mr. Guarascio wasn't available to discuss the current status of budgets.

Although there aren't any massive cuts in spending, ad executives are disappointed that the carmaker isn't capitalizing on a chance to rebuild market share in light of a slew of new products launched last fall and the current "Buy American" sentiment that's made some consumers more receptive to domestic nameplates.

"There's a lot of frustration in the divisions. They're not getting what they wanted," said one media source.

Because GM executives put a premium on new-product launches, some of the divisions fared better than others in the budget process. Indications are that Pontiac, Buick and possibly Oldsmobile will spend at about the same levels as 1991 to carry through key product launches, with other divisions taking spending cuts.

"GM has been scrutinizing every budget, especially the out-of-pocket spending like advertising," said one agency source. "The company is operating on the premise that the economy and auto sales will get better as the year goes along but not dramatically better."

GM's ad budgets climbed fast during the late 1980s, as the car-

(Continued on Page 8)

Big push for Sunchips

By Jennifer Lawrence

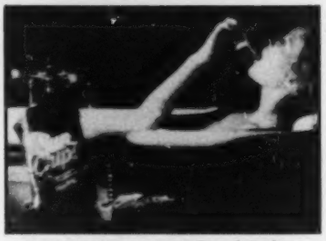
Frito-Lay today starts a $30 million marketing push for Sunchips multigrain snacks, a record-breaking budget for any Frito-Lay product in its second year.

PepsiCo's snack food division wants to make Sunchips a megabrand like its $1 billion Doritos line.

It's off to a good start. Sunchips, the first multigrain snack introduced in the U.S., achieved astounding sales results in its first year of national distribution, when it was backed by $30 million. Retail sales in 1991 were in excess of $100 million. Very few new food products achieve $40 million to $50 million in sales during their first year.

The big Sunchips marketing push comes as Frito-Lay prepares to get some competition in the multigrain snack segment.

Borden will introduce a new multigrain snack "during the second quarter in about one-third of the country," George Waydo, president of Borden's Snacks &



Sunchips' new spots break today.

International Consumer Products Division, revealed last week at a consumer analysts meeting in Florida. Rollout will be completed in early 1993.

W.B. Doner & Co., Southfield, Mich., will handle advertising for the new product.

Keebler Co. is also expected to introduce a multigrain snack, said George Thompson, an analyst at Prudential Securities.

"We think Sunchips could be the Doritos of the '90s," said Dwight Riskey, Frito-Lay VP-marketing.

Frito-Lay will introduce the new campaign, featuring a new Sunchips flavor called Harvest Cheddar, with heavy network TV advertising including a vertical roadblock of CBS' entire Monday night prime-time lineup. The company for the first time will advertise on the Grammy Awards show, airing Feb. 25.

Tonight, Frito-Lay will unveil five 15-second network TV spots for the Sunchips brand with the tag "A little sun never tasted so good." The campaign is the first from BBDO Worldwide, New York, which took the business from Levine, Huntley, Vick & Beaver when Roger Enrico returned to PepsiCo's snack foods division as chairman.

The effort also incorporates Frito-Lay's largest ever direct mail sampling program with 6 million households getting samples of the new Sunchips Harvest Cheddar flavor and Original flavor. □

Judann Dagnoli contributed to this story.

Dooner rises at McCann

By Jon Lafayette

NEW YORK—John J. Dooner Jr. last week was named president-chief operating officer of McCann-Erickson Worldwide, his third key post at the giant global agency and likely not his last.

Mr. Dooner, 43, remains president of McCann's North American operations and its New York office. He assumes the presidency from Robert L. James, who remains McCann Worldwide chairman-ceo; the post of chief operating officer is new.

In his new post, Mr. Dooner becomes the No. 2 executive at the agency. Previously, he'd been one of five regional directors reporting to Mr. James. All the regional directors will eventually report to Mr. Dooner, Mr. James said.

"Dooner is a guy who is really ready to expand his scope of operations at a time when it's good for us to have extra help" at the worldwide level, Mr. James said. "We need it because over time we've grown pretty well, and we have thin lines of management."

Although Mr. James, 57, said he doesn't plan to retire soon, Mr. Dooner could well be his eventual successor.

"I have no doubt he has that capability," Mr. James said. "He's always amazed me with his ability to grasp things quickly and develop a high proficiency rapidly. That's what the demands are in these times."

Dooner

The aggressive Mr. Dooner personifies McCann's approach to the agency business.

"We've got a 'roll up our sleeves and get involved' personality, and that's very relevant today," Mr. Dooner said. "A no BS, problem-solving group of people is what clients want to work with today. I am totally convinced that within a short period of time, we'll be the No. 1 agency in the world."

McCann's New York office grew to just over $1 billion in 1991 from about $300 million in 1984, when Mr. Dooner arrived, mostly by winning new assignments from the agency's global clients, including General Motors Corp., Nestle and Unilever. McCann's worldwide billings were $5.7 billion in 1991, up 8% over the previous year.

In the past year, McCann has also created specialized units to serve special client needs, such as the Comcord Group, which coordinates Nestle USA's $300 million in media buying, and McCann/-SAS, Troy, Mich., a unit that acts as general contractor for GM's GMC Truck unit.

Mr. Dooner said that eventually he will replace himself as head of either the North American or New York unit but added that he doesn't have a candidate in mind. □

JANUARY AD RESULTS

Ad pages still sliding

Tobacco print spending declines dramatically

By Scott Donaton

Cigarette/tobacco advertising fell dramatically in January, knocking it from the top 10 magazine ad categories.

Seven of the top 10 categories ranked by revenue were down in pages in January. Cigarette advertising, which ranked No. 8 for most of last year, fell to No. 11. Ad pages for the category dropped 44.3% to 167.5; revenues fell 43.7% to $10.6 million.

Consumer magazines' January ad pages fell for the third straight year.

Magazines tracked by Publishers Information Bureau carried a combined 9,425 ad pages for the month, down 3.6% from January 1991 (AA, Feb. 17). Ad revenues fell 2.6% to $367.9 million.

Publishers began expecting a weak January late last year, with one in November saying, "I wish we didn't have a January issue."

While the overall page decline wasn't severe, January was quite harsh for a number of major magazines, particularly women's and upscale titles.

Two titles saw pages fall by a disturbing 50%-plus. *Gourmet's* 43.5 pages were down 50.3%; *Mirabella's* 21 pages marked a 57.9% drop.

Among upscale magazines, *Architectural Digest* carried 69.2 ad pages, down 16.1%; *Bon Appetit* fell 18.5% to 47 pages; *Travel & Leisure* carried 45.2 pages, down 32.7%; and *Food & Wine* carried 26 pages, down 24.6%.

In the women's field, *Glamour's* 43.5 pages fell 36.4%; *Working Woman* also carried 43.5 pages, a 32.9% drop; *New Woman* was down 17.4% to 36 pages; and *Mademoiselle's* 33.9 pages slid 57.9%.

Fashion category leader *Vogue* carried 72.6 pages in January, a drop of 21%. *Elle*, with 55.6 pages, was down 7.1%; *Harper's Bazaar* fell 32.6% to 29 pages.

Time Warner's weeklies posted mixed results. Flagship *Time's* 115.7 pages were down 29.9%; *People* was down 23.8% to 143.3 pages. *Sport Illustrated's* 123.1 pages were down just 5.2%, while 2-year-old *Entertainment Weekly's* 50.7 pages marked a 21.6% gain.

"Our bookings still aren't so great. It's not going to be a great first quarter," said Reginald K. Brack Jr., chairman, president and ceo of Time Inc. Magazine Co. But "we're still hearing good things about the year in general" and a turnaround could happen in the second half, he said.

Newsweek carried 116.7 pages last month, up 16.3%, while *U.S. News & World Report* was flat with 82.7 pages, a 0.6% drop.

Business titles were fairly strong in January. *Forbes* was down a mere 0.3% with 222.8 pages; *Business Week* saw pages rise 10.5% to 181.1; and *Fortune* was up 13.8% with 108.9 pages. *Financial World's* pages increased 204.3% to 95.6.

Among Sunday magazines, *Parade* was up 10.9% to 65.5 pages; *USA Weekend* rose 39.2% to 62.7 pages.

Other individual bright spots included: *American Health* (42 ad pages, up 34.1%); *Conde Nast Traveler* (69.4 pages, up 42.5%); *The Economist* (174.4 pages, up 34.7%); *Endless Vacation* (33.1 pages, up 34.7%); *Field & Stream* (57.8 pages, up 33.4%); *Home* (37.8 pages, up 73.5%); *National Geographic Traveler* (41.2 pages, up 27.1%); *Sassy* (32.4 pages, up 64.9%); and *Vanity Fair* (49.2 pages, up 21.6%). □

Top 10 magazine ad categories by revenue

Category	1992 revenue	% chg	1992 pages	% chg
Automotive*	$62,109,900	−13.55	1,136.6	−13.76
Direct response cos.	$50,765,764	−1.65	1,577.6	−0.25
Toiletries & cosmetics	$30,055,397	−9.68	571.9	−11.50
Business & consumer svcs.	$28,920,108	22.24	803.7	19.55
Food	$26,721,193	8.27	394.3	−17.22
Travel, hotels & resorts	$20,112,920	−16.04	712.0	−9.24
Computers & office equip.	$17,472,990	34.08	373.3	13.41
Drugs	$12,014,867	23.22	255.5	10.40
Publishing & media	$11,588,195	−23.02	160.3	−21.05
Apparel**	$11,056,385	1.78	479.6	−17.11

Revenue and page figures are from January 1992. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

Magazine ad page leaders

Publishers Information Bureau figures for January 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Bridal Guide	284.70	−13.4	2,798,865	21.9
2	Entrepreneur	243.33	12.4	2,861,104	26.8
3	Forbes	222.82	−0.3	10,198,055	1.1
4	TV Guide	200.12	−12.1	22,813,533	−15.8
5	Business Week	181.13	10.5	11,410,624	14.6
6	Golf World	174.59	13.6	1,509,386	15.6
7	The Economist	174.36	34.7	1,831,699	69.8
8	Yachting	146.48	2.2	854,853	−2.8
9	People	143.26	−23.8	15,968,889	−17.3
10	Golf Magazine	139.62	−8.6	4,501,299	−4.9
11	American Way	134.16	16.8	1,818,552	5.9
12	Skiing	128.72	26.3	2,464,333	18.2
13	Sports Illustrated	123.09	−5.2	15,672,639	−1.9
14	Muscle & Fitness	118.50	3.6	2,265,428	8.9
15	Newsweek	116.74	16.3	12,020,023	6.6
16	Time	115.73	−29.9	17,729,202	−22.7
17	Ski	115.46	−16.8	2,344,999	−9.1
18	New York Magazine	113.09	−8.8	1,882,654	−7.7
19	Salt Water Sportsman	111.81	−4.8	646,850	−7.4
20	Popular Photography	110.06	−0.8	3,008,327	13.9
21	Fortune	108.87	13.8	6,063,520	13.6
22	Skin Diver	100.90	−3.8	1,063,526	2.7
23	Cosmopolitan	98.34	−2.3	6,961,212	5.5
24	Golf Digest	97.57	11.6	5,352,630	15.9
25	Financial World	95.63	204.3	1,915,505	166.6
26	Texas Monthly	93.10	−8.5	1,006,613	3.6
27	Good Housekeeping	90.71	−3.7	9,550,140	−7.0
28	Inc.	88.25	16.0	3,170,149	−5.2
29	U.S. News & World Report	82.72	−0.6	7,750,829	11.0
30	The New Yorker	82.07	−8.5	2,566,055	−1.8
31	Family Circle	80.53	37.8	7,146,111	34.4
32	Compute	79.15	−17.3	716,396	−16.1
33	Money	76.63	−6.5	5,024,405	−9.4
34	Sunset	74.47	7.6	2,833,432	34.3
35	Islands	73.52	−5.8	688,397	9.6
36	Vogue	72.59	−21.0	3,216,859	−25.7
37	Car & Driver	70.37	−27.3	3,418,368	−15.6
38	Conde Nast Traveler	69.36	42.5	1,812,705	21.1
39	Architectural Digest	69.24	−16.1	2,077,962	−3.6
40	Parents	68.13	−11.5	3,076,822	−4.2
41	Woman's Day	67.70	18.1	5,212,387	32.4
42	Road & Track	67.63	−20.5	2,376,211	1.3
43	McCall's	66.74	−8.0	5,456,050	−1.8
44	Ebony	66.09	−15.6	2,565,998	−9.8
45	Northwest Compass	65.88	80.5	1,210,048	34.1
46	Parade*	65.48	10.9	35,828,635	20.5
47	Ladies' Home Journal	64.14	−33.4	4,930,410	−28.3
48	Delta Sky	64.04	4.0	1,939,170	14.1
49	Penthouse	63.20	−12.0	2,367,806	−14.3
50	Scientific American	63.17	75.7	1,228,337	51.2
51	USA Weekend*	62.70	39.2	15,207,191	88.4
52	Southern Living	61.36	−10.8	3,407,107	−4.3
53	Rolling Stone	59.76	−25.1	2,582,328	−19.8
54	Reader's Digest	59.44	10.5	6,974,950	36.2
55	Redbook	59.01	6.5	3,702,604	−8.4
56	Esquire	58.76	31.3	2,067,953	35.2
57	W Magazine	58.30	14.7	1,538,734	21.8
58	Omni	57.99	3.9	1,485,985	0.1
59	Field & Stream	57.75	33.4	2,349,084	18.9
60	Four Wheeler	57.50	−12.5	483,820	−15.5
61	Jet	57.50	−19.6	1,040,976	−18.1
62	Smithsonian	56.80	−15.6	2,607,870	−8.0
63	Better Homes & Gardens	55.67	−0.6	7,525,275	16.9
64	Elle	55.60	−7.1	1,922,282	−14.6
65	Sports Afield	54.63	−14.9	1,353,378	12.6
66	San Francisco Focus	53.88	−5.5	411,744	7.2
67	Bassmaster	53.72	−20.3	1,225,596	−13.8
68	The Atlantic	51.61	2.6	1,030,493	13.5
69	Entertainment Weekly	50.67	21.6	1,587,635	80.5
70	Yankee	50.47	−0.7	530,376	−18.8
71	Longevity	50.08	29.4	398,710	43.0
72	Playboy	50.07	−33.0	3,555,918	−26.1
73	Outside Magazine	49.82	41.5	1,070,991	105.8
74	Outdoor Life	49.51	10.4	1,415,318	−8.7
75	Vanity Fair	49.20	21.6	2,075,855	42.0
76	Spectrum	48.97	−12.5	489,476	15.3
77	Cooking Light	48.94	−14.1	1,104,931	6.6
78	Popular Science	48.84	7.9	1,772,351	25.3
79	American Photo	48.83	16.3	978,715	32.6
80	Motor Trend	48.64	−26.9	2,233,132	−5.0
81	Country Living	48.62	−7.1	2,140,689	−11.1
82	Shape Magazine	48.17	15.1	891,095	21.8
83	Kiplingers Personal Finance	48.14	0.8	1,372,226	−1.4
84	Black Enterprise	47.94	6.0	766,009	32.6
85	Automobile Magazine	47.42	−15.8	1,331,670	−4.8
86	Bon Appetit	46.95	−18.5	1,609,963	−11.0
87	Organic Gardening	45.56	1.3	656,710	−17.1
88	Travel & Leisure	45.17	−32.7	2,310,328	−14.8
89	Self	44.61	20.4	1,898,467	14.4
90	Working Woman	43.50	−32.9	1,407,220	−33.5
91	Glamour	43.49	−36.4	2,765,176	−32.7
92	Gourmet	43.49	−50.3	1,434,831	−45.2
93	GQ	43.38	−29.8	1,314,426	−24.3
94	Metropolitan Home	43.15	7.3	1,413,784	1.1
95	Premiere	42.63	−10.2	965,443	−0.9
96	Harvard Business Review	42.35	−1.2	733,000	11.8
97	Popular Mechanics	42.02	−4.5	1,693,263	2.1
98	American Health	41.98	34.1	919,495	60.8
99	Mature Outlook	41.46	15.5	761,573	28.7
100	Golf Illustrated	41.44	−8.2	639,153	−10.3

Percent change compares January in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

Way to go American Way! Up 17% in ad pages in January.

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The power of printing.

Catalogs • Consumer & Special Interest Magazines • Books

MEDIA MIX

Whittle, Colgate set dental title

News briefs on print, electronic and alternative media.

Whittle makes dental appointment. Whittle Communications, Knoxville, Tenn., launched with a spring issue *In Touch*, a 98,000 controlled-circulation magazine for dental hygienists solely sponsored by Colgate-Palmolive Co.'s Colgate oral-care products. It will also launch a Dental Health Adviser program sponsored by Colgate that includes wall posters sent to 35,000 dentists' offices.

CBS profits down. CBS reported fourth-quarter 1991 profits were $9.4 million; sales were up 2% to $937.4 million from fourth-quarter 1990. For the full year, CBS reported a loss of $98.7 million, with sales of $3.04 billion down 7%. CBS attributed the weak performance to a poor advertising economy and troubles with its TV network operations, including large losses from sports programming.

Racer sues MTV. Race car driver Mike Smith, who heads London-based Target International, has filed a $6.5 million lawsuit in Los Angeles Superior Court against MTV Networks, alleging the cable company breached a contract with Mr. Smith under which he would develop a sports marketing program called "Concert-On-Sports." Advertisers could sponsor events and buy airtime on MTV Networks. Mr. Smith claims MTV struck deals with advertisers, manufacturers and others, based on his ideas, and that he was not justly compensated. The claim alleges breach of good faith and fair dealing, fraud, conspiracy, negligent misrepresentation and racketeer-influenced practices, among other charges. MTV doesn't comment on pending lawsuits.

Blockbuster subs title. Blockbuster Entertainment Corp., Fort Lauderdale, Fla., plans to discontinue *Blockbuster* but intends to introduce a reformatted, retitled magazine this year. Blockbuster each month sells or distributes an average 997,568 copies of the monthly.

***Family Circle* plays TV.** "CBS This Morning" and *Family Circle* have teamed for a joint production using material from *Family Circle* to produce TV segments on CBS. CBS and The New York Times Co.'s Women's Magazine Group, *Family Circle's* parent, recently formed a cross-media partnership.

***Southern Accents* slows frequency.** Southern Progress Corp., Birmingham, Ala., will reduce *Southern Accents'* frequency to every other monthly from 10 times yearly with its July/August issue.

Tribune Co. properties team for event. The *Chicago Tribune* and WGN-AM are jointly marketing the Heartland America Family Airshow Festival, scheduled for Aug. 7 to 9 in West Chicago, Ill. The two Tribune Co. units are selling sponsorship packages and seeking a presenting sponsor.

Growing trend. *RTW Review*, a Milwaukee-based fashion industry trade publication, introduces with its April issue a monthly supplement that carries advertising, a first for the title. The supplement expands editorial from women's fashion to include men's and children's fashion and home furnishings.

Fox expands in Memphis. Fox Broadcasting Co. affiliate WPTY-TV, Memphis, Tenn., this year will add a sixth night of Fox programming and a seventh night next year. That follows Clear Channel Communications' purchase of the station from Chase Communications for $21 million. Clear Channel has 16 radio and six TV stations in 15 markets. □

NEWSSTAND

Advertising opportunities in print.

US, New York, "The 10 most beautiful women" special ad section, May issue; ad close: Feb. 27. B&w page: $27,150; color page: $34,990.

Los Angeles Magazine, Los Angeles, "Home and interiors" special editorial section, April issue; ad close: Feb. 28. B&w page: $7,900; color page: $11,770.

Sports Afield, New York, "The Boy Scouts of America & *Sports Afield*: An alliance for the environment" special editorial section, June issue; ad close: Feb. 28. B&w page: $19,200; color page: $27,650.

Sunset, Menlo Park, Calif., "Summer entertaining" special ad section, June issue; ad close: March 15. Color page: $42,540.

Wisconsin Trails, Madison, "Dining out" special editorial section, May/June issue; ad close: March 15. B&w page: $2,230; color page: $2,785. □

Joe Mandese coordinates MediaWorks.

CONSUMER MAGAZINE AD LINAGE

	January 1992	January 1991
■ Auto/cycle/rec. vehicles		
AutoWeek (52X)	102.3	78.6
Automobile Magazine C.	47.4	56.3
Car & Driver C.	70.4	96.8
Car Collector & Car Classics	30.0	21.0
Car Craft	32.9	37.4
Circle Track	58.9	55.8
Cycle World	52.0	29.9
Dirt Rider	44.7	32.0
Dune Buggies & Hot VWs	82.2	72.4
Easyriders	35.0	36.2
Family Motor Coaching	188.8	176.0
Four Wheeler C.	57.5	65.7
Hot Rod C.	35.5	43.0
Motorcyclist	25.4	23.3
Motor Trend C.	48.6	66.6
Motorhome	63.6	73.1
Petersen's 4 Wheel	39.8	50.3
Rider	28.3	24.1
Road & Track C.	67.6	85.0
Trailer Life	60.4	75.6
Total Group	**1,171.4**	**1,199.0**
% change	**-2.3%**	
■ Boating & yachting		
Boating	118.6	104.7
Chesapeake Bay	20.3	20.8
Cruising World	70.6	81.8
Lakeland Boating (11X)	52.2	59.4
Motor Boating & Sailing	97.2	93.2
Sail	105.8	81.0
Sailing World	30.0	29.6
Trailer Boats (11X)	57.9	51.5
Yachting C.	146.5	143.3
Total Group	**699.1**	**665.2**
% change	**5.1%**	
■ Civic/fraternal		
Elk (10X)	16.5	15.2
Kiwanis (10X)	17.0	18.3
Rotarian	18.7	19.7
V.F.W. (11X)	23.7	29.8
Total Group	**75.9**	**83.0**
% change	**-8.6%**	
■ General		
American Health (10X) C.	42.0	31.3
American Legion	55.7	51.9
Archaeology (6X)	30.3	37.3
Art & Antiques (10X) C.	36.9	39.5
ARTnews (10X)	70.8	99.0
The Atlantic C.	51.6	50.3
Bon Appetit C.	47.0	57.6
Buena Salud	15.2	26.4
Cable Guide C.	23.2	31.7
Caribbean Travel & Life (7X)	53.3	51.7
Conde Nast Traveler C.	69.4	48.7
Connoisseur C.	27.1	29.3
Consumers Digest (6X) C.	21.8	26.7
Cooking Light (7X) C.	48.9	57.0
Country America (10X) C.	37.2	34.6
Ebony C.	66.1	78.3
Endless Vacation (6X) C.	33.1	24.5
European Travel & Life (10X) C.	33.3	53.3
Food & Wine C.	25.6	34.0
Golden Years (6X)	38.2	32.5
Gourmet C.	43.5	87.5
Harper's Magazine C.	27.0	28.5
Islands (6X) C.	73.5	78.1
Kiplingers Personal Finance C.	48.1	47.8
Let's Live	41.0	42.0
Life C.	41.4	54.2
Longevity C.	50.1	38.7
Mature Outlook (6X) C.	41.5	35.9
Money C.	76.6	81.9
National Geographic C.	15.5	17.1
National Geographic Traveler (6X) C.	41.2	32.4
Natural History C.	27.6	28.5
Prevention C.	36.6	32.3
Reader's Digest C.	59.4	53.8
Saturday Evening Post (9X) C.	31.7	38.9
Smithsonian C.	56.8	67.3
Town & Country C.	28.5	44.2
Travel & Leisure C.	45.2	67.1
Travelhost	112.6	108.7
US Magazine C.	20.8	19.9
Utne Reader (6X)	57.2	37.2
Vanity Fair C.	49.2	40.5
Yankee C.	50.5	50.8
Total Group	**1,902.0**	**2,028.5**
% change	**-6.2%**	
■ Home		
Architectural Digest C.	69.2	82.5
Better Homes & Gardens C.	56.7	56.0
Columbus Monthly-Homes (4X)	15.3	20.6
Country Life (6X)	33.4	60.9
Country Living C.	48.6	52.4
Family Handyman (10X) C.	26.4	31.5
Flower & Garden (6X)	31.0	19.8
HG C.	18.0	31.0
Home C.	37.8	21.8
Horticulture (10X)	52.1	42.6
House Beautiful C.	37.2	36.0
Metropolis (10X)	48.9	59.5
Metropolitan Home C.	43.2	40.2
Organic Gardening (9X) C.	45.6	45.0
Phoenix Home/Garden	62.2	49.3
San Diego Home/Garden	43.8	44.2
Southern Living C.	61.4	68.8
Sunset Magazine C.	74.5	69.2
Workbench (6X)	40.2	48.6
Total Group	**844.3**	**879.7**
% change	**-4.0%**	
■ In-flight & other passenger		
Aboard Group (6X)	31.2	40.7
Alaska Airlines	47.7	52.1
America West Airlines	58.3	73.8
American Way (24X) C.	134.2	114.9
Continental Profiles	27.2	35.2
Delta Sky C.	64.0	61.6
Northwest Compass Readings C.	65.9	36.5
Southwest Spirit	46.0	41.3
Spirit of Aloha	44.2	35.9
TWA Ambassador A.	36.1	33.7
United Vis 'A Vis	58.3	56.3
US Air Magazine	72.7	67.2
Total Group	**685.8**	**649.1**
% change	**5.6%**	
■ Men's		
Esquire C.	58.8	44.8
Firehouse Magazine	41.1	56.3
Gentlemen's Quarterly C.	43.4	61.8
M Magazine C.	38.8	28.8
Men's Fitness	38.0	32.8
Men's Health (6X)	19.3	19.2
Muscle & Fitness C.	118.5	114.3
Penthouse C.	63.2	71.8
Playboy C.	50.1	74.7
Popular Mechanics C.	42.0	44.0
Total Group	**513.1**	**548.6**
% change	**-6.5%**	
■ Metropolitan		
Aloha (6X)	33.8	37.5
Annapolitan (10X)	29.5	53.9
Atlanta	50.3	58.4
Baltimore	29.4	38.3
Boston	74.1	78.2
Chicago	71.0	56.5
Chicago's North Shore	65.8	68.5
Cincinnati	23.1	31.9
Cleveland	42.5	21.5
Columbus Monthly	36.2	45.8
Connecticut	58.2	56.2
D/Magazine	35.0	37.2
Detroit Monthly	62.9	51.3
Diablo	53.3	48.0
Grand Rapids	13.3	19.3
Honolulu	31.8	42.2
Houston Metropolitan Magazine	74.5	63.0
L.A. Style	24.4	41.8
Los Angeles	74.5	82.7
Louisville	19.5	29.7
Madison	28.0	24.0
Memphis	31.6	43.8
Mid Atlantic Country	32.1	41.3
Milwaukee	35.6	44.8
Minneapolis/St. Paul	112.7	80.3
Minnesota Monthly Magazine	62.9	37.2
New Jersey Monthly	39.1	32.5
New Mexico	98.2	102.0
Ohio	30.5	39.8
Orlando	45.5	73.3
Pacific Northwest (9X) A.	—	26.4
Palm Springs Life	151.6	134.7
Philadelphia	85.2	106.9
Phoenix	33.6	25.7
Pittsburgh	49.1	64.8
Rhode Island Monthly	34.0	60.3
Sacramento Magazine	54.3	65.6
St. Louis	25.7	34.5
San Diego	75.0	85.3
San Francisco Focus C.	53.9	57.0
Sarasota (10X)	69.0	71.6
South Florida Magazine	41.6	68.9
Texas Monthly C.	93.1	101.7
The Washingtonian	69.0	85.3
Total Group	**2,254.3**	**2,469.4**
% change	**-8.7%**	
■ Music/entertainment		
Audio	84.0	90.9
Dance Magazine	68.7	68.2
Entertainment Weekly (52X) C.	50.7	41.7
Playbill	35.1	35.9
Premiere C.	42.6	47.5
Rolling Stone (25X) C.	59.8	79.8
Spin C.	34.3	36.6
Video Magazine	88.0	79.1
Total Group	**463.2**	**479.5**
% change	**-3.4%**	
■ Outdoor & sport		
Alaska	30.8	40.9
The American Handgunner (6X)	64.0	52.0
American Hunter	10.1	18.1
American Rifleman	14.9	22.3
Audubon (6X) C.	31.9	33.1
B.A.S.S. Times	12.4	19.5
Bassmaster (10X) C.	53.7	67.4
Body Boarding (1X) A.	—	42.5
Ducks Unlimited (6X)	25.0	19.4
Field & Stream C.	57.8	43.3
Fishing World (6X)	38.5	30.3
Flex	94.5	65.0
Florida Sportsman	99.6	102.1
Golf Digest C.	97.6	87.5
Golf Magazine C.	139.6	152.7
Guns	37.0	33.0
Guns & Ammo	33.7	29.7
Outdoor Life C.	49.5	44.9
Outside Magazine C.	49.8	35.2
Petersen's Hunting	26.1	29.5
Runner's World C.	39.3	37.6
Salt Water Sportsman C.	111.8	117.4
Shooting Times	27.8	20.9
Sierra (6X) C.	34.4	45.0
Ski (8X) C.	115.5	138.7
Skiing (7X) C.	128.7	102.0
Skin Diver C.	100.9	104.9
Southern Outdoors (9X)	34.9	35.4
Southern Links & Western Links (6X)	51.2	27.9
Sport Magazine C.	17.0	23.4
Sports Afield C.	54.6	64.2
Surfing	44.1	68.3
Tennis C.	27.1	35.6
Volleyball A.	19.3	27.7
Waterski (10X)	61.3	69.9
Western Outdoors (9X)	19.1	18.6
Total Group	**1,853.5**	**1,905.9**
% change	**-2.7%**	
■ Photography		
American Photo (6X) C.	48.8	42.0
Petersen's Photographic	49.2	21.7
Popular Photography C.	110.1	110.9
Shutterbug	172.5	165.7
Total Group	**380.6**	**340.3**
% change	**11.8%**	
■ Science/electronic/mech		
Compute C.	79.2	95.8
Home Office Computing C.	37.7	40.7
Omni C.	58.0	55.8
Popular Science C.	48.8	45.3
Scientific American C.	63.2	36.0
Spectrum C.	49.0	55.9
Total Group	**335.8**	**329.4**
% change	**2.0%**	
■ Woman/fashion/service		
Cosmopolitan C.	98.3	100.6
Elle C.	55.6	59.8
Essence C.	39.0	40.9
Family Circle (17X) C.	80.5	58.5
Glamour C.	43.5	68.3
Good Housekeeping C.	90.7	94.2
Harper's Bazaar C.	29.0	43.0
Imagen	49.8	69.3
Ladies' Home Journal C.	64.1	96.3
Lear's C.	28.7	36.0
Mademoiselle C.	33.9	41.8
McCall's C.	66.1	72.6
Military Lifestyle A.	10.5	—
Mirabella C.	21.0	49.9
New Woman C.	36.0	43.6
Parents Magazine C.	68.1	77.0
Redbook C.	59.0	55.4
Sassy C.	32.4	19.6
Self C.	44.6	37.0
Seventeen C.	32.0	38.5
Shape C.	48.2	41.8
Soap Opera Digest (26X) C.	28.7	28.5
Teen Magazine	23.4	24.1
True Story C.	35.3	32.6
Victoria C.	36.5	35.3
Vogue C.	72.6	91.9
W Magazine (26X) C.	58.3	50.8
Weddings West (4X) A.	288.0	42.3
Weight Watchers C.	23.8	25.2
Woman's Day (15X) C.	67.7	57.4
Workbasket (6X)	27.8	18.1
Working Mother C.	39.2	45.0
Working Woman C.	43.5	64.8
Total Group	**1,776.6**	**1,660.1**
% change	**7.0%**	
■ Youth		
Boys' Life C.	14.0	14.5
Campus Life (10X)	53.0	59.0
Total Group	**67.0**	**73.5**
% change	**-8.8%**	
■ Business/national		
Barron's	101.1	93.8
Black Enterprise C.	47.9	45.2
Business Week (52X) C.	181.1	163.9
Economist (52X) C.	174.4	129.5
Entrepreneur C.	243.3	216.4
Entrepreneurial Woman (7X) C.	34.3	42.2
Financial World (26X) C.	95.6	31.4
Forbes (26X) C.	222.8	223.5
Fortune (26X) C.	108.9	95.7
Frequent Flyer	22.5	40.7
Futures	27.4	33.3
Harvard Business Review (6X) C.	42.4	42.9
Inc. Magazine C.	88.3	76.1
Industry Week (23X)	49.3	52.0
Nation's Business C	22.8	31.0
Total Group	**1,462.1**	**1,317.7**
% change	**11.0%**	
■ Business/regional		
Business Atlanta	30.3	27.5
Business First of Columbus (52X)	69.6	63.1
Bus. Jrnl.-Milwaukee (52X)	105.7	98.9
Bus. Jrnl.-Sacramento (52X)	45.2	62.6
Bus. North Carolina	24.3	24.3
Capital Dist. Business Review (52X)	55.3	51.3
Caribbean Business	45.6	64.6
Corporate Rpt. Minnesota	38.2	46.4
Crain's Chicago Bus. (52X)	69.3	62.1
Crain's Cleveland Bus. (52X)	36.1	42.3
Crain's Detroit Bus. (52X)	64.8	56.7
Crain's New York Bus. (52X)	54.0	43.0
Florida Trend (12X)	24.0	35.2
Georgia Trend	27.8	24.3
Grand Rapids Business Journal	51.3	41.2
Hawaii Business	35.5	37.0
Houston Bus. Jrnl. (52X)	79.2	76.6
Indianapolis Bus. Jrnl. (52X)	83.5	81.1
New Orleans City Bus.	40.9	39.2
Pacific Bus. News (52X)	89.2	87.3
Philadelphia Business Journal (52X)	85.3	73.3
Pittsburgh Bus. Times (52X)	26.8	44.8
Providence Business News	48.8	49.8
St. Louis Bus. Jrnl. (52X)	65.5	88.2
Total Group	**1,296.1**	**1,323.0**
% change	**-2.0%**	
■ National Sunday mags		
Parade (52X) C.	65.5	59.1
USA Weekend (52X) C.	62.7	45.0
Vista Magazine (12X)	15.1	7.1
Total Group	**143.3**	**111.2**
% change	**28.8%**	
■ Newspaper Sunday magazine		
Boston Globe	88.8	93.9
Chicago Tribune	187.2	68.9
Cleveland Plain Dealer	22.2	21.9
The Dallas Morning News	29.0	25.7
Detroit Free Press	18.0	27.0
L.A. Times C.	46.8	38.9
New York Times Magazine C.	116.2	127.5
Philadelphia Inquirer	68.6	42.6
Seattle Times	29.0	35.0
St. Louis Post Dispatch	51.3	60.7
Toledo Blade Magazine	15.6	23.3
Washington Post	56.5	62.2
Total Group	**729.2**	**627.6**
% change	**16.2%**	
■ Weeklies/bi-weeklies		
The Advocate (26X)	133.5	205.3
Army Times Military Group:		
Air Force Times (52X)	110.6	110.3
Army Times (52X)	110.3	108.4
Navy Times (52X)	117.2	121.1
Capper's (26X)	31.4	42.7
Commonweal (22X)	11.7	8.7
Golf World (41X) C.	174.6	153.7
Grit (52X)	27.6	39.6
Jet (52X) C.	57.5	71.5
National Journal (50X) C.	33.0	34.0
National Review (25X)	55.4	43.2
New Republic (48X)	31.6	31.0
New York Magazine (50X) C.	113.1	124.1
New Yorker C.	82.1	89.7
Newsweek (52X) C.	116.7	100.4
People (51X) C.	143.3	187.9
Sporting News (52X) C.	30.1	25.4
Sports Illustrated (52X) C.	123.1	129.9
Time (52X) C.	115.7	165.0
TV Guide (52X) C.	200.1	227.6
U.S. News & World Report (50X) C.	82.7	83.2
Total Group	**1,901.3**	**2,102.6**
% change	**-9.6%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors.

Compiled by Kathy Welyki.

ScanAmerica

(Continued from Page 1)
audience analysis at ABC. Mr. Hyams noted there already are great disparities in the ratings produced by Nielsen's and Arbitron's local-market ratings services, which are virtually identical in sample size and orientation.

ScanAmerica's network ratings aren't the first to differ from Nielsen's. AGB Research operated a short-lived national ratings service in the U.S. that shut down in July 1988, after less than a year, due to lack of industry support after delivering figures that differed from Nielsen's.

But differences in AGB's and Nielsen's network ratings raised serious questions from agency and network researchers about the validity of both.

"To the extent that there are differences between Nielsen and ScanAmerica, there will probably be some debate about whether they are real or artificial. And that will lead to confusion," said Dave Poltrack, senior VP-marketing and research at CBS, the first and only network to subscribe to ScanAmerica.

Young & Rubicam and Bristol-Myers Squibb Co. also subscribe to ScanAmerica's network service.

If the initial ScanAmerica data are any indication, confusion should abound once again.

According to Nielsen, the No. 1 network prime-time show in November was CBS' "60 Minutes" with a 22.6 rating. But ScanAmerica listed ABC's "Roseanne" as the No. 1 show with a 21.1 rating.

Even more dramatic discrepancies occurred between the two services.

Nielsen ranked NBC's "Cheers" as the No. 3 prime-time show with a 19.5 rating, but ScanAmerica ranked it No. 8 with a 17.9 rating. And Nielsen ranked CBS' "Murphy Brown" No. 5 with a 19.1 rating, while ScanAmerica put it at No. 15 with a 16.9.

Overall, ScanAmerica and Nielsen each rank eight shows in their top 20 list that don't appear on the other service's list.

Network researchers attribute some differences to the regional skew of ScanAmerica's sample, dispersed among New York, Chicago, Los Angeles, Dallas and Atlanta.

Mr. Hyams said the same was true for Fox's strong performance in the ScanAmerica ratings, which list Fox's "In Living Color," "Beverly Hills, 90210" and "Married . . . With Children" in its top 20 list. Nielsen has no Fox series in its top 20.

Mr. Poltrack said CBS is about three months away from making "legitimate comparisons" between the Nielsen and ScanAmerica data. But he said CBS' primary interest in ScanAmerica isn't in its conventional household ratings but in its product usage information.

Unlike Nielsen, ScanAmerica also issues data on the product usage of the audiences of specific network shows.

Based on October data, for example, Fox's "The Simpsons" was only the 18th highest show in terms of household ratings, but among users of cold remedies, it ranked No. 7. And ABC's "Step by Step" ranked only 14th in ScanAmerica's household ratings but No. 9 among users of trash bags.

"If we can show that one show has a greater composition of diet cola users over another show, then that is a relative qualitative advantage for that show," Mr. Poltrack said. □

Labels

(Continued from Page 1)
key problem areas.

For example, the proposals define low fat as food with less than 3 grams of fat per serving, which is acceptable "although we'd like 4 grams instead," said Guy Johnson, director of nutrition for the Grand Met unit.

"But the troubling part is that the FDA wants labels to quantify fat content not only on a per-serving basis but also on the basis of 100 grams of a product," he said. That means 3½ ounces of any product must also have less than 3 grams of fat to carry the low-fat designation.

General Mills also objects to the density requirement, said Alta Engstrom, director of nutrition.

"For Cheerios, a single 1-ounce serving, about a cup of cereal, is low-fat because it contains 2 grams fat. But 100 grams—3½ servings—doesn't meet the requirement of low fat. Therefore, a product like Cheerios would be forced out of this low-fat product category," she said. "We think this is inconsistent with current dietary guidelines, which overwhelmingly call for more grain intake, more intake of complex carbohydrates."

Nabisco Biscuit Co. is opposing serving-size proposals that would change a snack cracker single-serving size to a full from a half ounce. But Frito-Lay, a major snack marketer, endorses one 1-ounce serving size, already widely acknowledged as the industry standard for salty snacks.

"Nutrition claims and disclosure comparisons will be made between crackers with a one-half-ounce serving size and salty snacks with a 1-ounce serving size and that's going to look strange," said Robbi Dietrich, Frito-Lay director of government affairs. "We would like to see the concept of serving size replaced with the concept of reference nutrition units. At least all competing products should be given the same reference value."

Frito-Lay is also concerned about the proposed definition of "light." The company offers a Light product line, including Ruffles Light and Doritos Light, with a third less oil than regular versions. The proposed definition of "light" calls for a one-third reduction in calories, not fat, and the snack line wouldn't meet that definition.

If the proposal stands, Ms. Dietrich said, Frito-Lay's first option would be to rename the products.

It was a disagreement about the term "fresh" that prompted the FDA last year to seize from warehouses cases of Procter & Gamble Co.'s Citrus Hill Fresh Choice orange juice. The FDA said the product was misbranded since the juice was actually reconstituted.

The FDA now requires "made from concentrate" on juice labels; P&G already had that distinction on the juice label but dropped Fresh Choice from the product name.

"All competing products should be given the same reference value."

"Consumers should know what they're buying and be free to choose," said Robert Ilse, president of Stanislaus Food Products. "But you should know from the label when there's a quality difference, instead of discovering the difference when you get home and open the product."

P&G this week will recommend that the FDA eliminate the 100-gram rule and rely on serving size to determine the use of descriptors like low sodium, low cholesterol and low fat.

The company will also recommend the FDA add descriptors for unsaturated fat to parallel definitions on total fat. The proposed rules don't provide definitions for percent of unsaturated fat and for zero saturated fat, making it impossible to distinguish canola oils from other oils, for example.

Campbell Soup Co. believes the proposed changes for terms such as "healthy" and "nutritious" raise "serious constitutional concerns," said Martin Levitas, deputy general counsel and chief food and drug counsel.

He said restricting terms would confuse consumers by allowing "one company to use a term like 'healthy' in a brand name and preclude others, even though products prevented from using the term may have an equivalent or superior nutritional profile."

Michael Mudd, Kraft General Foods' VP-corporate communications, said the regulations "mandate a sea of fine print on the front of packages . . . Instead of drawing consumers to low-fat, low-sodium foods, all this clutter may drive them away."

Under the proposal, the company would have to change 15,000 different labels, he said.

Another aspect of the FDA overhaul that's drawing criticism is the time frame for implementation.

The FDA's estimate that conversion to the new regulations will cost $1.3 billion is too low, candy marketer M&M/Mars will argue.

M&M/Mars estimates it will spend $7 million on the changeover if given only six months, while a grace period of a year would mean just $1 million in costs since existing stocks could be depleted.

H.J. Heinz Co. wouldn't discuss its FDA comments, other than to confirm the company would meet the deadline. But it's believed Heinz, which markets Weight Watchers Foods, opposes the proposed rules on low-fat, low-sodium and serving-size designations.

Heinz relies mainly on portion control for the Weight Watchers line of low-fat frozen entrees, and presumably any serving size that would qualify for a low-fat designation would greatly exceed current portion sizes.

Food marketers are also concerned about differences between the rules and some of the proposed interim regulations. As of early this month, more than 100 comments had been recorded on the interim proposal. □

Contributing to this story: Judann Dagnoli, Christy Fisher and Jennifer Lawrence.

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Infiniti

(Continued from Page 3)
led Terrence Foutz, exec VP-group account director, to leave the agency abruptly on Feb. 17, after just 15 months on the job.

The reorganization plan, still being discussed, would split the Infiniti account into two groups reporting to a yet-to-be-hired account director. Although Hill Holliday offered Mr. Foutz the top position in one of the groups, he chose to leave rather than accept a diminished role, an agency source said.

Mr. Connors will head the account until a new account director is found.

The account will be divided into two groups to better focus on different aspects such as national and regional advertising, merchandising and brochures, sources say.

The reorganization plan hasn't been set, said Jack Sansolo, managing director of the Marina del Rey office.

Mr. Foutz left the agency as Hill Holliday prepares to bring in a new creative team on the Infiniti account. David Wecal and Dean Noble are leaving Messner Vetere Berger Carey Schmetterer, New York, to join Hill Holliday as senior VP-creative directors in March. It's the second creative team shift since Infiniti introduced its first cars in late 1989.

Meanwhile, Chiat/Day/Mojo, Venice, Calif., agency for the Nissan division, announced last week it will heighten the profile of Perkins/Butler, New York, its direct marketing subsidiary, by changing its name to Chiat/Day Direct Marketing. At the same time, it's recruiting top direct marketing executives to reopen an office in Los Angeles primarily to serve Nissan.

The direct shop closed its Los Angeles office about two years ago.

"It was a small office with just a few people," said Adelaide Horton, who remains general manager of the newly named agency. "It was a service office handling project work on Nissan. When the projects were over, we closed it up."

Earl J. Hesterberg, VP-general manager of the Nissan division, said any changes at Nissan's agency weren't dictated by the parent in Japan.

"I never experienced anyone from Nissan in Japan trying to influence us in one way or another," he said. "They generally believe that we are the local marketing experts."

But he added: "The Japanese domestic market has gone soft and there are cost pressures . . . We're all very cost-conscious now." □

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LAST MINUTE NEWS

KGF consolidates scanner info at Nielsen

GLENVIEW, Ill.—Kraft General Foods announced an agreement making Nielsen Marketing Research its sole supplier of scanner-based store sales information in North America, starting next Jan. 1. Before the merger of the two companies under parent Philip Morris Cos., Information Resources Inc. provided data to Kraft USA, Tombstone Pizza, Lender's Bagel Bakery and All American Gourmet Co.; Nielsen had contracts with General Foods USA, Kraft's dairy division, Oscar Mayer Foods Corp. and Philip Morris' Canadian businesses.

Conn. mulls newspaper ad revenue tax

HARTFORD, Conn.—A legislative committee on March 3 will hear testimony on a bill linking newspapers' use of recycled paper to a tax based on ad revenue. The measure,

(Continued on Page 8)

A-B's media grab

D'Arcy, DDB Needham lose to in-house unit

By Ira Teinowitz and Joe Mandese

Anheuser-Busch is pulling in-house $140 million in media buying from D'Arcy Masius Benton & Bowles, St. Louis, and all media planning for its $280 million beer account now handled by D'Arcy and DDB Needham Worldwide, Chicago.

In a stunning announcement, which will result in A-B using two full-service agencies as little more than creative boutiques, the giant brewing company cited its growing

■ **Unilever moves $100 million in media buying to JWT—Page 29.**

reliance on multifaceted promotion partnerships and its lessened dependence on agencies to evaluate the deals.

All media buying and planning will move by July to Busch Media Group, set up five years ago to handle national TV and local radio buying for the brewer.

Planning for the beer account had been split by brand between D'Arcy and DDB Needham. D'Arcy handled buying for print, spot TV, stadium signage, outdoor advertising and local sports sponsorships (though the latter

(Continued on Page 30)

Bush eyes big admen

By Steven W. Colford

POLITICS 92

WASHINGTON—Sean Fitzpatrick, who created Chevrolet's "Heartbeat of America" campaign, and Martin Puris, president-ceo of Ammirati & Puris, are among the prominent Madison Avenue names on the Bush-Quayle campaign's list of prospective members of its re-election ad team, sources say.

■ **Garfield reviews Buchanan's new spot—Page 32.**

Also, Bob Gardner, president and executive creative director of Gardner Communications, San Francisco, who worked on the 1976 campaign of President Gerald Ford, met last week in Washington with campaign chairman Robert Teeter to discuss joining the ad team.

Ed Ney, former chairman of Young & Rubicam and U.S. ambassador to Canada since 1989, is also interested in joining the campaign,

(Continued on Page 32)

A new Buchanan spot says, "The Bush administration has invested our tax dollars in pornographic and blasphemous art . . . has glorified homosexuality, exploited children and perverted the image of Jesus Christ."

Y&R to create promo giant

By Jon Lafayette

NEW YORK—Young & Rubicam will merge its sales promotion unit into its direct marketing operation, creating the world's largest non-advertising marketing services company.

A senior Y&R executive said the merger of the Wunderman Worldwide direct marketing operation and Cato Johnson Worldwide sales promotion unit could be announced as early as this week.

The merged company is expected to keep some form of the Wunderman Worldwide moniker and boast $1 billion in billings.

Both companies "are in the business of altering behavior in an immediate and accountable way," the Y&R executive said. "The technologies at the hearts of both those businesses are coming together, so it seems sensible to put them together."

He added that both sales promotion and direct marketing increasingly require database management capabilities to effectively target messages.

But other sources noted Y&R has reorganized Cato John-

(Continued on Page 8)

Murdoch: We'll do fine post-Diller

By Diane Mermigas and Joe Mandese

News Corp. Chairman Rupert Murdoch moved quickly last week to assure the TV industry that Fox Inc. will thrive in the post-Diller era.

Barry Diller abruptly resigned last week as Fox chairman-ceo.

Mr. Murdoch said he would assume Mr. Diller's duties to assure the continued growth and profitability of Fox Inc., the parent company of Fox Broadcasting Co., 20th Century Fox Film Corp., 20th Television and Fox Television Stations.

"I've been overseeing it very closely over the last few months," he said.

"I guess I'll be making more direct decisions, although we've got a very strong team here," Mr. Murdoch said.

"And I'll have to spend more time on the movie side than I have in the past. That's always where the risk is," he said.

"Television is going very well. In fact, it's all going very well. I'm looking forward to it," Mr. Murdoch added.

Diller

Murdoch

Fox Inc.'s eight top executives under Mr. Diller are "absolutely in place and staying here," he said.

Last week's only major personnel change by press time was the promotion of Fox Inc. Exec VP Chase Carey, who adds the new title of chief operating officer in charge of daily administrative and financial matters.

"He'll be even more at my right hand than he was at Mr. Diller's," Mr. Murdoch said.

The timetables, policies and plans largely fashioned by Messrs. Murdoch and Diller will remain in place, Mr. Murdoch said.

■ **Barry Diller talks about life after Fox—Page 32.**

Fox Broadcasting executives said they will continue the network's aggressive expansion plans. Those plans include adding a sixth night of prime-time programming this summer and expanding to a full slate of seven nights during 1993. And plans to establish a full-fledged news division are under way

"We will go to seven nights a week as fast as we can develop the programming," Mr. Murdoch said.

Sources familiar with Fox Broadcasting's plans say the network is considering a late-night talk show targeted at young adults, and there's been speculation the network could try to lure funnyman David Letterman from NBC.

Mr. Letterman, the host of "Late Night With David Letterman," is said to be disenchanted with NBC management and has been rumored to be considering an offer to join ABC.

Mr. Murdoch, who's attended all Fox Broadcasting's program development meetings, said he doesn't think the network's new season series lineup will be adversely affected by Mr. Diller's departure.

"We're very hopeful, but you

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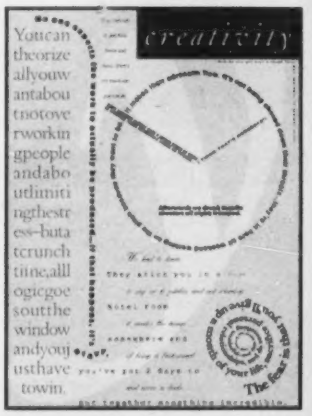
INSIDE



'Creativity': A look at the pressures of pitching new business. **After Page 18.**

("Creativity" is available on request; call 1-800-678-9595.)

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■ **Fox Inc.** says Barry Diller's resignation as chairman-ceo won't slow expansion plans for the Fox network. 1

■ **Coca-Cola's** joint sweepstakes promotion with CBS during the Olympics has so far turned up no grand prize winners. 3

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Calif. lottery ousts Dailey & Associates

By Bradley Johnson

The California State Lottery, facing a 30% plunge in sales this fiscal year, last week terminated Dailey & Associates' contract and put its $25 million ad account up for review.

The move follows the October arrival of a new lottery director who's shaking up games, advertising and promotion to end the lottery's losing streak.

Dailey handled the account since 1987, and its contract was to run through February 1994. The lottery is exercising its option to break the contract for any reason with 30 days' notice.

Dailey received an unprecedented four-year contract renewal after lottery sales roared to a national record $2.6 billion for the fiscal year ended June 1989. That contract took effect in February 1990.

But lottery sales have fallen since then, reaching $2.13 billion in fiscal 1991. Based on performance so far this year, sales could plunge to as low as $1.4 billion to $1.5 billion.

A review has long been rumored (AA, Aug. 12). But Dailey Chairman Phillip Joanou said he was "stunned" because the new director, Sharon Sharp, recently told him Dailey was doing "a great job."

He said he hasn't decided whether to rebid the account, though an incumbent's chances of winning appear slim. Last month, Dailey won the $28 million Sizzler International restaurant account, which would keep agency billings around $200 million even after losing the lottery.

Dailey's creative isn't a "major factor" in the lottery's sales slump, said Joanne McNabb, the lottery's director of public affairs. Instead, she blamed the recession, delays in introducing new games and ad spending cuts.

In 1990, the lottery also made a marketing blunder by worsening the odds to drive up jackpots.

"They made the product worse and they cut the ad budget," Mr. Joanou said.

Spending, which is based on sales, has plunged from the $45 million spent last year. The new three-year contract that begins July 1 won't exceed $25 million annually, Ms. McNabb said. Most major agencies in California are expected to pursue the account.

By yearend, Ms. Sharp will have redesigned all lottery games, reviewed advertising and restructured promotion. The lottery last month hired Alcone Sims O'Brien, Irvine, for a consolidated three-year sales promotion account of up to $10 million a year (AA, Feb. 10). □

Isuzu ads try honesty

By Cleveland Horton and Alice Z. Cuneo

American Isuzu Motors will introduce the new Trooper sport utility vehicle March 15 with an "honesty" corporate campaign.

"If 'Joe Isuzu' was the campaign of liars, this is the campaign of honesty," said Richard Silverstein, principal and creative director of agency Goodby, Berlin & Silverstein, San Francisco.

The new Trooper, carrying the steepest sticker price of any Isuzu, will go up against such competitors as Ford Motor Co.'s Explorer and Mitsubishi Motor Sales of America's Montero.

The campaign, breaking later this month on prime-time network TV, is designed to relaunch the marque and the company, which spends about $95 million annually on advertising.

It's the first full-fledged Isuzu effort since Goodby succeeded Della Femina, McNamee, Los Angeles, on the account last year. Goodby and Isuzu executives both played down a whimsical TV spot from the agency that ran in January.

Silverstein

Mr. Silverstein said the campaign is based on what he called the "unwritten rules of driving."

One 60-second spot is titled "Men Will Never Stop & Ask for Directions." Other spots are a :30 titled "New York Off-road Vehicles" and a :60 and :30 called "Snow," about taking a child to see snow for the first time.

Four print executions show how the Trooper's technical specifications fit into one's life. For example, the unwritten law of "when there's a hill, there's a motor home in front of you" explains the benefits of a powerful engine. A separate print ad points out: "The smaller the person, the more space they occupy." It shows pictures of a youngster and all the belongings required for a trip.

Goodby sees Wieden & Kennedy's work for Subaru of America as the new campaign's primary competition, even though Subaru doesn't offer a sport utility vehicle.

Goodby and Portland, Ore.-based Wieden surprised industry observers when, as small independent shops, they won the creative portion of those two national car accounts (Goodby since has been acquired by Omnicom Group).

Wieden's Subaru ads drew attention for being decidedly noncarlike; the TV spots feature descriptive words in various typefaces scrolling over the scene as a voice-over speaks the words. □

Florida ad tax gets replay

By Steven W. Colford

A Florida legislative committee last week opened the door for the state to tax advertising the same way it did briefly in 1987. The House Finance & Taxation Committee voted 17-12 in favor of a bill from state Rep. Willie Logan (D., Opa-Locka) that would phase out exemptions for professional services including advertising from Florida's 6% sales tax. Advertising would become subject to taxation in 1994.

After ending exemptions in 1987, Florida suffered through six months of economic revolt before that measure was repealed.

Florida broadcasters and a business group last week teamed up on an anti-ad tax campaign that sparked local controversy. The National Federation of Independent Businesses effort relied on donated TV time, the Florida Association of Broadcasters said, and followed a paid TV, radio and print campaign from two teacher groups that blasted legislators for failing to adequately fund schools.

The Florida Education Association and Florida Teaching Professionals complained to the Federal Communications Commission that the broadcasters weren't playing fair by providing free time for an anti-tax message while requiring the teachers to pay for their time. An FCC official, without having seen the complaint, said the agency would have authority to act only if the anti-tax spot included a personal attack or a political editorial.

Taxing advertising "violates the First Amendment of the Constitution . . . is self-defeating and impacts negatively on the economy," Susan Gilbert, governor of the American Advertising Federation's Fourth District, told the committee last week. "The extension of the sales tax to advertising will send a message to the national business community that Florida has embarked on another radical change in tax policy, a policy that no other state employs and that will adversely impact the cost of doing business in this state."

The bill is likely to face a floor vote this month, said Bob Levy, president of Robert M. Levy & Associates, Miami, and an AAF lobbyist. He said a similar bill is expected in the Senate and that he doesn't expect Democratic Gov. Lawton Chiles to oppose the measure. The depth of support in the Legislature is hard to gauge, he said.

Dan Jaffe, exec VP of the Association of National Advertisers, said two factors make passage more difficult this time. "There's no sign of support from the leadership of the Legislature, and the state's economy is not nearly as vibrant as the last time," he said. "Do they want to put a burden on the selling process at a time like this?" □

Fox halftime ploy works

NEW YORK—Viewers tuned into Fox Broadcasting Co.'s "Doritos Zaptime/'In Living Color' Super Halftime Party" special and away from CBS' Super Bowl halftime coverage at nearly a corresponding rate, a special minute-by-minute analysis of Nielsen ratings shows.

CBS' halftime low rating was 16.7. While "Zaptime" never surpassed that, the special came within 2 points during the irreverent "Men on Football" segment, which got a 14.9 rating.

Overall, CBS' Super Bowl coverage averaged a 40.3 rating. The "In Living Color" special averaged a 12.1.

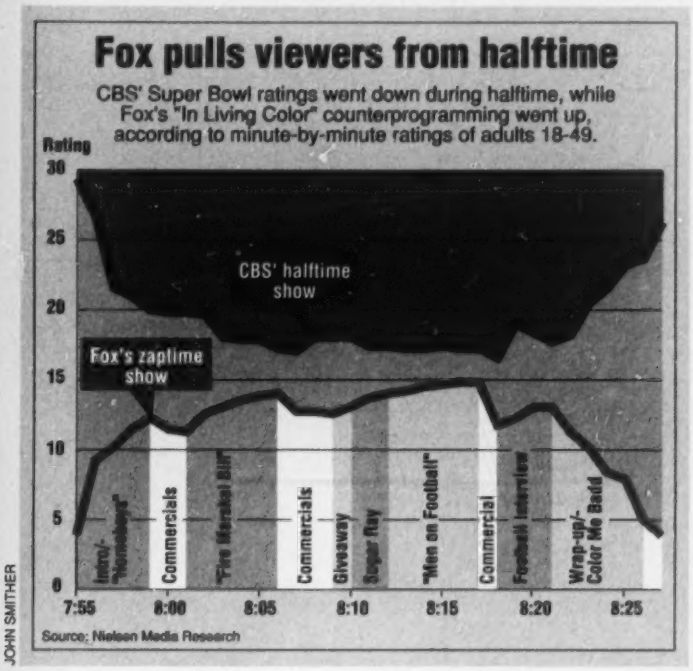
The analysis found about 70% of the "Zaptime" audience came from CBS. The rest came from other sources, including those watching programming on Fox stations.

"That's a very high percentage between two networks," said Charles Kennedy, director of program research at Fox.

Ratings during the Fox commercial breaks were significantly lower than during programming, something that's been found during other programming analyses.

"It was very traditional in the sense that during the commerical breaks, people leave to check out other stuff and then they come back again," Mr. Kennedy said.

During one Fox commercial break, ratings fell to 11.7 compared with a 14.9 rating for the programming leading into it. "That's an unusual drop," Mr. Kennedy said. □



JOHN SMITHER

MEDIA MIX

News briefs on print, electronic and alternative media.

ESPN links with outdoor titles. Sports cable TV network ESPN on April 1 will start running original 2-minute features supplied by Times Mirror Magazines' *Field & Stream* and *Outdoor Life*. The magazines will get one 30-second commercial per feature for a total of 208 spots for the two 26-week cycles. The units will be used in multimedia packages for the magazines' advertisers or to promote the magazines themselves. Seal Communications is handling production under the direction of George Bell, director of TV and video development for Times Mirror Magazines and senior editor of *Outdoor Life*.

Olympic videos in record time. CBS/Fox Home Video, with promotional partners Chrysler Corp. and Bausch & Lomb, will rush two low-price 1992 Winter Olympics videos to stores March 26. Chrysler will sponsor "1992 Winter Olympics Highlights." Bausch & Lomb's See-Quence contact lens brand will back "1992 Winter Olympics Figure Skating." Each marketer will place an ad on the video and feature the tape in promotions.

MEDIA WORKS

Fox socks Big 3. Fox Broadcasting Co., for the first time ever, on Feb. 20 beat all the Big 3 networks during a prime-time period. "The Simpsons," with a 14.9 Nielsen rating, was the winner from 8 p.m. to 8:30 p.m. (ET), beating CBS' Olympics coverage and an original episode of NBC's "The Cosby Show."

Discovering green cable networks. The Discovery Channel is the most environmentally committed cable TV network, according to a study by Yankelovich Clancy Shulman. The study, conducted last summer, is based on a national sample of U.S. adults. When asked to name networks with environmental programming, respondents cited Discovery most frequently (40%), followed by Cable News Network (32%) and TBS and Lifetime Television (12% each). □

TRACKING SHARES

WESTFIELD, N.J.—Fifteen radio networks saw their combined audience drop 0.5% last fall from spring 1991, according to Statistical Research Inc.'s Radar 44 fall 1991 results.

Radar publishes radio network audience estimates twice annually based on telephone surveys of 12,000 respondents who describe their radio listening over a seven-day period. The fall report reflects listening levels from November 1990 through October 1991.

Although some networks increased significantly and others declined during the period, the report was relatively "flat" compared with past reports, which have shown wide fluctuations among radio networks, said Bill McClenaghan, senior VP-research and development of the ABC Radio Network.

"This is a very flat book, but in this case flat is good, because it shows that network radio is growing much less volatile than it had been," Mr. McClenaghan said.

The biggest winners, on a percentage basis, were American Urban Radio Network (up 39.4%), Power (up 10.7%) and NBC (up 5.9%). □

Top radio networks

Statistical Research Inc.'s Radio Audience Measurement Report shows American Urban Radio Network with the biggest gain and WONE with the biggest loss. Figures are in thousands of listeners.

Rank	Network (owner)	Spring 1991	Fall 1991	% chg
1	Prime (ABC)	5,258	5,389	2.5
2	Mutual (Westwood One)	3,380	3,242	−4.1
3	Platinum (ABC)	2,800	2,849	1.8
4	Spectrum (CBS)	2,361	2,408	2.0
5	Genesis (ABC)	2,475	2,352	−5.0
6	Super (UniStar)	2,346	2,239	−4.6
7	Ultimate (UniStar)	2,183	2,045	−6.3
8	CBS (CBS)	1,721	1,753	1.9
9	WONE (Westwood One)	1,894	1,698	−10.3
10	NBC (Westwood One)	1,524	1,614	5.9
11	Source (Westwood One)	1,613	1,484	−8.0
12	Power (UniStar)	1,254	1,388	10.7
13	Excel (ABC)	1,213	1,107	−8.7
14	Galaxy (ABC)	1,024	1,028	0.4
15	American Urban (AUR)*	716	998	39.4
	Total	31,762	31,594	−0.5

*Sheridan Broadcasting and the National Black Network both combined and reconfigured the two networks to form the American Urban Radio Network. The Radar 43 audiences for AUR reflect the mere addition of the two companies and are included for comparison purposes only. The definition of the newly reconfigured AUR is different in structure and cannot be replicated by just adding the audiences of the two previous networks.
Source: Statistical Research Inc.

COVER STORY

Tyson KO's competition to take Cover Story title

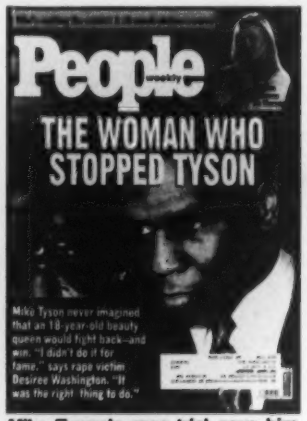
By Janice Kelly

Cover Story is a monthly ranking of celebrities' popularity as reflected by their appearances on the covers of more than 30 of the nation's leading publications.

Former world heavyweight boxing champion **Mike Tyson** went down for the count in court last month, but he emerged victorious in the Cover Story round.

The 25-year-old appeared on more magazine covers in February than any other person, due to coverage of his trial and subsequent conviction in an Indianapolis courtroom on charges he raped an 18-year-old beauty pageant contestant.

The guilty verdict, coming on the second anniversary of his loss of the heavyweight title to James "Buster" Douglas, earned Mr. Tyson 12 points on the Cover Story index, which assigns point values to cover appearances based on such factors as prominence of the photos and publications' frequency.


People
THE WOMAN WHO STOPPED TYSON
Mike Tyson never imagined that an 18-year-old beauty queen would fight back—and win. "I didn't do it for fame," says rape victim Desiree Washington. "It was the right thing to do."

Mike Tyson's rape trial gave him magazine cover prominence.

Mr. Tyson's accuser, **Desiree Washington**, finished in fifth place with 6 points. She shed her anonymity and appeared on the cover of *People* after the conviction, under the headline "The Woman Who Stopped Tyson."

While the month's main attraction was in the courtroom, the balance of cover editors' attention was focused on politics and Hollywood. Arkansas singer **Gennifer Flowers** took second place, tallying 10 points with her claim in the *Star* of a 12-year affair with Democratic presidential candidate **Bill Clinton.**

The Arkansas governor earned 6 Cover Story points last month, tying him for fifth with Ms. Washington.

Third place with 8.5 points went to actor **Warren Beatty**, star of the critically acclaimed film "Bugsy."

The former playboy and actress **Annette Bening**, proud parents of a baby girl, were named one of *US*' "romantic couples." Ms. Bening, who also stars in "Bugsy," earned 4 points last month, good for 10th place in the survey.

TV and radio talk show host **Sally Jessy Raphael** earned fourth place with 8 points following the death of her daughter weeks after her son was seriously injured in an automobile accident.

Tied for fifth place with Ms. Washington and Gov. Clinton was Cover Story veteran **Elizabeth Taylor**, amid continuing tabloid reports of a troubled marriage.

Eighth place also saw a tie, with 5.5 points, between the newest brat pack, the cast of Fox Broadcasting Co.'s hit TV series **"Beverly Hills, 90210,"** and **Barbra Streisand** and **Nick Nolte**, stars of the hit film "Prince of Tides."

Also getting 4 points each in February were **Oprah Winfrey, Hillary Clinton, Sean Young, Hammer, Kevin Costner** and **President Bush.** □

NEWSSTAND

Advertising opportunities in print.

U.S. News & World Report, New York, "Home" special editorial section, April 6 issue; ad close: March 9. Color page: $77,100.

M, New York, "Golf" special advertising section, May issue; ad close: March 10. B&w page: $10,540; color page: $14,720.

Country America, Des Moines, Iowa, "Taste of summer" special advertising section, July/August issue; ad close: March 13. Color page: $43,600.

Endless Vacation, Indianapolis, "Mountain biking" special editorial section, May issue; ad close: March 13. B&w page: $13,650; color page: $18,200.

Parenting, New York, "Summer fun" special advertising section, June issue; ad close: March 16. B&w page: $40,740; color page: $52,160.

AutoWeek, Detroit, "Collectible car almanac" special advertising section, April 6 issue; ad close: March 17. B&w page: $12,415; color page: $19,335.

Sports Illustrated, New York, "Homeowners" special advertising section, May 25 issue; ad close: March 23. Color page: $134,000.

The Wall Street Journal, New York, "Executive pay" special editorial section, April 22 issue; ad close: April 1. B&w page: $110,627.04.

Parade, New York, "Fish on the grill" special editorial section, May 17 issue; ad close: April 9. Color page: $366,700.

New York Magazine, New York, "Spring travel" special advertising section, April 20 issue; ad close: April 13. B&w page: $19,240; color page: $30,280.

USA Weekend, "Outdoor travel" special advertising section, May 22-24 issue; ad close: April 24. B&w page: $183,645; color page: $217,035. □

Levin gets raves from Time execs

By Scott Donaton

NEW YORK—Morale was on the rise at Time Warner's publishing unit last week following a series of meetings between new President and Co-CEO Gerald M. Levin and the editorial and business executives.

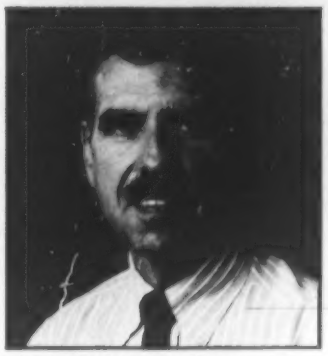
The outpouring of support for Mr. Levin underscored how neglected the division had felt since Time Inc.'s 1989 acquisition of Warner Communications and the extent to which morale and confidence had been shaken by layoffs, restructuring and sale rumors.

Publishers, managing editors and department heads who attended meetings with Mr. Levin—and who spoke only on the condition of anonymity—said he spoke passionately about restoring the magazines' journalistic heritage and vowed the division would never be sold.

"What came through loud and clear was his appreciation of the fact that a real morale problem had developed in the Time & Life Building over the last year or so and that it needed to be addressed," a top editor said.

Mr. Levin, 52, rose to power late last month after the abrupt departure of N.J. Nicholas Jr., whose vision for Time Warner clashed with that of Chairman and Co-CEO Steven J. Ross. Mr. Levin met with managing editors the morning after his promotion and met separately last week with publishers, department heads, top *Time* editors and book publishing executives.

Each meeting was held at the Time & Life Building, the magazine group's "turf," not Time Warner corporate headquarters. And Mr. Levin quickly endorsed a recommendation to change the name of Time Warner Publishing Co., made up of the magazine and book divisions, back to Time Inc. Magazine group executives likened it to movie studio Warner Bros.' retention of its name after the merger.



Gerald M. Levin's effect on Time Warner's publishing unit has already been felt.

"This has been a tremendous shot in the arm for publishing, for magazines, for books and for me personally," said Reginald K. Brack Jr., chairman of Time Warner Publishing and chairman, president and ceo of Time Inc. Magazine Co. "We've always had good support from the parent company. Now we have enthusiastic support."

Mr. Brack said Mr. Levin has already given the magazine group the green light to pursue "seven or eight" expansion projects, including a Japanese-language edition of *Time* and ongoing strategic alliance talks with American Express Co., which Mr. Brack acknowledged for the first time.

The talks would likely involve creating a joint venture to publish AmEx magazines, including *Travel & Leisure* and *Food & Wine*, and give Time Warner titles access to AmEx's database.

"We're still in discussions with American Express. It's a very complex subject, so it takes a lot of time," Mr. Brack said. A decision on the deal could be made in about a month, he said.

The magazine group is also considering starting or buying businesses in database management, event marketing and in-store promotion areas to offer advertisers a wider range of options, he said.

Mr. Brack said his working relationship with Mr. Levin is strong, but there were rumblings last week about the differences in their management styles.

While Mr. Levin is said to be a creative risk taker, along the lines of Mr. Ross, Mr. Brack's style is considered closer to that of the conservative Mr. Nicholas. Magazine group executives say the difference was painfully evident at meetings last week at which both men spoke.

At the meetings, Mr. Levin "talked about his support for the magazines and said they would not, categorically not, ever be sold off," said an editorial executive. "I think it was a good step in the right direction."

Mr. Levin said creativity was more important than costs and that layoffs were "a thing of the past," but also stressed that he "will be a bear on quarterly earnings," Mr. Brack said. □

A-B

(Continued from Page 1)

were often negotiated and managed by Busch Media).

"We are unique. So much of what we do is sponsorships," said Tony Ponturo, who's both VP-corporate media at A-B and president of Busch Media Group. "This way our planning people can be working directly with the brand teams."

Mr. Ponturo said A-B hopes to save money by taking the buying and planning in-house, but he also thinks such projects as local event and sports sponsorships and national rock concert sponsorships must be fully integrated with advertising.

"Rather than just being advertising personnel, our media planners will be [integrated] planning personnel," Mr. Ponturo said. "We want to make sure those [planners] working are working on the basis of the needs of the individual brands."

Anheuser-Bush thinks it "can do it cheaper."

Busch Media already handled $140 million of A-B's beer spending, Mr. Ponturo said. With the addition of the remaining media buying and all planning, Busch Media becomes the largest in-house media buyer and planner in the country, agency sources say.

Busch Media also buys for Eagle Snacks and does some buying for Busch Entertainment, though their agency-based media planning assignments will be unaffected.

Advertising and media buying executives say A-B's move may foretell agencies' future as clients more closely scrutinize the traditional bundling of creative and media.

In recent weeks, the link between creative and media buying and planning has been broken by American Express Co., DHL Corp. and Nestle's Hills Bros. unit, among others.

By breaking the link, marketers may find it's easier to move creative without having to rejuggle the media portion of the account. Ralston Purina Co. and Thomas J. Lipton Co. already do much of their media planning in-house, and industry observers believe other companies will follow. Procter & Gamble Co. and Kraft General Foods both maintain large corporate media planning staffs who work with their agency media planners.

"In the 1960s and 1970s, marketing planning was done by agencies because marketers were a lot lazier," said Roger Casty, exec VP of CPM, a Chicago media buying company. "Now that responsibility has been taken on by advertisers. With so much direct contact between media and marketers because of cable and sports, that's where it's going."

Still, Mr. Casty warned that media planning isn't for everyone.

"They have to be more familiar with new things like buying local cable," he said. "I can't believe most advertisers can keep on top of it. If they are going to do what we do, they would have to have a whole staff of people to listen to new pitches. A-B is mainly buying sports, so it may be able to do it . . ."

Traditional agencies may be fueling some of their own problems, said Ken Slater, president of Hawk Media, San Francisco.

"In the last year, a lot of the large full-service agencies have begun to unbundle themselves, because they're pitching media-only assignments," he said. "They're almost causing it to happen themselves. They're saying that media can be separated from the creative. They're weakening the argument for full service."

He also said the unbundling may make it simple for clients to change agencies.

"What happens when these assignments get unbundled is that without all the other infrastructure involved, the client is simply looking at the agency's creative," he said. "The it's a matter of whether the client is happy with the agency's creative or not. It's so much easier to move it . . ."

Mr. Ponturo, who said A-B will offer jobs to some of the agencies' media buyers and planners, said price was a factor in the move.

"There was no dissatisfaction with the work done," he said. "We think we can do it cheaper."

Mr. Ponturo said he believes A-B's size will help it evaluate media without missing rising opportunities. □

Network TV ad sales in prime time

Network	COMMERCIALS SOLD 1990	1991	% chg	AD REVENUES 1990	1991	% chg	AVERAGE COST/SPOT 1990	1991	% chg
ABC	20,174	20,349	0.9	$2,019.6	$1,917.1	−5.1	$100,107	$94,212	−5.9
CBS	21,571	21,196	−1.7	$1,640.2	$1,550.4	−5.5	$76,035	$73,144	−3.8
NBC	20,195	20,709	2.6	$2,390.0	$1,963.2	−17.9	$118,345	$94,802	−19.9
Total	61,940	62,254	0.5	$6,049.8	$5,430.7	−10.2	$97,670	$87,235	−10.7

Ad revenues are in millions of dollars. Source: *Advertising Age* analysis of data from Arbitron's MediaWatch

Nets get less for more

More commercials sold, but revenues fall over 10%

By Joe Mandese

The Big 3 networks' prime-time revenues fell more than 10% in 1991 despite an increase in the number of commercials sold, according to an *Advertising Age* analysis of data from Arbitron Co.'s MediaWatch.

The Big 3 had revenues of $5.43 billion. They increased the number of prime-time spots 0.5% to 62,254 in 1991, but the average cost per spot fell 10.7% to $87,235.

CBS was the only network of the Big 3 to reduce the number of prime-time spots, down 1.7% to 21,196.

CBS' average cost per spot increased 3.8% to $76,035. A spot on CBS was the cheapest of the Big 3, even though ABC and NBC experienced drops in their average cost per spot.

NBC continued to be the most expensive prime-time network, but its average unit cost fell the most, down 19.9% to $94,802.

Despite increasing the number of prime-time commercials 2.6% to 20,709, the lower cost per unit reduced NBC's prime-time revenues by 17.9% to $1.96 billion in 1991.

The cost of a prime-time commercial on ABC fell 5.9% to $94,212. And while the network increased the number of prime-time commercials sold in 1991 by 0.9% to 20,349, ABC's prime-time revenues dropped 5.1% to $1.92 billion.

While program scheduling shifts make year-to-year comparisons difficult for other network dayparts, the overall cost of a Big 3 network commercial fell 5.4% in 1991 to $28,781.

The decline was precipitated by severe network TV budget cuts by several key advertisers, particularly domestic car, package goods and fast-food marketers.

No. 1 network TV advertiser General Motors Corp. cut its budget 12% to $527.8 million in 1991. No. 9 Chrysler Corp.'s spending fell 7% to $176.2 million, though No. 6 Ford Motor Co.'s budget increased 10% to $217.5 million.

Spending by No. 2 network advertiser Procter & Gamble Co. dropped 8% to $515.6 million, while spending for No. 3 Philip Morris USA, including Kraft General Foods, fell 3% to $390.2 million.

No. 13 McDonald's Corp. slashed its network budget 26% to $171.8 million, and No. 21 Grand Metropolitan, which includes Burger King Corp., cut its budget 44% to $103.3 million.

No. 12 AT&T Co., another huge network advertiser, fell 30% to $172 million. □

Network TV's top advertisers

The top 25 in spending for 1991.

Rank '91	Rank '90	Company	Spending	% chg
1	1	General Motors	$527.8	−12
2	2	Procter & Gamble	$515.6	−8
3	3	Philip Morris	$390.2	−3
4	8	Johnson & Johnson	$239.8	13
5	4	Kellogg	$236.6	−21
6	9	Ford	$217.5	10
7	10	PepsiCo	$204.6	6
8	6	Sears, Roebuck	$187.9	−26
9	11	Chrysler	$176.2	−7
10	13	Toyota	$173.7	2
11	16	American Home Prods.	$173.3	15
12	5	AT&T	$172.0	−30
13	7	McDonald's	$171.8	−26
14	15	Unilever	$154.6	−5
15	17	General Mills	$151.4	6
16	14	Kohlberg Kravis Roberts	$139.4	5
17	19	Anheuser-Busch	$122.9	−5
18	21	Honda	$117.0	−2
19	23	Nestle	$109.0	−25
20	22	Eastman Kodak	$105.6	−9
21	12	Grand Metropolitan	$103.3	−44
22	18	Bristol-Myers Squibb	$99.6	−20
23	25	Coca-Cola	$95.2	7
24	—	Walt Disney	$92.8	48
25	24	Warner Lambert	$84.1	−8

All figures are in millions. Percent change compares 1991 with 1990.
Source: Arbitron's MediaWatch

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NEWSPAPER

Advertising Age

March 9, 1992

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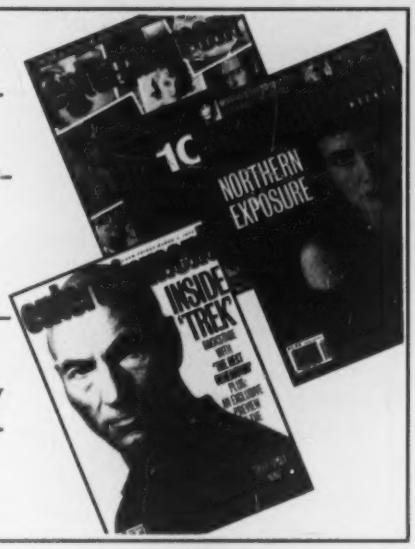
INSIDE



Magazine of the Year: 'Entertainment Weekly.' **After Page 26.**

Price war: P&G's everyday low pricing irritates retailers. **Page 6.**

More Saatchi red ink

Stumbling in Japan, but '92 looks better

By David Kilburn and Laurel Wentz

Saatchi & Saatchi Co. on March 10 is expected to announce that 1991 was another year of losses, at the same time its march to global coverage is stumbling in Japan.

Saatchi will report pretax losses of about $15 million for last year, analysts estimate, compared with 1990 pretax losses of $41.6 million.

However, the reported 1991 losses could appear much higher due to new accounting rules regarding exceptional items. Depending on how the new rules are interpreted, one analyst estimates Saatchi could show a loss of as much as $100 million.

It's believed that Saatchi is trying to cram all possible write-offs into 1991 to clear the way for a return to profit in 1992.

For 1992, analysts are looking at pretax profits of about $30 million for Saatchi.

"They want all the bad news to be in last year's [results]," said one source familiar with Saatchi. "This [year] is [Chief Executive] Robert Louis-Dreyfus' last chance."

Citing an example of costs still out of control, he said the Saatchi holding company is still eating up about $36 million a year, about one-quarter of which is property costs and the rest largely salaries.

"They've still got too many overheads," said an analyst at a London stockbroker. "It applies in the advertising networks and also in the center [parent company]. You've got the Saatchi brothers, then Louis-Dreyfus,

(Continued on Page 47)

Marketers drop 'recycled'

By Jennifer Lawrence

Green marketers are turning yellow.

In the absence of national guidelines, many consumer product marketers are dropping the terms "recycled" and "recyclable" from labeling, even though packaging is still made from recycled material or can be recycled.

This new restraint follows a fever pitch of green merchandising that began two years ago and has received much consumer attention.

Now, Procter & Gamble Co., Kraft General Foods, First Brands Corp., Mary Kay Cosmetics, Andrew Jergens Co. and others say they're backing away from green claims because states' legislation provides widely different definitions of the terms "recycled" and "recyclable."

Companies continue to develop packaging and products that are better for the environment, but many are unwilling to make such claims for fear of violating existing state laws. Just as threatening, they say, is the prospect of yet another state creating new green standards—which could put labels now thought to be legal at risk.

Instead, marketers are revising, dropping or avoiding certain green claims altogether until the Federal Trade Commission or Congress establish national standards.

P&G is in the process of removing from all labels the term "re-

(Continued on Page 48)

Jaguar in hunt for agency

By Jon Lafayette and Ray Serafin

Jaguar Cars last week put its $15 million to $20 million account up for review just as incumbent agency Geer, DuBois welcomed a new president, former J. Walter Thompson USA President Stephen G. Bowen Jr.

Jaguar had been expected to make changes since being acquired by Ford Motor Co. in 1989 for $2.5 billion.

Ford hoped improvements to Jaguar quality and efficiency would enable it to capitalize on the legendary brand image. But the turnaround has been difficult, as Ford found the British automaker's plants less efficient than expected and future product plans in disarray.

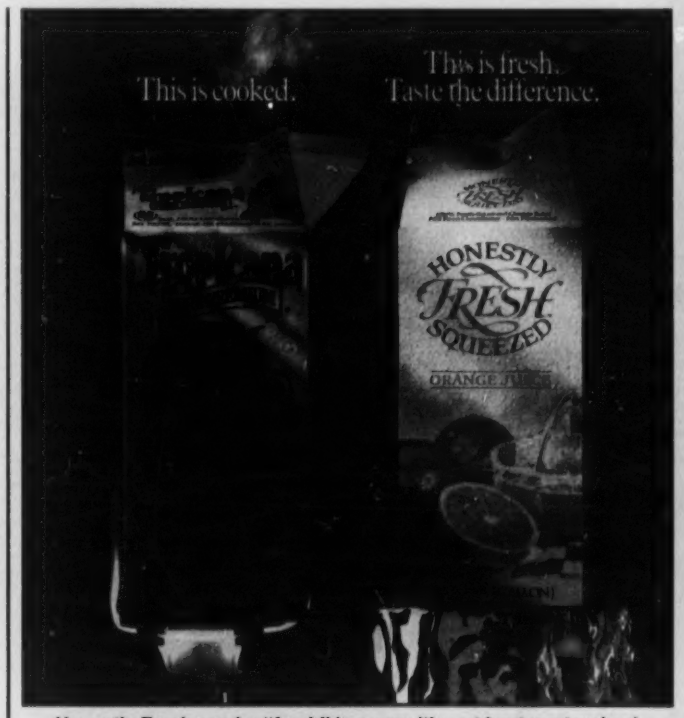
Jaguar lost $596.5 million in 1990 and another $354 million in 1991. U.S. sales dropped by nearly 50%, to 9,376 cars in 1991, though it posted a nearly 18% gain in the first two months of 1992.

Jaguar issued a terse statement saying it's been re-examining all operations with the goal of developing "a greater degree of integrated strategic planning between the company and its external partners."

Hinting at the need for international capabilities lacking at Geer, the statement said Jaguar would evaluate agencies "on the basis of [their] understanding of the challenges of managing a brand image on a global scale."

New York-based Geer will pro-

(Continued on Page 48)



Honestly Fresh can be "fresh" because it's not heat-pasteurized.

A little squirt puts 'fresh' back in OJ

By Judann Dagnoli

A tiny Florida orange juice marketer has found a way to fight the giants with a fresh idea.

Vero Beach Groves produces a juice that it labels fresh, yet has a long shelf life. The product, called Honestly Fresh Squeezed, is only sold in supermarkets in Boston and Madison, Wis., where it's going up against the biggies.

The marketer claims the orange juice can carry the "fresh" label, unlike major marketers' brands, because Honestly Fresh Squeezed isn't heat-pasteurized.

Most fresh-squeezed juices last only three to five days, but Honestly Fresh Squeezed uses a combination of manufacturing and packaging technology to remain fresh for a month, said Judd Brotman, VP-sales and marketing at Vero Beach Groves.

The Food & Drug Administration last year halted dozens of food marketers from calling their heat-processed products fresh, including Procter & Gamble Co.'s Citrus Hill Fresh Choice orange juice. But because heat pasteurization isn't used in Honestly Fresh Squeezed, it seems to meet

(Continued on Page 47)

LAST MINUTE NEWS

AmEx keeps O&M in Latin America

MIAMI—Ogilvy & Mather kept American Express Co.'s $10 million account for a Latin American TV campaign, fending off an aggressive challenge by Young & Rubicam's Wunderman Worldwide unit. Jim Hartenstein, AmEx divisional VP-sales and marketing, said O&M won because of extensive consumer research for its new pan-regional image campaign concept. The new campaign, which replaces separate efforts for AmEx's green card in each of six to eight Latin American countries, will start late next month. Wunderman, which earlier this year won a major AmEx assignment in Europe, keeps the Corporate Card account in Latin America and elsewhere.

Taco Bell kills 39¢ snack line

IRVINE, Calif.—Taco Bell has quietly dropped its 39¢ Fiesta Menu, a line of snacks introduced a year ago. The move suggests fast-food discounting has bottomed out, good news for McDonald's and others that have struggled to match the aggressive pricing of PepsiCo-owned Taco Bell. Foote, Cone & Belding, San Francisco, handles Taco Bell.

Pa. publishers fight tax

PHILADELPHIA—Pennsylvania's 6% tax on magazine subscriptions and newsstand sales is being

(Continued on Page 8)

"BEST MAGAZINE DEBUT IN YEARS.

A STANDING-O AND TAKE A BOW . . . LIST ME BULLISH ON *WORTH*."

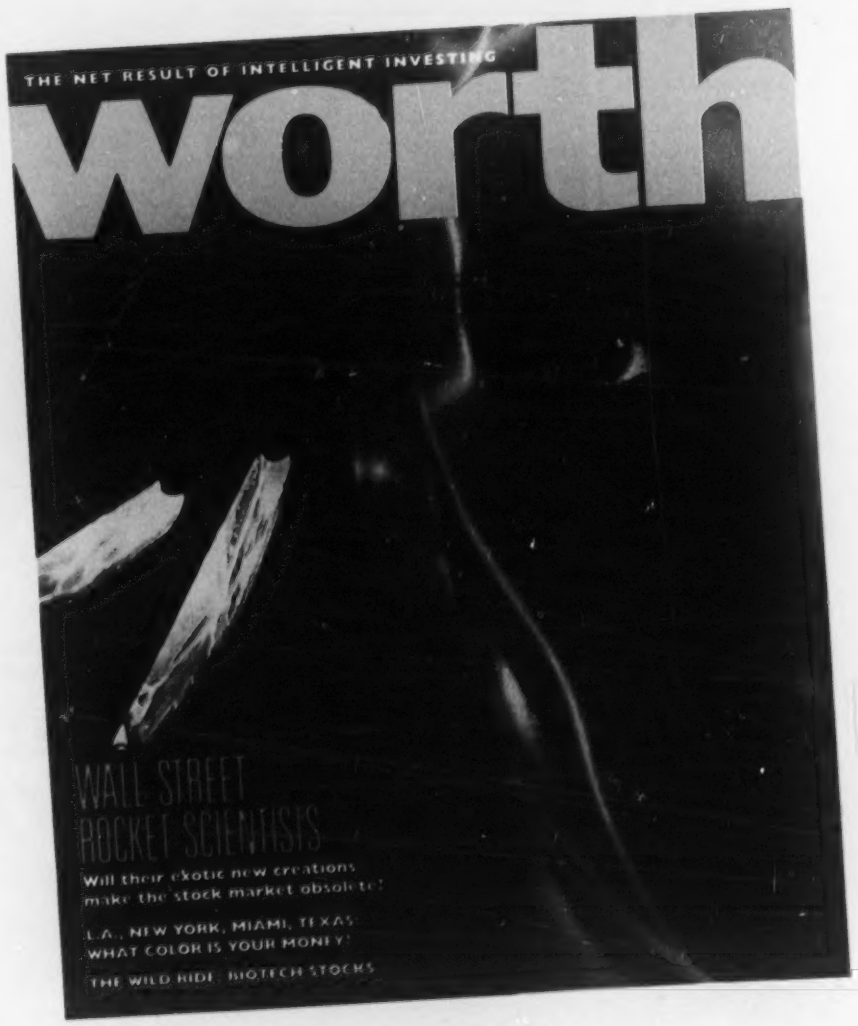
— Bob Talbert, *DETROIT FREE PRESS*

"VIRTUALLY VIBRATES WITH EXCITEMENT, BOTH VISUALLY AND EDITORIALLY. THE WRITING ALSO HAS DASH AND WIT."

— Deirdre Donahue, *USA TODAY*

"CLEARLY FOR PEOPLE WITH BIG INCOMES, BIG ASPIRATIONS . . . REPRESENTS THE CREAM OF THE MONEY-WRITING CROP."

— Charles Trueheart, *WASHINGTON POST*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WHAT COLOR IS YOUR MONEY?
THE WILD RIDE: BIOTECH STOCKS

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BECAUSE THERE'S MORE TO LIFE THAN MONEY.

To find out more, call Publisher David L. Kahn at (212) 223-3100.

June/July closing: 4/7/92; materials closing: 4/15/92.

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NEWS SUMMARY

■ **Saatchi & Saatchi Co.** is expected to report another year of losses for 1991. ..... **1**

■ **Green marketing** claims are waning because of varied state regulations and no national guidelines. **1**

■ **Jaguar Cars** last week put its $15 million to $20 million account up for review just as incumbent agency Geer, DuBois welcomed a new president. **1**

■ **MCA** is consolidating $17 million in media buying with DDB Needham. **3**

■ **President Bush's** campaign trimmed pre-Super Tuesday ads, feeling the Buchanan threat had peaked. **3**

■ **Package-goods marketers** were told a new law requires them to adopt the metric system. **4**

■ **Gannett Co.** named Peter A. Spina to head Gannett-work, its unit that develops cross-media advertising deals. ... **4**

■ **Procter & Gamble's** everyday low pricing program is drawing fire from retailers. **6**

■ **Video equipment** that can delete commercials is expected to be common in the U.S. within 10 years. **30**

■ **Research companies** plan more hiring. **30**

■ **'Better Homes & Gardens'** and the American Heart Association are teaming for a health education program. **34**

■ **Toy industry** leaders Hasbro and Mattel are competing in every category, now that Mattel has a games division. **41**

■ **Retail eyeware sales** were up less than 1% last year, and the majors are changing marketing tactics. **46**

■ **Sports trading cards** are getting bigger marketing budgets, both for advertising and special events. **49**

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Eyewear sales slow

Optical retailers adjust tactics due to recession

By Christy Fisher

The recession has cast a harsh glare on the optical industry, with many major eyewear retailers scrambling just to stay alive in the 1990s.

After a decade of out-of-sight growth, sales and new store growth have slowed—thus dispensing with the myth that eyeglass retailing is recession-proof.

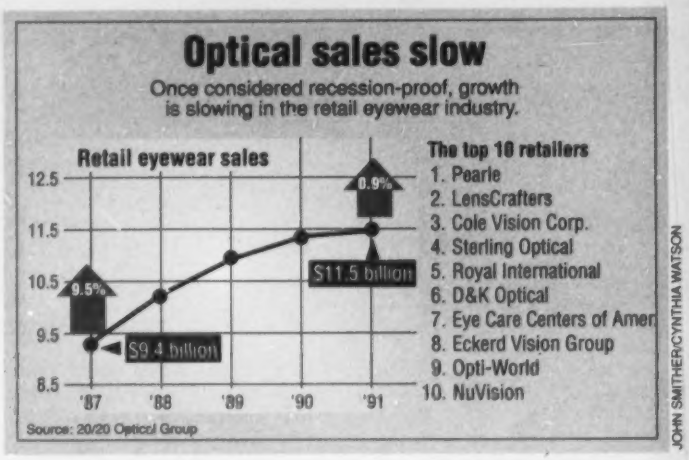
The retail eyewear industry had about $11.5 billion in sales last year, up less than 1% from 1990. Sales were off sharply from the 10%-to-15% annual growth recorded through much of the 1980s, said Marge Axelrad, editorial director of 20/20 Optical Group, which owns trade publications *Vision Monday* and *20/20*.

The recession, coupled with a saturated market, has hurt much of the industry, made up primarily of mom-and-pop retailers.

Grand Metropolitan's Pearle, the No. 1 player, reported a 20.4% drop in sales to $475 million for fiscal year ending Sept. 30, 1991. Also, No. 4 Sterling Optical, a 170-unit chain, filed for Chapter 11 bankruptcy protection in December.

Pearle recently hired Ron Nykiel as its new senior VP-brand strategy and chief marketing officer. Mr. Nykiel has called an agency review for the creative portion of its $45 million account; it will include incumbent Foote, Cone & Belding, Chicago.

Sterling has significantly cut its ad budget and is doing mostly newspaper advertising in-house, instead of using Saatchi & Saatchi Advertising, New York. Sterling spent $3 million in 1990 and $419,200 in the first nine months of 1991, according to LNA/Arbitron Multi-Media Service.



JOHN SMITHER/CYNTHIA WATSON

"The optical industry is in a very serious downturn," said Steve Braasch, senior VP-account director for GSD&M, Austin, Texas, which in December resigned the $2.3 million Texas State Optical account. Glasses "can be a deferred purchase when times get tough. Emergency [replacement] situations are only a small part of the market. Also, the marketplace is overstored . . . There's going to be a shakeout."

Growth in the 1980s was fueled by the building of new stores, the development of new retail concepts such as superstores and 1-hour service centers, and the popularity of designer eyewear, said Ms. Axelrad of 20/20 Optical Group. Growth in the 1990s will come from stealing market share from competitors, she predicted.

One major up-and-coming format appears to be everyday low pricing, industry observers say. Frame 'N Lens, which now has 120 stores, has come on strong over the past couple of years. Davis, Ball & Colombatto, Los Angeles, handles.

No. 2 LensCrafters is also testing a new format called Sight & Save.

Wal-Mart Stores, the nation's top retailer, is testing in-store optical departments—striking fear in the hearts of many optical retailers. It's a move also being tested by LensCrafters, which last month announced it will expand its test of Sight & Save with three in-store locations leased from Kmart Corp.

Everyday low pricing could affect optical retailing the same way it has hit department store and other retailing—splitting the market at the high-end specialty stores and low-end discount stores.

Everyday low pricing could also turn on its head optical advertising, which now consists primarily of two-for-one offers and heavy discounts.

"In my opinion, all of the chains would do better by positioning themselves long-term with brand image, rather than trying to undercut each other with price," said Beth Cevasco, a marketing analyst with Sterling Optical.

NuVision, a chain of 114 stores, has done two-for-one eyeglasses promotions in the past and may do so again, said President Jonathan Raven, who called such promotions attention getters, especially in tough economic times.

"But you have to do a great job on the basics. Two of something is only good if one of something is also good," he said.

NuVision's $5 million ad account is handled by Simons Michelson Zieve, Troy, Mich.

Though optical retailers are struggling with the recession and oversaturation of the market, they see a bright future—due to aging baby boomers. ☐

Contributing to this story: Gary Levin, John Cortez and Bradley Johnson.

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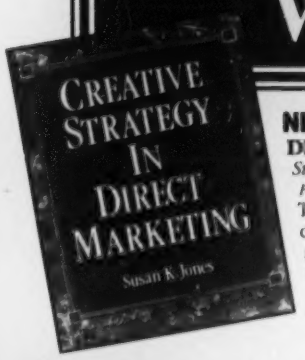

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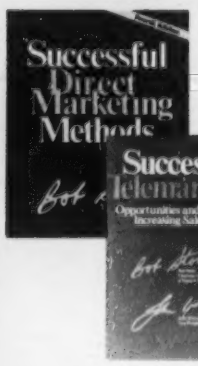

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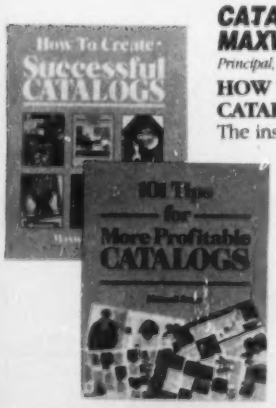

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LAST MINUTE NEWS

Conde Nast rethinks sales approach

NEW YORK—Conde Nast Publications is on the verge of unveiling a revamped corporate ad sales approach that will let advertisers choose the titles they want to package. The publisher is expected to add its two newest titles, *Allure* and *Details*, to the network. Conde Nast's longstanding policy against rate negotiation won't change, said executives familiar with the new plan. Company executives wouldn't comment.

Meredith adds to Blyth's duties

DES MOINES, Iowa—Meredith Corp. shuffled senior management, giving management responsibility for *Metropolitan Home* to Senior VP-Publishing Director Myrna Blyth. Ms. Blyth, 52, remains publishing director-editor in chief of *Ladies' Home Journal*. Steve Burzon, 51, VP-publishing director, added the title of *Met Home* publisher, a post he earlier held, while giving up responsibility for the Meredith Design Group (*Met Home, Country Home* and

(Continued on Page 8)

Pfizer plans to sell Coty cosmetics unit

By Pat Sloan

BOCA RATON, Fla.—Pfizer, one of the last pharmaceutical marketers to own a leading, mass-market cosmetics and fragrance company, appears ready to exit the beauty business by selling its Coty division.

At last week's annual Cosmetic, Toiletry & Fragrance Association meeting here, industry executives said Pfizer is in serious negotiations with Benckiser Consumer Products, the U.S. arm of Benckiser Deutschland.

Last year, Benckiser acquired Quintessence, marketer of Jovan fragrances.

"They are down to the nitty-gritty," said one executive familiar with the negotiations. "Benckiser's first offer of $400 million [for Coty] was rejected. They came back with $450 million, were rejected again and now are seriously negotiating in the neighborhood of $475 million."

A letter of intent is expected to be signed by the end of the month if final negotiations proceed according to plan.

Coty's annual sales exceed $250 million and much of the company's strength is in the mass-market fragrance business, where it owns top fragrances like Exclamation and Stetson.

Coty spends about $31 million a year in advertising. Its main agency is Ketchum Advertising, New York. Tay-

(Continued on Page 53)

BBDO trims exec ranks on West Coast

By Cleveland Horton

The ax cut swiftly through the executive suite at BBDO Worldwide's Los Angeles office last week, slashing the president-ceo, four senior VPs, one VP and a creative team from the ranks.

Topping the list of executives asked to step down is Gene F. Cameron, president-ceo, who butted heads with BBDO North America Chairman Tom Clark's view of the agency's future in the West.

Mr. Clark said the cuts are an effort to "refocus" the agency's West Coast operations away from chasing new business and offering "integrated marketing services," and toward basic advertising.

"We know how to build brands, primarily by building pretty good advertising that's

(Continued on Page 53)

About 92,000 outdoor boards are in violation of spacing, zoning and other regulations, and another 22,000 were erected illegally.

Feds set fund to ax outdoor boards

By Steven W. Colford

WASHINGTON—Federal officials, armed with a $428 million compensation fund, say the end has come for tens of thousands of outdoor boards that don't comply with the 1965 Highway Beautification Act.

Under a timetable announced earlier this month, states will have two years to remove an estimated 114,000 outdoor boards along interstates and major highways that don't comply with the law—or face the loss of a portion of their federal highway funds.

The federal government said it will pay as much as $428 million to the owners of an estimated 92,000 signs that weren't illegal when they were erected; state governments must pay an undisclosed additional amount. Another 22,000 signs considered illegal when they were built will be taken down without compensation.

The targeted boards are in violation of spacing, zoning and other regulations.

The sign removal program had been dormant since 1983, when funds to compensate sign owners dried up. Under new legislation signed into law last December,

(Continued on Page 50)

Ad pages finally rise

Magazines tracked by Publishers Information Bureau registered the first overall ad page increase in 17 months during February. Here's how the top 10 fared through February.

Rank	Magazine	Pages	% chg
1	Bride's & Your New Home	843.02	4.4
2	Modern Bride	653.31	4.2
3	TV Guide	495.27	11.1
4	Business Week	449.66	14.1
5	The Economist	431.38	38.4
6	Entrepreneur	396.96	3.4
7	Forbes	391.11	5.4
8	People	352.02	−13.6
9	Golf World	309.98	12.0
10	Bridal Guide	264.70	−13.4

Source: Publishers Information Bureau

Hungry magazines get taste of relief

Ad pages up 1% after 17-month drop

By Scott Donaton

Magazine publishers are getting their first glimpse of recovery from a devastating two-year-plus ad slump.

The 160 magazines tracked by Publishers Information Bureau saw their first ad page increase in 17 months, with pages up 0.9% in February from the same month last year.

Publishers are reluctant to predict a turnaround, having watched predictions prove untrue the past two years. They say one month of growth doesn't constitute a trend, and the first quarter overall remains weak.

But there's growing optimism, a sense that the downturn has hit bottom and a slow build could begin by the second half, if not the second quarter.

"No one wants to beat the band on this yet because we've all gotten burned, but I would say there are some pretty good signs," said S. Christopher Meigher, president of Time Inc. Magazine Co.'s New York division. "Business is definitely getting better. A second-half rebound still looks good."

"We're seeing some positive bits here and there in different categories," said Ed Kosner, president of *New York Magazine*, which saw an uptick in pages. "It's like recovery from substance abuse. You take it one issue at a time."

PIB-tracked magazine titles carried

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Yellow Pages tackle tough problems. **After Page 36.**

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- **Outdoor boards** not in compliance with federal highway rules face a two-year removal limit. 1
- **Magazine ad pages** were up 0.9% in February over a year ago, the first upturn in 17 months. 1
- **BBDO** let go a number of Los Angeles office executives, including President-CEO Gene Cameron. 1
- **Kmart** will start an in-store radio network in June with music, news and commercials. 3
- **Procter & Gamble's** latest wave of new products and line extensions appears aimed at private-label competitors. 3
- **TV clutter** will be a major factor in upfront negotiations between the networks and clients and agencies this year. 3
- **Taco Bell** dropped the 39¢ taco from its Value Menu and is touting a $1.99 steak burrito. 4
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Coke nabs movies

2 big deals leave entertainment king Pepsi flat

By Marcy Magiera and Alison Fahey

Coca-Cola tied up a partnership deal with one of the biggest movies of 1992: 20th Century Fox's "Home Alone 2: Lost in New York."

Coca-Cola Co.'s aggressive courtship of Hollywood is paying off, leaving rival Pepsi-Cola Co. without a date for the movies this summer or holiday season.

Coca-Cola has outbid Pepsi for promotional partnerships with what are expected to be the hottest movies of 1992: Warner Bros.' "Batman Returns" and 20th Century Fox Film Corp.'s "Home Alone 2: Lost in New York."

The deals leave Pepsi without a major movie tie-in this summer, the key soft-drink selling season, and, so far, during the holidays. They also give Coca-Cola a chance to make significant inroads in the youth market while landing a blow to Pepsi's dominance in entertainment marketing.

Hollywood insiders maintain that Coca-Cola's success may have as much to do with attitude as with money.

Coca-Cola is known in Hollywood as an accommodating tie-in partner, allowing its brands to act in a supporting role to the movies. Conversely, Pepsi has a reputation for insisting on starring roles.

"Coke is more part of your life, while Pepsi wants you to be a part of their life," said a Hollywood promotion executive who requested anonymity.

Hollywood and Pepsi executives said the soft-drink marketer tried to tie in with "Batman Returns," set for release June 19, but was outbid by the combination of Coca-Cola and McDonald's Corp. *(see related story on Page 6).* However, Pepsi officials said it never seriously pursued such an alliance.

Coca-Cola then began courting "Home Alone" star Macauley Culkin and is said to be close to signing the young actor as a celebrity endorser for Sprite.

Creative Artists Agency acted as Coca-Cola's eyes and ears in Hollywood, alerting the soft-drink company when it heard, through client John Hughes, that talks had broken down between Pepsi and Macauley. Mr. Hughes is the producer and screenwriter of both "Home Alone" films.

Coca-Cola declined to comment, but executives familiar with the plan say a deal is close to completion that would include two Sprite commercials featuring Macauley, a Sprite placement in "Home Alone 2" and mention of the movie in a Sprite ad.

Lowe & Partners, New York, handles Sprite, and the spots featuring Macauley are expected to include the brand's current "I like the Sprite in you" theme.

Pepsi had a product placement for its flagship Pepsi brand in the 1990 sleeper hit "Home Alone" and invested $15 million in a promotion tied to the movie's videocassette release last fall. The marketer had an option to use Macauley in a commercial for an additional $500,000.

Hollywood insiders say Pepsi was also trying to lock up promotional rights to the release of "Home Alone 2" in theaters this holiday season and in post-release ancillary markets, but Macauley's management blocked the deal.

Though Coca-Cola is expected to pay Macauley $2 million for his endorsement, Pepsi denied the archrivals engaged in a bidding war.

"Frankly, we weren't willing to pay the amount they were asking and we passed," said Andrew Giangola, Pepsi public relations manager. Still, he added that the company was pleased with its tie-in with the original "Home Alone" video release.

Mr. Giangola acknowledged that, to date, Pepsi has no major movie tie-in for any of its brands this summer. However, company executives said Pepsi is still looking for a holiday film promotion.

Coca-Cola has been attacking its rival's dominance in entertainment marketing in recent months.

First, the company last September signed Creative Artists Agency as its "worldwide media and communications consultant." And last month, it approved production of a new movie-theme commercial that was the brainchild of Hollywood producer Ray Stark.

At the same time, Pepsi has been trying not to focus as much on one celebrity in its advertising, said Tom Pirko, president of Bevmark, an industry consultancy.

"Their appetite for the one big name is diminishing," he said.

As an example, he cited Pepsi's recent "Gotta have it" campaign for flagship Pepsi, which features several celebrities. The Diet Pepsi campaign featuring singer Ray Charles is an exception because it took on a life of its own, Mr. Pirko said.

That effort contains the popular "You got the right one baby, uh huh" slogan. BBDO Worldwide is Pepsi-Cola's agency. □

Jon Lafayette contributed to this story.

Volvo fine-tuning infomercial

By Cleveland Horton and Raymond Serafin

Volvo Cars of North America's 30-minute infomercial on safety is back on the air, with tune-in print ads carrying code numbers to assist people in videotaping the paid programming.

The car company becomes the first advertiser to avail itself of the VCR Plus code, marketed by a new division of Gemstar Group of Cos. called iPlus.

Newspaper ads in Los Angeles over the weekend listed the times and stations of the infomercial as well as codes for each airing.

Volvo's safety-oriented infomercial ran in a six-week test last fall in San Diego and attracted 9,000 calls to an 800 number, said Robert Austin, director of communications for the car company.

Volvo sent callers copies of an Insurance Institute for Highway Safety report on death rates for model 1984-88 cars and Volvo product brochures. Volvo dealers also followed up with phone calls.

Mr. Austin said the infomercial increased awareness of Volvo and its safety positioning, but he said Volvo officials weren't satisfied with the results of follow-up calls.

So for the four-week Los Angeles run that began March 9, Volvo hired a telemarketing consultant, Robbie Bray of the Ultimate Image, to develop strategies for salesmen trying to arrange test drives for those who call in response to the infomercial.

Volvo also plans to invite those responding to the Los Angeles airings to a daylong "safe driving" school, expected to be scheduled in April. Volvo products will be used, but the school won't be held at dealerships.

Mr. Austin confirmed Volvo is using the VCR Plus numbers in its print ads. The VCR Plus service was made available to Volvo at no cost, in return for some survey work by Volvo's 800-number operators, who will ask callers if they use VCR Plus.

The Los Angeles program is expected to become a blueprint for using the infomercial on a market-by-market basis in the future, Mr. Austin said. □

John P. Cortez and Bradley Johnson contributed to this story.

FEBRUARY AD RESULTS

Ads up

(Continued from Page 1)

12,864 ad pages in February, up 0.9%. For the first two months of 1992, they carried 22,290 pages, a decline of 1.5% from the same period in 1991.

Ad revenues—not considered a valid indicator of magazines' health since they don't reflect discounts—rose 4.9% to $528.2 million in February and 1.5% to $896.2 million after two months.

Seventy-eight of the 160 PIB-tracked titles registered ad page gains in February, the highest figure in more than two years, said Jim Guthrie, exec VP-marketing development for Magazine Publishers of America.

"One month does not a trend make, but [recovery] may be starting to happen," he said.

The February performance was driven primarily by solid gains from a handful of ad categories, particularly business and consumer services, computers and office equipment, and drugs.

One category that continues to fall is cigarettes and tobacco, which dropped from the top 10 ad categories in January (AA, Feb. 24). The category's ad pages fell 45% to 384.5 through February.

Automotive is showing signs of strength. The No. 1 category accounted for 1,358 ad pages in February, a 13% increase. Auto ad pages were down 1.2% through February to 2,494 pages.

"Auto is doing OK for an industry that was really hurting quite badly," said Kent Brownridge, senior VP-general manager at Straight Arrow Publishers, parent of *Rolling Stone* and *US*.

Mr. Brownridge dismissed the February page increase, saying Straight Arrow and many others have had a "terrible" first quarter, and a strong second quarter would be the only recovery sign.

"We're seeing a much better second quarter than the first, and one that exceeds last year's second quarter," he said. "There are some indications the economy might be slowly rising out of the doldrums, and I think that will have an effect on advertising."

Publishers caution that the climb back will be slow, and recovery won't mean a return to the robust days of the mid-1980s. Ad pages fell 3.7% for the industry in 1990 and another 8.7% last year. They could remain essentially flat for another two years, publishers say.

"I wouldn't say we see a tidal wave coming—maybe a little ripple," said John B. Brunelle, exec VP at Conde Nast Publications.

Because magazines have cut costs with layoffs and other measures, "the benefits of even a mild surge can have a significant impact" on profits, Mr. Kosner said.

In addition to continued strong performances from special-interest magazines like *Outside, Longevity* and *Sassy*, a number of mass-market titles, harder hit by the recession, are displaying signs of strength. *Business Week, The Economist, Family Circle, Forbes, Fortune, The New Yorker, Newsweek* and *TV Guide* were all up in ad pages through February. □

Top 10 magazine ad categories by revenue

Category	1992 revenue	% chg	1992 pages	% chg
Automotive*	$141,017,347	1.55	2,494.2	−1.21
Direct response cos.	$107,256,872	−0.13	3,287.2	−1.45
Food	$71,558,138	3.39	1,007.7	−11.58
Toiletries & cosmetics	$70,858,081	−11.79	1,358.3	−15.21
Business & consumer svcs.	$68,786,850	26.9	1,917.7	21.9
Travel, hotels & resorts	$53,288,951	−4.39	1,693.1	−5.05
Apparel**	$51,523,111	0.33	2,122.0	−8.44
Computers & office equip.	$36,790,949	12.4	801.9	7.12
Publishing & media	$33,193,615	3.99	427.0	2.76
Drugs	$32,529,517	45.25	600.2	25.71

Revenue and page figures are from January-February 1992. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

Magazine ad page leaders

Publishers Information Bureau figures for January through February 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Bride's & Your New Home	843.02	4.4	16,256,098	6.8
2	Modern Bride	653.31	4.2	11,228,362	11.7
3	TV Guide	495.27	11.1	56,132,468	6.6
4	Business Week	449.66	14.1	26,500,848	13.0
5	The Economist	431.38	36.4	4,617,179	65.8
6	Entrepreneur	396.98	3.4	4,763,013	16.6
7	Forbes	391.11	5.4	18,402,841	7.9
8	People	352.02	−13.6	38,910,320	−7.5
9	Golf World	309.98	12.0	2,827,208	20.6
10	Bridal Guide	284.70	−13.4	2,798,865	21.9
11	New York Magazine	277.45	6.4	4,773,988	2.4
12	Fortune	271.72	6.4	14,823,399	5.3
13	Sports Illustrated	270.57	−10.5	36,091,888	−13.0
14	Yachting	270.15	7.6	1,771,998	10.5
15	Newsweek	263.14	12.0	28,373,867	7.1
16	Time	259.52	−6.9	40,580,013	−0.5
17	American Way	258.39	9.9	3,632,479	1.7
18	Cosmopolitan	243.62	−6.4	17,059,152	−1.7
19	Golf Magazine	242.53	−5.3	7,692,051	−7.5
20	Vogue	239.76	−24.6	10,228,536	−18.5
21	Family Circle	234.05	1.2	21,145,209	9.5
22	Muscle & Fitness	230.06	0.3	4,411,184	5.9
23	Good Housekeeping	218.61	−9.7	23,340,593	−7.4
24	Golf Digest	214.51	14.9	12,454,772	15.6
25	U.S. News & World Report	213.43	14.8	19,215,031	22.1
26	Skiing	211.10	31.0	4,122,091	21.8
27	Popular Photography	208.33	−3.5	5,377,733	7.4
28	Skin Diver	204.81	−10.1	2,202,928	−3.9
29	The New Yorker	200.35	4.7	6,151,462	10.9
30	Salt Water Sportsman	199.99	−3.7	1,240,189	−14.4
31	Black Enterprise	194.64	21.7	3,089,872	36.2
32	Ski	194.34	−2.4	4,112,992	2.6
33	Ladies' Home Journal	186.22	−14.0	14,890,660	−4.9
34	Architectural Digest	184.61	−3.9	5,295,109	1.7
35	Woman's Day	180.04	29.5	14,457,124	47.2
36	Sunset	179.18	1.4	6,788,562	18.4
37	Money	177.96	−5.5	12,045,300	−2.9
38	Financial World	176.22	129.3	4,023,253	134.6
39	Parents	174.92	−11.6	6,189,765	−4.0
40	Texas Monthly	169.09	−10.7	1,918,056	−4.1
41	Ebony	168.92	−10.1	6,385,584	−7.6
42	Better Homes & Gardens	168.13	1.5	21,382,265	9.4
43	Inc.	161.02	19.2	6,478,865	5.3
44	McCall's	157.36	−0.3	12,503,040	1.9
45	Rolling Stone	156.92	−10.5	6,739,818	−1.7
46	Southern Living	156.37	-3.0	8,807,569	0.8
47	Compute	153.27	0.2	1,349,706	−0.1
48	Jet	150.46	−4.2	2,691,774	−2.6
49	W Magazine	149.04	−16.0	3,943,894	−8.0
50	Car & Driver	148.62	−15.8	7,135,146	−5.3
51	Parade*	146.52	21.2	76,769,923	28.4
52	Redbook	143.69	−0.7	6,640,144	−15.4
53	Conde Nast Traveler	140.96	17.1	4,140,678	14.3
54	Elle	139.80	−21.5	5,154,873	−10.1
55	Travel & Leisure	137.78	−29.3	6,821,457	−9.3
56	Delta Sky	134.71	8.5	4,061,705	
57	Country Living	133.90	0.3	5,698,433	2.1
58	Bon Appetit	131.56	−6.6	4,613,913	1.3
59	Glamour	129.16	−27.6	7,690,561	−27.2
60	Omni	125.72	2.5	3,298,883	3.7
61	Reader's Digest	125.11	−3.6	15,027,432	15.1
62	Road & Track	124.82	−20.4	4,382,183	−6.7
63	Penthouse	124.06	−3.3	4,801,320	−6.5
64	Vanity Fair	123.89	9.3	5,200,852	39.0
65	GQ	123.85	−28.2	3,775,476	−20.2
66	Bassmaster	121.74	−23.0	2,711,407	−17.2
67	Outside Magazine	121.20	33.0	2,590,516	76.3
68	USA Weekend*	120.89	39.1	28,492,934	79.0
69	Smithsonian	120.38	−14.0	5,709,990	−3.5
70	Gourmet	118.90	−24.6	3,668,852	−22.6
71	Northwest Compass	116.92	44.6	2,214,821	10.1
72	Sports Afield	115.80	−7.3	2,492,783	1.6
73	Harper's Bazaar	115.58	−15.8	3,342,350	−19.9
74	Esquire	113.45	8.8	4,055,223	22.3
75	Shape Magazine	113.24	17.2	2,063,266	21.8
76	Four Wheeler	111.55	−17.9	880,647	−27.4
77	San Francisco Focus	110.95	−7.1	826,101	2.8
78	Field & Stream	109.92	−2.4	4,496,611	−11.9
79	Automobile Magazine	108.93	−2.6	3,127,170	6.3
80	Yankee	107.86	−0.7	1,139,091	−19.5
81	Metropolitan Home	106.39	−0.1	3,640,226	−1.8
82	Longevity	105.54	27.9	839,388	40.9
83	Essence	105.17	2.3	3,412,451	23.2
84	Kiplinger's Personal Finance	103.69	9.5	2,983,525	10.6
85	Mademoiselle	103.65	−25.1	3,790,883	−25.7
86	Self	102.99	−1.9	4,527,396	−1.1
87	Atlantic	102.62	19.5	2,011,880	30.5
88	Popular Science	102.29	9.8	3,631,998	21.1
89	Entertainment Weekly	101.25	−2.4	3,175,942	42.9
90	Motor Trend	100.51	−18.8	4,594,169	−9.0
91	Outdoor Life	96.51	−11.0	3,078,997	−12.7
92	Worth	95.95	NA	999,731	NA
93	Popular Mechanics	94.46	−1.4	3,716,196	4.4
94	Mirabella	93.54	−27.0	2,630,638	12.9
95	Working Woman	92.39	−28.4	3,266,187	−22.2
96	Scientific American	92.14	−9.2	2,084,640	−3.7
97	Runners World	91.43	−9.4	1,731,504	7.1
98	New Woman	90.01	−17.9	2,452,117	−20.4
99	M Magazine	89.75	−14.9	1,313,586	−9.2
100	American Baby	88.86	−1.2	4,009,703	2.7

Percent change compares January-February in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

MEDIA MIX

News briefs on print, electronic and alternative media.

CNBC pours it on. CNBC's $20 million marketing campaign includes 34 new TV commercials, new radio, print, a consumer sweepstakes and direct mail, all designed to drive viewership and awareness for the cable network's prime-time programming, including two new shows and a rescheduled lineup.

Ads are tagged, "Watch it tonight. Use it tomorrow," and introduce a logo that will be positioned with the new theme, "Information that hits home." It's CNBC's first major ad campaign since it bought Financial News Network last spring for about $154 million. BBDO Worldwide, New York, created image commercials for spot broadcast TV and print; Lee Hunt & Associates created tune-in spots slated for CNBC and local cable TV.

Dodge tries on swimsuit issue. *Sports Illustrated*, New York, signed Chrysler Corp.'s Dodge division as the official sponsor of the home video version of its annual swimsuit issue. Three Dodge commercials appear on the video, which went on sale March 6. Dodge sponsored the video for the 25th anniversary swimsuit issue in 1989. No videos were sold in 1990 or 1991.

MEDIA WORKS

ESPN sails with America's Cup. National sports cable TV network ESPN has signed nine sponsors for its coverage of the 1992 America's Cup yachting competition and related programming, nearly selling out total ad inventory. Packages varying in size and scope were sold to Anheuser-Busch, AT&T Co., General Motors Corp.'s Cadillac division, Chrysler Corp., Citizen Watch Co. of America, Pepsi-Cola Co., Hewlett-Packard Co. and Prudential Residential Services. ESPN plans 100-plus hours of live coverage for the event, starting March 28. ESPN has been airing weekly updates since January.

Fox tries *Sassy* show. Fox Broadcasting Co.'s WNYW-TV, New York, today starts a test run of "Jane," a daytime talk show for young adults hosted by Jane Pratt, editor of Lang Communications' *Sassy*. Fox wants to syndicate the show nationally beginning in fall 1993.

Wood work. Rodale Press, Emmaus, Pa., unveils with its April issue a redesign of *American Woodworker* that includes a shift to color from b&w for the six-times-a-year title. □

NEWSSTAND

Advertising opportunities in print.

Bridal Guide, New York, "Globetrotters romantic holidays and honeymoons" special ad section, July/August issue; ad close: March 20. B&w page: $6,080; color page: $9,790.

Metropolitan Home, New York, "Bridehood revisited" special editorial section, June issue; ad close: March 20. B&w page: $27,095; color page: $36,124.

Weight Watchers Magazine, New York, "Sunless tanning creams with SPFs" special editorial section, June issue; ad close: March 24. B&w page: $18,405; color page: $25,730.

Essence, New York, "Health, beauty and fitness" special ad section, June issue; ad close: March 25. B&w page: $18,955; color page: $28,450.

Runner's World, Emmaus, Pa., "A viewers guide to the Summer Olympics" special edition, July issue; ad close: March 25. B&w page: $17,800; color page: $26,525.

Hispanic, Washington, "The world of franchising" special editorial supplement, May issue; ad close: April 7. B&w page: $6,150; color page: $7,950.

TV Guide, New York, "Summer shape up" special editorial section, May 9 issue; ad close: April 7. Color page: $112,700.

Black Enterprise, New York, "20th annual listing of the nation's top black-owned businesses" special editorial section, June issue; ad close: April 10. B&w page: $11,960.

Rolling Stone, New York, "25th anniversary" special edition, May 26 issue; ad close: April 20 (color); April 22 (b&w). B&w page: $35,055; color page: $46,700.

Seventeen, New York, "Celebrity guys" special ad section, July issue; ad close: April 20. B&w page: $31,270; color page: $45,320.

Parenting, San Francisco, "Ready, set, grow" special editorial section, August issue; ad close: April 27. Color page: $32,115. □

Joe Mandese coordinates MediaWorks.

AA A00047 672
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ASST MNG EDITOR
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
BETHESDA MD 20814

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Chrysler may switch off prime time ads

By Raymond Serafin

Chrysler Corp. may drop out of prime-time network TV advertising as part of a sweeping reorganization of its media strategy.

"We are seriously questioning whether we want to continue advertising on prime time," John Damoose, Chrysler's VP-marketing, said in a speech last week at the International Events Group's annual sponsorship marketing conference in Chicago. "We're questioning whether those dollars aren't being frittered away."

In a follow-up interview, Mr. Damoose said Chrysler is moving money into more targeted media in response to both the growth of alternative media and the fragmentation of the automotive market.

Money moved out of prime time would likely end up in network sports and news, print media, promotional programs and so-called niche media, Mr. Damoose said.

He criticized the networks for "the incredible clutter" in prime-time programming, an issue that worries other marketers and agencies. Mr. Damoose also blasted recent network programming trends.

"It's apparent that with the decline in ratings, the networks have chosen to increase the content of sex and violence, which we absolutely will not support,"

(Continued on Page 44)

McDonald's adds publishing to menu

Fall 'McMagazine' test to target mothers, kids

By Scott Donaton

McDonald's wants to be a McPublisher.

The fast-food chain is developing a family-activity magazine that will be distributed in McDonald's Corp. restauraunts and targeted to mothers and their children, say industry executives familiar with the plans.

Titled *McMagazine*, the publication will carry outside advertising from non-competing marketers.

Plans call for two issues to be published in the fall and distributed to undetermined test markets. If successful, the magazine will be rolled out nationally next year with a higher frequency.

Full distribution in McDonald's highly trafficked 8,600 U.S. stores could give *McMagazine* "significant circulation," said one executive.

McMagazine will be published as a joint venture with Quad Publishing Group, the Milwaukee-based publishing arm of magazine printer Quad/Graphics.

The unit publishes *Milwaukee Magazine* and is run by President-Publisher Betty Quadracci, wife of Quad/Graphics President-CEO Harry Quadracci. She will also serve as publisher of *McMagazine*.

Ms. Quadracci declined to comment; McDonald's executives couldn't be reached.

McMagazine will probably be published as a quarterly in 1993 and, if successful, would continue to increase frequency with the goal of publishing monthly.

The title will be distributed free.

The launch of *McMagazine* fits with two current trends in the magazine industry.

A growing number of marketers are launching their own maga-

(Continued on Page 45)

LAST MINUTE NEWS

Pearle splits business 3 ways

DALLAS—Pearle announced a three-way split of the creative portion of its estimated $45 million account. GSD&M, Austin, Texas, will handle promotional, creative and other brand management assignments, while Wyse Advertising, Cleveland, will handle future image and brand assignments. Incumbent Foote, Cone, & Belding, Chicago, which has had the account since 1981, will remain on the roster, but Pearle wouldn't say in what role.

Sun Co. gasoline in review

PHILADELPHIA—Sun Co. is reviewing its $10 million to $15 million gasoline account as part of a companywide review of all vendor contracts. Incumbent Wells Rich Greene BDDP, New York, is participating. Also believed to be in the review are Lois/-USA and Bloom FCA, New York; and Ketchum Advertising and Weightman Advertising here. Separately, Shell Oil has launched a new campaign in 28 markets themed "Shell. Miles ahead," via Ogilvy &

(Continued on Page 8)

INSIDE

Event sponsorships to grow at a fast clip in '92. **Page 4.**

Entertainment: Competition hot for consumer leisure. **After Page 30.**

Ad Review: Garfield looks at Microsoft's first TV campaign. **Page 48.**

Foto: Wolfgang Kuhn/Shooting Star

Linda McCartney, wife of ex-Beatle Paul, has her name on an entree line.

Are you ready for food by Linda McCartney?

By Judann Dagnoli and Laurel Wentz

A U.K. food company owned by United Biscuit is looking for a little help from its friends to market Linda McCartney frozen vegetarian entrees in the U.S.

The line, already selling in the U.K., includes items like meatless Lasagne, Beefless Burgers, Golden Nuggets, Spaghetti Bolognese Style, Deep Country Pies, Vegetable Wedges and Cauliflower & Broccoli & Potato Gratin.

Two other items that could face a difficult translation to the U.S. market are Ploughman Pasties and Ploughman Pie.

U.S. retail food executives said last week a London consultancy representing Ross Young's Ltd. has approached U.S. frozen food companies seeking to license the year-old line, which carries the name and likeness of Ms. McCartney, wife of pop star and ex-Beatle Paul McCartney.

One company believed to have rebuffed the offer is Campbell Soup Co., a major player in frozen foods through its Swanson and LeMenu products. Campbell executives declined to comment.

But retail and industry insiders

(Continued on Page 44)

Senate probes ad subsidies to marketers

By Steven W. Colford

WASHINGTON—The U.S. Senate's Agriculture Committee is scheduled to open an investigation tomorrow into a program that provides a dozen major marketers $1 million to $10 million in federal funds to help advertise and promote their products abroad.

The U.S. Department of Agriculture marketing subsidy is earmarked for $1 billion in federal funds through 1995.

Among the marketers receiving funds last year are E&J Gallo Winery, Pillsbury Co. and Tyson Foods. Altogether, 633 marketers got $200 million from U.S. commodity groups that received funds from the Agriculture program.

Several lawmakers are asking that the subsidy, called the Market Promotion Program, be eliminated or overhauled.

Rep. Dick Armey (R., Texas) has the support of at least 30 colleagues to try to kill the subsidy, which began in the mid-1980s as the Targeted Export Assistance Program.

"Taxpayers are being asked to pay McDonald's advertis-

(Continued on Page 45)

Top fund recipients

These marketers received more than $1 million in federal funds in 1991 through a U.S. Department of Agriculture program to promote commodity products abroad.

Sunkist Growers (citrus)	$9,999,656
Blue Diamond Growers (almonds)	$6,216,000
E&J Gallo Winery (wine)	$5,121,000
Sunsweet Growers (prunes)	$3,740,000
Sun-Maid Growers of California (raisins)	$3,655,000
Pillsbury Co. (corn)	$2,945,850
John West Foods (U.K.) (seafood)	$1,810,000
Welch Foods (concord grape)	$1,214,000
American Legend (mink)	$1,168,000
Tyson Foods (poultry)	$1,165,000
Wrangler Jeans (cottonwear)	$1,120,000
M&M/Mars (chocolate)	$1,100,000
Ocean Spray Cranberries (cranberries)	$1,000,000

Source: U.S. Department of Agriculture

NEWS SUMMARY

■ **McDonald's** is reportedly developing a family-activity magazine, carrying ads, to distribute in its restaurants. 1

■ **A federal subsidy program** funding advertising abroad for some U.S. marketers is under fire in Washington. 1

■ **Chrysler Corp.** said it may quit advertising in network TV prime time in favor of more targeted media vehicles. 1

■ **Nicotine patches** containing prescription drugs, designed to wean smokers off the habit, are growing in sales. 3

■ **Newspaper** Advertising Bureau is considering a free standing insert program called Super Saver. 3

■ **Event sponsorship** is growing and will be a $3.3 billion business this year, an industry conference was told. 4

■ **Beauty product** marketers are changing tactics, including shifts to self-service and use of infomercials. 12

■ **Banks** are creating new products and strategies as customers seek higher interests rates elsewhere. 16

■ **Duncan Hines** should change its "real chocolate" claim, the National Advertising Division ruled. 21

■ **N W Ayer** is negotiating with several agencies in Eastern Europe to better serve its international clients. 43

■ **Publishers Clearing House** moved its $20 million creative account to Deutsch from Ogilvy & Mather. 48

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No admen, thanks

Clinton team won't hang 'help wanted' signs

By Steven W. Colford

WASHINGTON—If Bill Clinton's top advertising consultant has his way, there will be few, if any, Madison Avenue types on the ad team of the likely Democratic presidential nominee.

All the Arkansas governor's primary election ads have been produced by Great American Media, a unit of the Washington consultancy Greer, Margolis, Mitchell, Grunwald & Associates, and that's not likely to change much, said media adviser Frank Greer. The makeup of Gov. Clinton's team for the general election took on greater significance last week, when Paul Tsongas suspended his presidential bid, citing severe campaign debt.

Unlike the Bush team, which continues to court Charlotte Beers, former ceo of Tatham/RSCG, Chicago, and other Madison Avenue types, Mr. Greer said he's not a fan of adding staff from the ranks of commercial advertising.

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"That's never worked terribly well for a Democrat in the past, has it?" he said. "We have a 55-person agency and could pretty much handle everything ourselves. That's not to say we wouldn't accept any creative suggestions from someone on the outside, but I'm not so sure about bringing in outside people."

The mixing of political and commercial ad consultants in the 1988 Democratic campaign of Michael Dukakis proved disastrous.

"Greer is partly right—it was tremendously unsuccessful in '88," said Ken Swope, whose Boston political consultancy, Ken Swope & Associates, produced some Dukakis spots.

"But that was more because the campaign went to the wrong commercial ad people. I think they should bring in people from commercial advertising, but they must be careful that the people they bring in can put themselves in a creative political mode," said Mr. Swope, whose consultancy produced ads for Democratic Sen. Tom Harkin's presidential race.

"Frank Greer is afraid of what happened to me . . . in 1988," when commercial advertising consultants took over the campaign's media from the political consultants who handled advertising through the primary elections, he said.

Clinton

But Mr. Swope said the right people can add mightily to campaign advertising.

"The great creative people in commercial advertising make the great creatives in political advertising look like plumbers," said Mr. Swope, who began his advertising career at N W Ayer. "Political consultants, to a large degree, don't have a clue about how to move people emotionally with ads." □

High TV costs cited as Tsongas ends bid

By Steven W. Colford

In the end, Paul Tsongas said, it was the cost of TV advertising that forced him to end his presidential bid. Facing two weeks of campaigning in Connecticut and New York and already deep in debt, Sen. Tsongas on March 19 abruptly killed his bid for the Democratic nomination.

"We did not have the resources necessary to fight the media war in New York," he said. "I would have been defined by others and . . . unable to defend myself."

Tsongas

Wins in both states were virtually mandatory for Sen. Tsongas to remain a viable candidate. The former Massachusetts senator needed about $1 million for advertising in the next two weeks, said Mike Shea, president of Shea & Associates, Boston, Sen. Tsongas' campaign agency.

"Money comes when you win," he said Friday. "If we had had the money, I'm sure Clinton would have spent even more, forcing us to spend that much more on advertising."

The blaming of Sen. Tsongas' sudden pullout on media costs is likely to reinvigorate campaign reform proposals, including calls for free or cheaper airtime, said Bob Dreyfuss, public affairs director at Public Citizen, a campaign reform lobbying group.

"It is a fact of life that in an electronic democracy you need airtime and have to define yourself on electronic media," said Scott Miller, former creative director at McCann-Erickson Worldwide and a media adviser to the Tsongas campaign. "But we also need a reality check from those people who say we need more debates instead of ads."

The growing number of debates and other forums increases the importance of and need for advertising, Mr. Miller said.

"Maybe there should be free or cheaper airtime . . . but I don't see any need to limit the ability . . . to advertise," he said. "Look at what happened in the last debate. What did the media pick up—the exchange between Jerry Brown and Bill Clinton . . . and Paul Tsongas was nowhere to be found in that exchange."

Mr. Miller, a former partner in communications consultancy Sawyer/Miller Group, likened the growing need for political ad time to the advertising required for an established product. □

BK reviews promo biz

By Jon Lafayette and Scott Hume

Burger King Corp. is reviewing at least a portion of its estimated $75 million sales promotion account.

The No. 2 hamburger chain confirmed discussions have been held so far with six or seven promotion agencies and said it expects to talk with several more in upcoming weeks.

Burger King is seeking an agency of record to handle all family promotions, including adult programs designed to boost sales of its Weight Watchers entrees and the Pizza Firenze now being tested.

Such promotions have been handled by a variety of promotion agencies on a project basis.

Promotions targeted to children, including the chain's BK Kids Club, handled by Alcone Sims O'Brien, Irvine, Calif., aren't included in the review, industry executives say.

It's possible Burger King could consolidate the whole promotion account at Alcone, these sources say.

Burger King Director of Media Relations Cori Zywotow confirmed the review but wouldn't say whether all or part of the chain's promotion budget is involved or who Burger King has talked to.

Burger King's $215 million marketing budget includes both advertising and promotion spending, she said. Burger King spent about $140 million on media advertising in 1991, through D'Arcy Masius Benton & Bowles and Saatchi & Saatchi Advertising, both New York.

An obvious and strong contender for the promotion account is Comart-KLP, Chicago, creator of the "Burger King Hidden Surprise Game" promotion, which starts next week.

The scratch-card game is part of the chain's yearlong promotional relationship with Walt Disney Co. The game, which runs through May 3, is tied to Walt Disney World Resorts, Coca-Cola Co. and Delta Air Lines. Prizes are worth $90 million.

Winners get trips to Walt Disney World, $100,000 in cash or Burger King menu items. Participating Burger King restaurants will offer 32-ounce Walt Disney World 20th Anniverary Collector Cups featuring Disney cartoon characters.

Four weeks of network TV, via Saatchi, supports the game. □

'Biz Week' to downplay ad-page game

By Scott Donaton

Business Week, the magazine industry's ad page leader since 1975, doesn't want to play the ad page game anymore.

Although staying on top is desirable, the McGraw-Hill weekly will focus on increasing net revenues per page and strengthening the bottom line, said Karl Spangenberg, senior VP-advertising sales.

In the past decade, *Business Week* and other magazines have resorted to sales practices that inflated the number of ad pages but eroded profit margins.

"Pages are great, but profitability and viability are going to dictate our business decisions," Mr. Spangenberg said. "Our challenge is to provide maximum value for our advertisers and our readers, and there are times when that goal comes into conflict with the number of pages you're going to get."

Specifically, "the previously relied-upon indicators of vitality, profitability and viability have to pass a new test of relevance, particularly the use of [Publishers Information Bureau] tabulations of ad pages and revenue as a measurement of success," he said.

"I think *Business Week* is fundamentally right, and I applaud them for that step," said *Fortune* Publisher James Hayes. "To win the PIB race has become an empty trophy. Your PIB might be great, but your internal profitability could be sinking fast."

Forbes, which briefly threatened *Business Week's* grip on the top last year, claims its rival is merely preparing industry watchers for the title's eventual fall.

"We're delighted to hear it because it means they're not so sure they're going to stay No. 1 in the future," Forbes Inc. Chairman Steve Forbes said.

Mr. Spangenberg disagreed, saying *Business Week* is acting from a leadership position and is taking steps to rebuild margins.

While admitting rate negotiation is a fact of life in the business field, Mr. Spangenberg said the *Business Week* sales force is being trained to focus less on price and more on audience demographics and editorial quality.

The magazine is also analyzing the profitability of its special ad sections, which should lead to a reduction in their number.

Ad rates were cut 1% last year in an attempt to ease the pressure to negotiate. And the title established a bonus plan that lets advertisers earn credits toward future buys, replacing a plan that awarded free pages.

Ad page and ad revenue figures as tracked by PIB are no longer considered valid indicators of a magazine's vitality because the figures include special ad sections and supplements and pages sold at steep discounts off the published rate.

Mr. Spangenberg stressed *Business Week* isn't condemning PIB. Rather, he said, publishers have misused PIB data by inflating the importance of ad page counts.

Jim Guthrie, exec VP-marketing development for the Magazine Publishers of America, which includes PIB, agreed.

"I don't know an ad agency or client that takes a look at ad page sales and sees that as indicative of a magazine's health," he said. "PIB was not designed as a promotional tool."

Ad pages "could be a sign of vitality," said Louis Schultz, exec VP-director of media services at Lintas:USA, New York, but a magazine's ad page rank isn't a real factor in buying decisions.

"They're right to question why they're taking pages at any price. It's a race for the meaningless," he said. "I don't really care who's No. 1."

The dogfight among the Big 3 business magazines—*Business Week*, *Forbes* and *Fortune*—intensified last year. *Forbes* briefly passed *Business Week* in ad pages after nine months and boasted of its achievement in ads from Doremus & Co.

But *Business Week* ultimately kept its crown, despite seeing ad pages fall 15.2% to 3,735 for the year. *Forbes* carried 3,573 ad pages, down 9.3%, while *Fortune's* 2,950 ad pages marked a 12.2% drop.

For the first time in several years, *Business Week's* yearend ads made no mention of its first-place finish, focusing instead on its news-gathering capabilities. Margeotes, Fertitta & Weiss is *Business Week's* agency.

"We could've put the No. 1 but chose not to because we feel, strategically, it really doesn't tell the story we need to focus on," Mr. Spangenberg said.

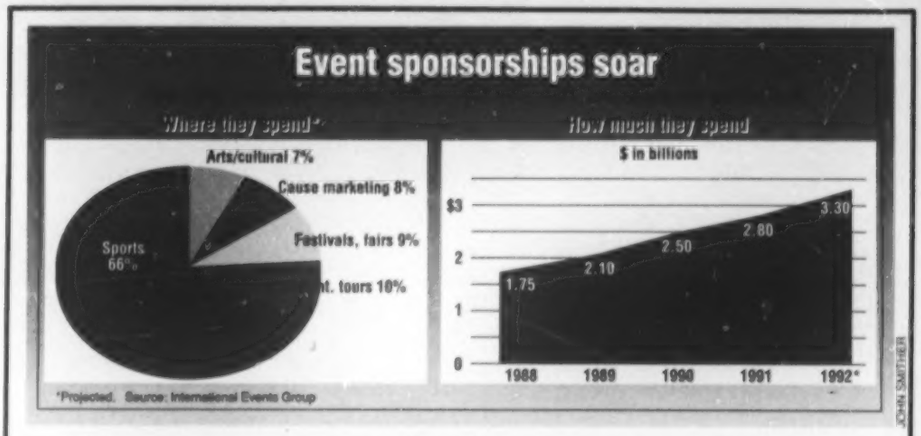
Winning the ad page race remains a priority at *Forbes*, however.

"We're working hard at it," Mr. Forbes said. "Excellence will be rewarded."

A first-place finish would be quite a feat for *Forbes*, published every other week. But *Forbes* counts ad pages from its quarterly "Forbes FYI" supplement and this fall will launch "ASAP," a quarterly high-technology supplement. □

Doug Goodman

Ad page dominance will no longer mean success, says *Business Week's* Karl Spangenberg.



Sponsorships up 18%

Whittle says event spending will supplant net TV

By Scott Hume

CHICAGO—Corporate investment in event sponsorships is growing so fast that only greed and perhaps the Internal Revenue Service can slow it down, attendees at a sponsorship conference were told last week.

This year, 4,500 companies will spend $3.3 billion on event sponsorships, nearly an 18% increase from what 4,200 companies spent last year, according to projections by the International Events Group, the conference sponsor.

In contrast, a 7% to 9% increase in measured media spending for 1992 is expected by Robert Coen, senior VP-director of forecasting at McCann-Erickson Worldwide, New York.

That kind of growth should make the sponsorship industry optimistic but cautious, said keynote speaker Christopher Whittle, chairman of Whittle Communications. He said he expects "a dramatic reprogramming of advertising dollars" by major advertisers during the '90s. Anticipated changes include growth in event sponsorship until it supplants network TV as the primary recipient of top advertisers' budgets.

But event sponsorship faces several challenges, Mr. Whittle said. Event organizers must prove sponsorships' value with solid research and not rely on traditional media's inability to prove their worth, he said.

The charge that event promoters are weak on research has dogged the sponsorship industry for years. And the increasing interest in targeted audiences will put even more pressure on organizers to provide research proving events' effectiveness.

A second challenge Mr. Whittle outlined is the sponsorship industry's need to develop new areas of opportunity for marketers. Cause marketing, which targets a portion of proceeds from an event for charity, has helped sponsorship growth, he said. But the industry must evolve beyond it and devise new types of event marketing.

The third challenge is for the industry to avoid the traps that have ensnared traditional media.

"The key to events marketing's future is to protect the principle it was built on," Mr. Whittle said. "And that is to deliver 'specialness.' "

But the sponsorship industry faces a more immediate challenge: the IRS' revised guidelines on taxing corporate sponsorships of non-profit organizations.

After auditing Mobil Corp.'s sponsorship of college football's Cotton Bowl, the IRS classified that money as "unrelated business taxable income," taxable at a rate of 34%. If that ruling is applied to all corporate sponsorships, as the proposed tax-code revision would do, the sponsorship industry is at risk.

Smaller events would suffer the most dramatic falloff in support, predicted Jim Andrews, International Events Group editorial director. But larger events would feel the effects as well, he said.

The IRS will accept public comment on the new tax guidelines until April 3. □

Betsy Spethmann contributed to this story.

Cola war bubbles in Japan

By David Kilburn

TOKYO—The diet cola war is hitting Japan with a vengeance.

Pepsi-Cola Japan has persuaded at least one national newspaper to run a hard-hitting comparative ad campaign breaking today to introduce 1-calorie Diet Pepsi.

The company is expected to try to convince the TV networks to run a broadcast version.

Pepsi's attack comes as Coca-Cola Japan introduces its own 1-calorie Caffeine Free Diet Coke and marks the second recent use of comparative advertising, a rarity in Japan. General Motors Corp. earlier this month broke a campaign comparing its cars with competitive Japanese models.

"We think McCann-Erickson Hakuhodo's comparative ad campaign for General Motors has helped to change the climate," said Toshitake Yamagishi, marketing director for Pepsi-Cola Japan.

Copy shown with the Diet Pepsi can reads: "For those who would like to gain more calories—we don't recommend Diet Pepsi—we recommend Coca-Cola Light. The reason? The calorie content of Diet Pepsi is one-12th that of Coca-Cola Light." Diet Pepsi has 1 calorie per 100-milliliter serving, like the new Caffeine Free Diet Coke, compared with 12 calories per 100 milliliters for Coca-Cola Light.

So far, *Nihon Keizai Shimbun* has agreed to run the ad. At press time, Pepsi was still in talks with the *Asahi Shimbun* and *Yomiuri Shimbun* and is expected to talk to several TV networks.

GLOBAL NEWS

"Since this campaign is based on clearly established facts and meets the Fair Trade Commission's guidelines for comparative advertising, we think the TV stations will accept it," Mr. Yamagishi said.

Nakahata Advertising Production Co. created the ad; Asatsu, a BBDO Worldwide affiliate and Pepsi's agency of record, is handling media.

Last year, Pepsi aired the comparative Hammer commercial "Feelings" for Pepsi despite objections by Coca-Cola.

Coca-Cola dominates the $1.65 billion Japanese cola market with 70% for its flagship brand and 20% for Coca-Cola Light, according to industry estimates. Pepsi claims it increased its market share several percentage points last year to almost 10%.

Those in the industry say Pepsi hopes to sell 3.5 million cases of Diet Pepsi this year to achieve about a 2% share. Sales of Pepsi itself are expected to reach 20 million cases, increasing the main brand's share to as much as 13% this year.

Coca-Cola denied the Caffeine Free Diet Coke introduction was a reaction to Pepsi.

"We are simply building our business by offering the consumer more choice," said Robert Harland, senior VP-external affairs.

Two TV commercials by Lintas:Hakuhodo breaking March 28 show a young woman in a fashionably short skirt walking along a city street with her image reflected in windows. The spots intercut scenes showing her drinking the new brand with other scenes, such as swimming and at aerobics.

Industry executives estimate Coca-Cola will spend about $80 million on cola advertising this year, up 33.3% from 1991. Pepsi's spending is expected to rise by the same percentage to $16 million. □

Even 'B' videos are getting the bucks

By Laurie Freeman

Now playing at your local video rental store: Promotions for little-known releases.

With few hits due on tape in the near future, and with rental chains being more selective in the tapes they buy, studios are creating advertising and promotional efforts for all types of videos.

Promotions that once might have been saved only for blockbuster films are now being used to hype smaller-scale titles like collections and non-theatrical releases.

"People are more selective, even with rental titles, and retailers are more careful about how many of each title they're going to stock," says Van Wallach, senior editor of the trade magazine *Video Store*.

These promotional efforts go beyond extra ad spending, which has steadily increased over the years.

According to figures from LNA/-Arbitron Multi-Media Service, home video marketers spent more than $101 million to advertise pre-recorded tapes in 1990, the latest full-year figures available. This amount marks a 60.3% increase from 1987, when $63 million was spent.

Industry observers say full-year spending in 1991 should be modestly higher than 1990, and the same trend is expected for 1992.

Video retailers have kept pace with the studios' spending. According to LNA, Blockbuster Video, West Coast Video and MTS' Tower Records combined to spend $39.8 million in the 12 months ended September 1991. This figure marks a 17.9% jump from the previous 12 months.

The current rash of promotional activity by home video marketers focuses on the rental segment.

Many home videos' advertising and promotion budgets have topped $1 million apiece. Typically, a "B" title's advertising and promotion budget is around $500,000, says Bob Alexander, president of consultancy Alexander & Associates.

Coca-Cola USA and Warner Bros. Records were part of the "Boyz N the Hood" video promotion.

Home Box Office's video division funneled $2 million into a consumer and retail campaign for its recent release of "Don't Tell Mom the Babysitter's Dead."

The campaign gave retailers and consumers a chance to win a 1956 Buick by taking a phone-in "pop quiz" about the movie. To encourage retailers, HBO Video told store owners to call an 800 number and the public to call a 900 number.

"The retailers are the ones going into their pocket to pay $60 to $65 a cassette, and in this case, we wanted them to have a feel for what the film is about," says Peter Liguori, VP-new releases at HBO Video.

As a result, the release sold better than anticipated. HBO shipped 250,000 copies of the film, which grossed only $25 million in theaters.

In addition, studios are creating cross-promotions for films other than megahits.

Columbia/TriStar Home Video assembled an estimated $3 million cross-promotional marketing campaign this month with Coca-Cola USA, Warner Bros. Records and American Urban Radio Networks to promote the home video release of "Boyz N the Hood."

The studio also created a multi-million dollar campaign featuring tie-ins with Sony Corp. of America, for its blank tapes, and Hershey Foods Corp.'s Kit Kat candy bars backing the release of "Oscar's Greatest Moments," 20 years of highlights from the Academy of Motion Pictures Arts & Sciences awards show.

The promotion partners helped Columbia TriStar Home Video ship more than 330,000 units of "Boyz N the Hood" and 800,000 units of "Oscar's Greatest Moments" to video retailers, says Bill Perrault, VP-marketing.

Ken Graffeo, VP-marketing for the West Coast Video rental chain, says a studio's total marketing program influences what titles and how many copies the chain buys.

"When a studio ties in with a national advertiser, we know there will be a higher awareness level and greater purchase or rental intent on the part of the consumer," he says.

Normally, marketers will consider cross-promotions only for films that grossed at least $30 million at the box office. But, Mr. Wallach says, "That may change as marketers find that niche and smaller films may help them reach a specific audience."

But even if studios can't enlist cross-promotional partners, they'll have to maintain, if not increase, their promotional activity in the rental market.

"The more promotional pressure by the studios, the more consumer demand there is, which means we buy more copies," says Ron Castell, senior VP-programming and communications at Blockbuster. □

That's entertainment spending!

Measured media ad spending by entertainment categories in 1987 and 1990 and percentage change, and measured spending through September 1991 (in $000,000s)

	1987 spending	1990 spending	% change '87-'90	Spending through September 1991
Motion pictures	$585.2	$937.1	60.1%	$586.2
Broadcast TV	250.2	268.7	7.4	164.5
Cable TV	108.1	223.1	106.4	176.0
Dance, theater, concerts	102.6	143.5	39.9	94.6
Theme parks, sports events	109.2	139.6	27.8	105.6
Radio stations	113.5	118.9	4.8	74.8
Pre-recorded video	62.8	101.3	61.3	79.4
Books, music	109.2	81.6	(25.3)	54.5
Magazines, newspapers	43.0	52.9	23.0	27.9
Pre-recorded audio	34.8	36.7	5.5	26.4
Total	$1,523.8	$2,090.0	37.2%	$1,389.7

Sources: LNA/Arbitron Multi-Media Service — Advertising Age graph: John Hall

IF YOU THOUGHT BALLROOM DANCING IN ST. PETERSBURG MEANT CHA CHA, FOXTROT, RUMBA...

You're starting off on the wrong foot.

While St. Petersburg — and the entire Tampa Bay area — was once considered a sleepy place, ideal for retirees alone, this is no longer true. In fact, the influx of new, young residents to the St. Petersburg area has lowered the city's median age by nearly eight years since 1980.

So it's not surprising that St. Petersburg's newly renovated Coliseum ballroom, once host to big bands and swing, now attracts sell-out crowds of young people to each of its sock hops, held monthly since 1989.

And it's not surprising either that Tampa Bay keeps up with the Times. The St. Petersburg Times, Tampa Bay's largest newspaper, beats the Tampa Tribune in metro circulation by nearly 107,000 papers daily and more than 122,500 on Sunday.*

So get in step with Tampa Bay. Call 1-800-333-7505, ext. 8249, for the latest information on this thriving market and the newspaper that serves it best.

Source: ABC Audit Reports for 12 months ending 12/31/90
Represented nationally by CWO & O, (212) 750-4040

St. Petersburg Times
Tampa Bay's Largest Newspaper

All-sports radio scores

Veterans strong as converts join format lineup

By Alan Salomon

AM stations do well with an all-sports format if they concentrate on local sports, carry some play-by-play, run call-in talk shows and emphasize entertainment in the morning, general managers say.

At least four stations nationwide have begun all-sports programming in the past year.

The latest to join the fray is KMPC, Los Angeles, which will switch next month from an all-news format. In January, WSCR, Chicago, started up and KASP, St. Louis, switched from an oldies format. The fourth, KFAN, Minneapolis, switched from a country format last August.

Because the stations' biggest audience group is young males, the strongest ad categories include auto, beer, soft drinks and travel.

Most all-sports stations are in the top 25 markets; some executives don't think there's room for the format in midmarket cities without major league teams.

WFAN, New York, adopted the format in July 1987 and is considered the all-sports pioneer. Infinity Broadcasting bought the station in January from Emmis Broadcasting for $70 million; the deal is pending Federal Communications Commission approval. The station mixes Don Imus' morning drive-time show with play-by-play and local sports coverage.

MEDIA WORKS

WFAN handles play-by-play for the Mets, Rangers and Knicks, guaranteeing live coverage of a local team nearly every night.

"Play-by-play is a necessity for success in this format. Throughout the day, there [can only be] so much talk," said Rick Rosenfelt, WFAN sales manager.

The station earned a 1.1 share in the fall ratings period, flat from the year before, according to Arbitron Co. WFAN's biggest advertisers are Anheuser-Busch and Coca-Cola Co.

In Minneapolis, KFAN earned a 1.2 share of all listeners 12 and older for fall 1991, just after its switch in August. That compares with a 0.4 share from the summer 1991 period, according to Arbitron.

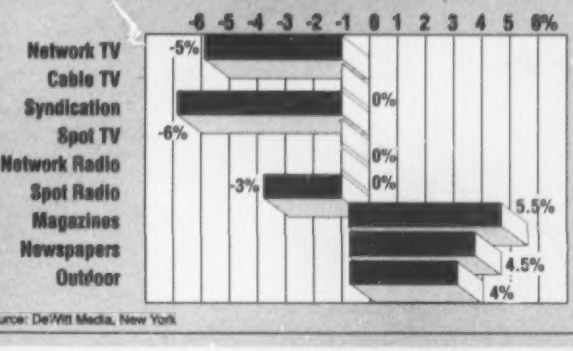
XTRA, San Diego, posted a 4.2 share for men 18 and older in Arbitron's November-January ratings period; the station switched from news/sports in October 1990. XTRA moved to No. 6 in the market, up from No. 16 before the format change. The station projects a 47% rise in ad revenues this year, mostly among upscale marketers targeting men, said Tom McKinley, general manager.

WIP, Philadelphia, posted a 9.2 share among men 25-54 in Arbitron's fall 1991 book, up from a 6.4 share the year before under its adult contemporary format. The station switched in September 1988.

VP-General Manager Ken Nanus credits the fall ratings in part to coverage of Eagles games; however, the station recently lost the rights to carry Eagles games to WYSP-AM. □

TV ad prices flat or falling; print up

Media prices aren't likely to rise much in 1992 despite political advertising, the Olympics or a possible economic turnaround. Here's how prices compare with 1991:



Source: DeWitt Media, New York

KIMBERLY MART

NEW YORK—Many advertisers predict they will pay less or the same for broadcast media this year, despite the Olympics and political advertising.

Network TV and syndication are expected to see the steepest declines, according to DeWitt Media's January survey of 102 advertisers.

Spot radio prices are also predicted to drop from a year ago.

Advertisers expect magazines, newspapers and outdoor to cost more this year.

Some respondents said the soft economy will keep the Olympics and politics from tightening the marketplace, as they traditionally have. One said, "Only an increase in real consumer demand will lead to a corresponding increase in advertising." □

NEWSSTAND

Advertising opportunities in print.

Premiere, New York, "Summer movie guide VI" special edition, June issue; ad close: March 27. B&w page: $17,070; color page: $24,020.

Barron's, New York, "Mutual funds flash" special advertising section, April 6 issue; ad close: March 30. B&w page: $17,887.87.

Vogue, New York, "Men's fashion" special editorial section, June issue; ad close: April 1. Color page: $49,000.

Sports Illustrated, New York, "Homeowners" special ad section, May 25 issue; ad close: April 6. Color page: $36,390.

Black Enterprise, New York, "Top black-owned businesses" special ad section, June issue; ad close: April 10. B&w page: $11,960; color page: $15,935. □

Joe Mandese coordinates MediaWorks.

LAUNCHING PAD

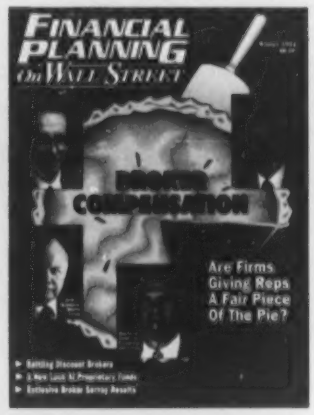
Brokers' quarterly set for April debut

New publication launches.

'Financial Planning on Wall Street'

SDC Publishing introduces with an April issue *Financial Planning on Wall Street*, a quarterly targeting brokers. Controlled circulation is 50,000. A b&w page costs $4,850; a color page is $6,050. Bruce Morris is publisher, Evan Guillemin is editor and Wendy Winshall is ad director. Offices are at 40 W. 57th St., Suite 802, New York 10019. Phone: (212) 765-5311.

'Guide to Children's Products'



Meredith Corp.'s Special Interest Publications will introduce in September *Guide to Children's Products*, a spinoff of *Better Homes & Gardens*. The annual is a shopping guide for children's toys, furniture and fashions. Newsstand distribution is 450,000. A b&w page costs $10,000; a color page is $15,700. David Cohen is publisher, William J. Yates is editor in chief and Patrick Tomlinson is ad director. Offices are at 150 E. 52nd St., Ninth Floor, New York 10022. Phone: (212) 715-8650.

'Out'

Out Publishing introduces with a June issue *Out*, a quarterly targeting lesbians and gays. *Out* seeks initial paid circulation of 150,000 nationally, 250,000 in two years. Editorial covers theater, film, art, fashion, pop culture and hard news. A b&w page costs $3,795; a color page is $5,500. Michael Goff is editor and Eva Leonard is ad director. Offices are at 594 Broadway, Suite 804, New York 10002. Phone: (212) 334-9119.

'The Smart Investor'

MetCom introduces with a June 14 issue *The Smart Investor*, targeting affluent men and women 35 to 59. The tabloid will publish again Oct. 25, with four issues planned for 1993. It will initially be distributed in 1.2 million Sunday copies of *The New York Times* and will sell on New York newsstands for $1.95. A b&w page costs $33,600; a color page is $48,700. James R. Regier is publisher, Niles Howard is editor and Bill Gallagher is ad director. Offices are at 1775 Broadway, Suite 625, New York 10019. Phone: (212) 262-1168.

'Street'

Fairchild Publications, a division of Capital Cities/ABC, introduced with a March issue *Street*, covering sports fashions and youth activities. The magazine will publish twice this year, then four to six times in 1993. Initial rate base is 15,000. A b&w or color page is $3,000. Mark Sullivan is publisher, Larry Carlat is editor and Diane Langhorst is ad director. Offices are at 7 W. 34th St., New York 10001. Phone: (212) 630-3653.

'Noir'

Nouvelle Publishing introduced with a winter issue *Noir*, a quarterly literary and arts magazine targeting 20-to-35-year-old blacks. Initial circulation is 3,000. A b&w page is $395. Duane Thomas is publisher, Kenneth Pope is editor and Cynthia Palmer is ad director. Mailing address is P.O. Box 1838, New York 10009. Phone: (212) 254-5332. □

Hats off to Jet Magazine for your 9% increase in ad pages in February.

We're proud to be the printer of Johnson Publishing's

Ebony, Ebony Man, and Jet magazines for over 45 years

and commend you on this strong demonstration of the power of print.

Ringier America

The power of printing.

Catalogs • Consumer & Special Interest Magazines • Books

CONSUMER MAGAZINE AD LINAGE

	February 1992	February 1991	Year-to-date 1992	Year-to-date 1991
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	115.5	119.0	217.8	197.6
Automobile Magazine C.	61.5	55.5	106.9	111.8
Car & Driver C.	78.3	79.7	148.6	176.5
Car Collector & Car Classics	29.0	18.0	59.0	39.0
Car Craft	36.1	46.4	68.9	83.7
Circle Track	118.6	115.8	177.5	171.6
Cycle World	40.8	33.3	92.7	63.2
Dirt Rider	30.9	27.9	75.6	59.9
Dune Buggies & Hot VWs	77.2	65.5	159.4	137.9
Easyriders	41.0	36.9	76.0	73.0
Family Motor Coaching	155.8	144.7	344.6	320.7
Four Wheeler C.	54.1	70.1	111.6	135.9
Hot Rod C.	39.7	43.2	75.2	86.2
Motorcyclist	31.7	29.5	57.1	52.8
Motor Trend C.	51.9	57.2	100.5	123.8
Motorhome	65.5	85.2	129.1	158.3
Petersen's 4 Wheel	53.8	62.5	93.6	112.8
Rider	26.9	30.1	55.2	54.2
Road & Track C.	57.2	71.8	124.8	156.8
Trailer Life	64.2	80.8	124.6	163.2
Total Group	**1,229.4**	**1,273.1**	**2,400.6**	**2,478.8**
% change	**-3.4%**		**-3.2%**	
■ Boating & yachting				
Boating	156.0	107.1	274.6	211.8
Chesapeake Bay	27.7	27.2	48.0	47.5
Cruising World	73.2	105.0	143.8	186.8
Lakeland Boating (11X)	64.8	64.8	117.0	124.3
Motor Boating & Sailing	107.2	90.0	204.5	183.2
Sail	105.9	117.4	211.8	198.4
Sailing World	30.7	53.9	60.8	83.5
Trailer Boats (11X)	57.3	65.1	115.2	149.2
Yachting C.	123.7	107.8	270.2	251.1
Total Group	**746.6**	**738.4**	**1,445.7**	**1,435.7**
% change	**1.1%**		**0.7%**	
■ Civic/fraternal				
Elk (10X)	18.7	17.3	35.2	32.5
Kiwanis (10X)	19.1	17.8	36.1	36.1
Lion (10X)	5.7	5.8	5.7	5.8
Rotarian	15.0	17.0	33.7	36.7
V.F.W. (11X)	23.7	25.2	47.3	55.0
Total Group	**82.2**	**83.1**	**158.0**	**166.1**
% change	**-1.1%**		**-4.9%**	
■ General				
American Health (10X) C.	—	—	42.0	31.3
American Heritage (8X) C.	37.0	55.7	37.0	55.7
American Legion	26.7	29.8	82.4	81.7
Archaeology (6X)	—	—	30.3	37.3
Art & Antiques (10X) C.	34.1	44.8	70.9	84.3
ARTnews (10X)	63.3	77.8	134.2	176.8
The Atlantic C.	51.0	35.6	102.6	85.9
Bon Appetit C.	84.6	83.2	131.6	140.8
Buena Salud	28.1	20.8	43.3	47.2
Cable Guide C.	20.7	24.9	43.9	56.6
Caribbean Travel & Life (7X)	—	—	53.3	51.7
Conde Nast Traveler C.	71.6	71.7	141.0	120.3
Connoisseur C.	25.7	30.0	52.8	59.3
Consumers Digest (6X) C.	—	—	21.8	26.7
Cooking Light (7X) C.	—	—	48.9	57.0
Country America (10X) C.	37.6	35.5	74.7	70.0
Departures N. America (6X)	41.3	79.8	41.3	79.8
Ebony C.	102.8	109.5	168.9	187.8
Endless Vacation (8X) C.	17.6	14.0	50.7	38.5
European Travel & Life (10X) C.	24.0	36.7	57.3	90.0
Food & Wine C.	48.1	38.7	73.7	72.7
Golden Years (6X)	—	—	38.2	32.5
Gourmet C.	75.4	70.2	118.9	157.7
Harper's Magazine C.	30.3	28.3	57.3	56.8
Islands (6X) C.	—	—	73.5	78.1
Kiplingers Personal Finance C.	55.6	47.0	103.7	94.7
Let's Live	39.0	46.0	80.0	88.0
Life C.	37.0	26.4	78.4	80.5
Longevity C.	55.5	43.8	105.5	82.5
Mature Outlook (6X) C.	—	—	41.5	35.9
Modern Maturity (6X) C.	37.3	37.1	37.3	37.1
Money C.	101.3	106.4	178.0	188.3
National Geographic C.	19.6	23.2	35.1	40.3
National Geographic Traveler (6X) C.	—	—	41.4	32.4
Natural History C.	27.9	27.1	55.5	55.6
New Choices (10X) C.	30.1	25.3	30.1	48.1
Prevention C.	47.7	47.4	84.3	79.7
Reader's Digest C.	65.7	76.0	125.1	129.8
Sat. Evening Post (9X) C.	—	—	31.7	38.9
Smithsonian C.	63.6	72.7	120.4	140.0
Town & Country C.	52.5	79.4	81.0	123.5
Travel-Holiday (10X) C.	57.5	42.8	57.5	64.0
Travel & Leisure C.	92.6	127.8	137.8	194.9
Travelhost	112.6	113.7	225.2	222.4
US Magazine C.	26.7	38.1	47.4	58.0
Ulne Reader (6X)	—	—	57.2	37.2
Vanity Fair C.	74.7	72.9	123.9	113.4
The Walking Mag. (6X) C.	23.5	28.8	23.5	28.8
Yankee C.	57.4	57.8	107.9	108.6
Total Group	**1,897.5**	**2,026.3**	**3,799.6**	**4,098.8**
% change	**-6.4%**		**-7.3%**	
■ Home				
Architectural Digest C.	115.4	109.7	184.6	192.2
Better Homes & Gardens C.	112.5	109.7	168.1	165.7
Colonial Homes (6X) C.	40.6	34.1	40.6	34.1
Columbus Monthly-Homes (4X)	—	—	15.3	20.6
Country Home (6X) C.	43.1	40.1	43.1	40.1
Country Life (6X)	—	—	33.4	60.9
Country Living C.	85.3	81.1	133.9	133.5
Decorating Remodeling (8X) C.	45.3	—	45.3	—
Family Handyman (10X) C.	40.0	51.4	66.3	82.9
Flower & Garden (6X)	—	—	31.0	19.8
HG C.	42.8	73.6	60.8	104.6
Home C.	43.1	57.7	80.9	79.5
Home Mechanix (10X) C.	31.5	34.4	31.5	34.4
Horticulture (10X)	35.1	32.3	87.2	74.9
House Beautiful C.	41.6	56.7	78.8	92.7
Metropolis (10X)	—	—	48.9	59.5
Metropolitan Home C.	63.2	66.3	106.4	106.5
Midwest Living (6X) C.	58.9	50.6	58.9	50.6
Organic Gardening (9X) C.	37.1	48.9	82.6	93.9
Phoenix Home/Garden	54.7	53.2	116.8	102.4
San Diego Home/Garden	58.9	70.8	102.7	115.0
Southern Accents (10X) C.	39.2	41.3	39.2	41.3
Southern Living C.	95.0	92.4	156.4	161.2
Sunset Magazine C.	104.7	107.5	179.2	176.8
Traditional Home (6X) C.	24.7	18.3	24.7	18.3
Workbench (6X)	—	—	40.2	48.6
Total Group	**1,212.6**	**1,230.0**	**2,056.9**	**2,109.7**
% change	**-1.4%**		**-2.5%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	31.2	40.7
Alaska Airlines	43.9	52.8	91.6	104.9
America West Airlines	49.5	59.6	107.8	133.4
American Way (24X) C.	124.2	120.3	258.4	235.1
Continental Profiles	26.5	31.8	53.7	67.0
Delta Sky C.	70.7	62.6	134.7	124.2
Northwest Compass Readings C.	51.0	44.3	116.9	80.8
Southwest Spirit	47.8	49.3	93.8	90.6
Spirit of Aloha	45.4	35.3	89.6	71.2
TWA Ambassador A.	33.7	34.2	69.8	67.9
United Vis 'A Vis	54.3	67.3	112.6	123.6
US Air Magazine	63.3	60.2	136.0	127.4
Total Group	**510.3**	**517.8**	**1,296.1**	**1,266.9**
% change	**-1.2%**		**2.3%**	
■ Men's				
Details	22.5	17.0	41.7	33.7
Esquire C.	54.7	59.5	113.5	104.3
Firehouse Magazine	30.8	34.6	71.9	69.8
Gentlemen's Quarterly C.	80.5	110.7	123.9	172.5
M Magazine C.	51.0	76.7	89.8	105.5
Men's Fitness	35.7	35.0	73.7	67.8
Men's Health (6X)	—	—	19.3	19.2
Muscle & Fitness C.	111.6	115.0	230.1	229.3
Penthouse C.	60.9	56.5	124.1	128.3
Playboy C.	38.2	45.8	88.2	120.6
Popular Mechanics C.	52.5	51.8	94.5	95.8
Total Group	**538.2**	**602.6**	**1,070.4**	**1,146.8**
% change	**-10.7%**		**-6.7%**	
■ Metropolitan				
Aloha (6X)	—	—	33.8	37.5
Annapolitan (10X) A.	—	40.8	29.5	94.7
Atlanta	45.2	52.7	95.5	111.0
Baltimore	30.0	39.4	59.4	77.7
Boston	48.9	59.7	123.0	137.9
Chicago	41.7	52.7	112.7	109.2
Chicago's North Shore	54.3	67.3	120.1	135.8
Cincinnati	34.6	33.1	57.7	65.0
Cleveland	49.4	17.7	95.0	39.2
Columbus Monthly	33.1	33.6	69.3	79.4
Connecticut	59.0	55.1	117.1	111.3
D/Magazine	34.4	44.9	69.4	85.2
Detroit Monthly	36.8	42.2	99.7	93.6
Diablo	43.3	48.5	96.6	96.5
Grand Rapids	13.7	29.3	27.0	48.6
Honolulu	36.0	38.5	67.8	80.7
Houston Metro. Mag.	45.7	48.8	120.2	111.8
L.A. Style	39.3	70.9	63.6	112.6
Los Angeles	70.7	78.9	145.2	161.6
Louisiana Life (6X)	20.7	22.6	20.7	22.6
Louisville	39.2	38.2	58.7	67.8
Madison	40.0	40.0	68.0	64.0
Memphis	30.7	41.3	62.2	85.0
Mid Atlantic Country	44.1	40.7	76.1	82.0
Milwaukee	34.2	48.8	69.8	93.7
Minneapolis/St. Paul	62.9	72.0	175.6	152.3
Minnesota Monthly Mag.	71.3	50.2	121.5	87.4
New Jersey Monthly	56.2	51.5	95.3	84.0
New Mexico	22.7	20.7	120.8	122.7
Ohio	28.3	27.8	58.8	67.6
Orlando	63.3	98.9	108.9	172.3
Pacific Northwest (8X) A.	47.8	20.1	47.8	46.4
Palm Springs Life	157.9	162.3	309.5	297.0
Philadelphia	79.9	91.5	165.0	198.3
Phoenix	40.6	33.3	74.2	59.1
Pittsburgh	63.1	51.4	112.2	116.2
Rhode Island Monthly	30.5	28.3	64.5	88.3
Sacramento Magazine	33.1	46.3	87.4	111.9
San Diego	66.0	82.4	141.0	167.7
San Francisco Focus C.	57.1	62.4	111.0	119.4
Sarasota (10X)	62.9	72.1	131.9	143.7
South Florida Magazine	61.6	58.7	112.5	115.7
St. Louis	30.3	36.5	56.0	71.0
Texas Monthly C.	76.0	87.7	169.1	189.4
The Washingtonian	79.7	93.4	148.0	178.7
Total Group	**2,115.8**	**2,333.1**	**4,369.0**	**4,793.5**
% change	**-9.3%**		**-8.9%**	
■ Music/entertainment				
Audio	62.8	66.4	146.8	157.3
Dance Magazine	64.3	68.7	133.0	136.9
Entertainment Weekly (52X) C.	50.6	62.0	101.3	103.7
Playbill	31.8	37.9	66.9	73.8
Premiere C.	40.1	52.5	82.8	100.0
Rolling Stone (25X) C.	97.2	95.4	156.9	175.2
Spin C.	36.4	31.2	70.7	67.8
Total Group	**383.2**	**414.3**	**758.4**	**814.7**
% change	**-7.5%**		**-6.9%**	
■ Outdoor & sport				
Alaska	46.2	44.5	77.1	85.5
The American Handgunner (6X)	—	—	64.0	52.0
American Hunter	17.5	17.2	32.4	39.4
American Rifleman	14.4	13.5	24.5	31.5
Audubon (5X) C.	—	—	31.9	33.1
Backpacker (8X) C.	22.6	22.1	22.6	22.1
B.A.S.S. Times	23.5	20.2	36.0	34.0
Bassmaster (10X) C.	68.0	90.7	121.7	158.1
Bicycling (10X) C.	61.1	71.9	61.1	71.9
Ducks Unlimited (6X)	—	—	25.0	19.4
Field & Stream C.	52.2	69.3	109.9	112.6
Fishing World (6X)	—	—	38.5	30.3
Flex	88.5	73.5	183.0	138.5
Florida Sportsman	130.4	132.5	230.0	234.6
Golf Digest C.	116.9	99.3	214.5	186.7
Golf Magazine C.	102.9	103.4	242.5	256.1
Guns	51.0	40.0	88.0	73.0
Guns & Ammo	35.7	34.3	69.8	64.0
In-Fisherman (7X)	128.0	114.5	128.0	114.5
Outdoor Life C.	47.0	63.6	96.5	108.4
Outskie Magazine C.	71.4	55.9	121.2	91.1
Petersen's Hunting	41.5	38.3	67.5	67.7
Runner's World C.	52.1	63.3	91.4	100.9
Salt Water Sportsman C.	88.2	90.2	200.0	207.6
Shooting Times	37.4	30.0	65.2	50.9
Sierra (6X) C.	—	—	34.4	45.0
Ski (8X) C.	78.9	80.3	194.3	199.0
Skiing (7X) C.	82.4	59.2	211.1	161.2
Skin Diver C.	103.9	122.9	204.8	227.8
Southern Outdoors (9X)	58.8	57.0	93.7	92.4
Southern Western Links (6X)	—	—	51.2	27.9
Sport Magazine C.	21.8	32.0	38.8	55.4
Sports Afield C.	61.2	60.8	115.8	125.0
Surfing	46.2	51.2	90.3	119.4
Tennis C.	53.1	52.2	80.2	87.8
Volleyball A.	17.2	—	36.4	27.7
Waterski (10X)	50.7	47.8	112.0	117.7
Western Outdoors (9X)	27.2	25.1	46.2	43.7
Total Group	**1,897.7**	**1,856.4**	**3,751.8**	**3,714.0**
% change	**2.2%**		**1.0%**	
■ Photography				
American Photo (6X) C.	—	—	48.8	42.0
Outdoor Photographer (10X)	29.9	28.4	29.9	28.4
Petersen's Photographic	46.2	27.5	95.4	49.2
Popular Photography C.	98.3	104.9	208.3	215.8
Shutterbug	172.3	167.0	344.8	332.7
Total Group	**346.6**	**327.8**	**727.2**	**668.1**
% change	**5.7%**		**8.9%**	
■ Science/electronic/mech				
Compute C.	74.1	57.3	153.3	153.0
Discover A. C.	14.3	34.7	33.0	65.4
Home Office Computing C.	46.0	39.5	83.7	80.2
Omni C.	67.7	66.8	125.7	122.6
Popular Science C.	53.4	47.9	102.3	93.1
Scientific American C.	29.0	65.5	92.1	101.4
Spectrum C.	30.5	40.8	79.4	96.8
Total Group	**315.0**	**352.4**	**669.6**	**712.6**
% change	**-10.6%**		**-6.0%**	
■ Woman/fashion/service				
Bride's Magazine (6X) C.	843.0	807.8	843.0	807.8
Child (10X) C.	58.8	47.0	58.8	47.0
Cosmopolitan C.	145.3	159.5	243.6	260.1
Elegant Bride (6X)	333.1	238.9	333.1	238.9
Elle C.	84.2	118.3	139.8	178.1
Essence C.	66.2	61.9	105.2	102.8
Family Circle (17X) C.	154.3	172.7	234.1	231.2
Glamour C.	85.7	110.5	129.2	178.8
Good Housekeeping C.	127.9	148.0	218.6	242.2
Harper's Bazaar C.	84.8	94.3	115.6	137.3
Imagen	47.5	50.9	97.4	120.2
Ladies' Home Journal C.	122.1	120.3	186.2	216.6
Lear's C.	30.2	29.5	58.8	65.5
Mademoiselle C.	69.7	96.7	103.7	138.4
McCall's C.	90.6	85.3	157.4	157.9
Military Lifestyle A.	64.6	49.7	75.1	49.7
Mirabella C.	72.5	78.2	93.5	128.1
Modern Bride (6X) C.	653.3	627.3	653.3	627.3
New Woman C.	54.0	66.0	90.0	109.6
Parenting C.	79.0	76.4	79.0	76.4
Parents Magazine C.	106.8	121.0	174.9	198.0
Redbook C.	84.7	89.3	143.7	144.8
Sassy C.	33.1	25.0	65.5	48.6
Self C.	58.4	67.9	103.0	105.0
Seventeen C.	46.0	69.4	78.0	107.9
Shape C.	65.1	54.8	113.2	96.7
Soap Opera Digest (26X) C.	32.4	35.1	61.1	63.5
Teen Magazine	33.2	28.4	56.7	52.5
True Story C.	46.1	41.3	81.3	74.0
Victoria C.	35.8	35.3	72.3	70.6
Vogue C.	167.2	226.1	239.8	318.0
W Magazine (26X) C.	90.7	126.6	149.0	177.5
Weddings West (4X) A.	—	—	288.0	42.3
Weight Watchers C.	38.3	44.0	62.1	69.2
Woman's Day (15X) C.	112.3	81.7	180.0	139.1
Workbasket (6X)	—	—	27.8	18.1
Working Mother C.	48.2	60.5	87.4	105.6
Working Woman C.	48.9	64.2	92.4	129.0
YM-Young & Modern (10X)	30.7	38.6	30.7	38.6
Total Group	**4,344.6**	**4,448.3**	**6,122.3**	**6,112.4**
% change	**-2.3%**		**0.2%**	
■ Youth				
Boys' Life C.	17.4	13.2	31.4	27.8
Campus Life (10X)	31.2	31.7	84.2	90.7
Total Group	**48.5**	**44.9**	**115.6**	**118.4**
% change	**8.1%**		**-2.4%**	
■ Business/national				
Barron's	129.3	124.1	230.4	217.9
Black Enterprise C.	146.7	114.8	194.6	160.0
Business Week (32X) C.	268.5	230.2	449.7	394.1
Economist (52X) C.	257.0	182.3	431.4	311.7
Entrepreneur C.	153.7	167.4	397.0	383.8
Entrepreneurial Woman (7X) C.	—	—	34.3	42.2
Financial World (26X) C.	80.6	45.4	176.2	76.9
Forbes (26X) C.	168.3	147.7	391.1	371.3
Fortune (26X) C.	162.9	159.8	271.7	255.5
Frequent Flyer	30.7	35.3	53.2	76.0
Futures	40.3	33.6	67.7	66.9
Harvard Business Review (6X) C.	—	—	42.4	42.9
Inc. Magazine C.	72.8	59.0	161.0	135.1
Income Opportunities	83.8	96.1	83.8	96.1
Industry Week (23X)	62.8	68.9	112.1	120.9
Nation's Business C.	19.5	25.3	42.3	56.3
Success C.	35.4	75.3	35.4	75.3
Total Group	**1,712.2**	**1,565.0**	**3,174.3**	**2,882.7**
% change	**9.4%**		**10.1%**	
■ Business/regional				
Business Atlanta	19.0	23.0	49.3	50.5
Business First of Columbus (52X)	100.3	88.8	169.9	151.8
Bus. Jrnl.-Milwaukee (52X)	101.3	101.6	207.0	200.5
Bus. Jrnl.-Sacramento (52X)	76.8	72.9	122.0	141.8
Bus. North Carolina	21.5	31.7	45.8	56.0
Capital Dist. Business Review (52X)	69.4	67.5	124.8	188.8
Caribbean Business	107.4	118.4	153.0	183.0
Corporate Rpt. Minnesota	46.2	36.3	87.4	82.0
Crain's Chicago Bus. (52X)	87.8	84.7	157.1	146.8
Crain's Cleveland Bus. (52X)	52.8	55.2	88.9	97.5
Crain's Detroit Bus. (52X)	49.2	61.5	114.0	120.2
Crain's New York Bus. (52X)	59.5	49.0	113.5	92.5
Florida Trend (12X)	21.9	26.1	45.8	61.2
Georgia Trend	33.0	33.0	60.8	57.3
Grand Rapids Business Journal	40.9	45.5	92.2	86.7
Hawaii Business	45.0	33.5	80.5	70.5
Houston Bus. Jrnl. (52X)	132.0	95.7	211.1	172.3
Indianapolis Bus. Jrnl. (52X)	95.2	108.0	178.6	189.2
Nashville Business & Lifestyle	14.5	18.3	26.6	39.4
New Orleans City Bus.	54.2	49.2	95.0	88.4
Pacific Bus. News (52X)	100.4	88.6	189.6	175.9
Philadelphia Bus. Jrnl (52X)	86.4	66.7	171.7	140.0
Pittsburgh Bus. Times (52X)	35.5	53.7	62.3	98.5
Providence Business News	49.7	55.8	98.4	105.6
St. Louis Bus. Jrnl. (52X)	95.2	118.1	160.7	206.3
Total Group	**1,650.1**	**1,639.4**	**2,906.1**	**3,002.8**
% change	**0.7%**		**-3.2%**	
■ National Sunday mags				
Parade (52X) C.	80.5	61.8	146.5	120.9
USA Weekend (52X) C.	58.2	41.9	120.9	86.9
Vista Magazine (12X)	12.8	8.5	27.9	15.6
Total Group	**151.5**	**112.2**	**295.3**	**223.4**
% change	**35.0%**		**32.2%**	
■ Newspaper Sunday magazine				
Boston Globe	86.2	106.1	175.0	200.0
Chicago Tribune	68.4	73.7	254.9	142.6
Cleveland Plain Dealer	24.8	26.1	46.7	48.4
The Dallas Morning News	39.2	31.8	68.3	57.6
Detroit Free Press	17.0	28.0	35.0	54.0
L.A. Times C.	101.3	36.9	148.1	75.8
New York Times Mag. C.	210.9	225.4	327.1	352.9
Philadelphia Inquirer	50.2	58.8	118.8	101.4
Seattle Times	58.0	50.0	87.0	85.0
St. Louis Post Dispatch	72.6	64.8	123.9	125.5
Toledo Blade Magazine	20.4	19.6	36.0	42.9
Washington Post	55.2	67.4	111.9	129.6
Total Group	**954.2**	**788.6**	**1,532.6**	**1,415.7**
% change	**2.0%**		**8.3%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	132.0	159.0	265.4	364.3
Army Times Military Group:				
Air Force Times (52X)	109.6	122.8	217.9	220.2
Army Times (52X)	107.6	120.7	217.9	234.2
Navy Times (52X)	115.8	128.2	233.0	254.8
Capper's (26X)	26.6	24.8	58.0	67.5
Commonweal (22X)	1.5	4.3	13.2	13.0
Golf World (41X) C.	135.4	123.0	310.0	276.7
Grit (52X)	28.5	39.0	56.1	78.6
Jet (52X) C.	93.0	85.5	150.5	157.0
National Journal (50X) C.	45.0	30.0	78.0	64.0
National Review (25X)	34.3	31.5	85.6	69.7
New Republic (48X)	37.9	41.6	69.5	72.5
New York Mag. (50X) C.	164.4	136.7	277.5	260.7
New Yorker C.	118.3	101.7	200.4	191.4
Newsweek (52X) C.	146.4	134.6	263.1	234.9
People (51X) C.	208.8	219.5	352.0	407.4
Sporting News (52X) C.	38.0	24.6	68.1	50.0
Sports Illustrated (52X) C.	147.5	172.6	270.6	302.4
Time (52X) C.	143.8	113.8	259.5	278.8
TV Guide (52X) C.	295.2	218.3	495.3	445.8
U.S. News & World Report (50X) C.	130.7	102.7	213.4	186.0
Total Group	**2,260.1**	**2,134.8**	**4,155.0**	**4,230.1**
% change	**5.9%**		**-1.8%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

Subsidy

(Continued from Page 1)

ing budget with their hard-earned money," Rep. Armey said. "There is no reason for the most successful American firms to be feeding at the government trough. The overall dollar figures are substantial, but any one grant is a tiny fraction of the ad budgets of a Hershey" or other major marketer.

David McGuire, the Agriculture Department's deputy director for marketing, said the program's primary mission is to see that U.S. commodities—cotton, walnuts, prunes or avocados—are promoted abroad.

Most of the federal dollars are dispersed by commodity groups, such as the Chocolate Manufacturers Association, National Pasta Association or Kentucky Distillers, to individual marketers based on criteria OK'd by the Agriculture Department, Mr. McGuire said.

"We didn't administer this thing on the basis of the size of a company or its ownership," he said. "Pillsbury got about $2 million for [promoting] sweet corn even though it's owned by [U.K. conglomerate] Grand Metropolitan. And the reason it's not a concern is because it's U.S.-grown corn they're selling . . . What is relevant is that this program makes for more jobs."

Gallo, for example, with an estimated annual ad budget of $100 million, got $5.1 million in 1991, the Agriculture Department said.

Other top fund recipients included Sunkist Growers (nearly $10 million in 1991 and $31.4 million since 1989), Blue Diamond Growers ($6.2 million), Sunsweet ($3.7 million), Sun-Maid Growers of California ($3.7 million) and Pillsbury ($3 million, *see chart on Page 1*).

Other major marketers also showed up on the list, including Hershey Chocolate USA at $612,500 and McDonald's Corp. at $465,000.

The program has several problems, said an aide to Rep. Peter Kostmayer (D., Pa.), who's cosponsoring legislation to revamp the subsidy fund.

"The U.S. Tobacco Associates got $3.5 million to promote U.S. tobacco abroad, which would seem to be a contradiction vis-a-vis the Department of Health & Human Services stance on smoking here at home," said Jeff Tenenbaum, Rep. Kostmayer's aide. "And the same thing goes for paying to promote whiskey."

He also questioned whether the Agriculture Department makes sure the money is spent in compliance with departmental regulations requiring the promotion to note a product's U.S. origin.

"The General Accounting Office says that rarely is it known what these companies use the money for," he said. "The verification is pathetic."

Rep. Kostmayer is proposing a $500,000 limit on annual funding to any marketer. A marketer wouldn't be eligible if annual sales exceeded $500,000.

The Agriculture Department's Mr. McGuire acknowledged the controversial nature of the program but said eliminating it would also take away any guarantee that McDonald's, for example, would use and promote U.S.-grown chicken products overseas.

"If McDonald's promotes Chicken McNuggets in Singapore, there is no correlation—certainly no guarantee—that it will be selling U.S.-grown chicken," he said. "For them to qualify, they have to [use] only U.S. product. This is an enticement for them to do that. We think McDonald's is a great way to promote [U.S.] chicken, and the best thing for that is to give this money to McDonald's."

Susan Smith, VP-public and legal affairs of the Chocolate Manufacturers Association, defended the goal of the program.

"We didn't ask for this program, but if increasing sales abroad is the goal, we can do something about it," she said. "We try to make sure that all companies can be part of the program. It's true that big companies are usually the ones that can boost exports, and it's true that many of those companies have big ad budgets, but Mars has been fighting for years to get into Asian markets. They can legitimately use this money."

M&M/Mars got $1.1 million in subsidy dollars last year. Hans Fiuczynski, external relations spokesman for the company, dismissed criticism of the program as "pretty much a political thing."

He said foreign competitors rely far more heavily on government supports and said the chocolate marketer would have done less undercut by Argentinian and Chilean manufacturers. The funding allows farmers to create demand for U.S. products by brand."

"There is no reason for the most successful American firms to be feeding at the government trough."

Mr. Dillon noted that companies like Welch, a co-op of 1,600 grape growers, wouldn't be able to advertise overseas without the federal funding.

He also challenged the argument that midsize and large companies can well afford to advertise overseas without government subsidies.

"If we had our last quarter of a million dollars, we probably wouldn't have spent it to promote product overseas," he said. "We'd just as soon spent it on one more FSI in the U.S. If they want us to compete, the government has to help us."

Welch, he said, was approved for $1.2 million to market grape products in Japan and the Far East but opted to receive only $225,000.

Robert Gillespie, president of CPC International's Best Foods division, also defended the program.

The U.S. unit of the giant international player got $162,500 last year to promote Skippy peanut butter and a total of $974,500 in the past three years.

Mr. Gillespie said the program has worked for Best Foods. He said the company's peanut butter business in Taiwan has increased fivefold since 1988. Some funds were also used to introduce Skippy peanut butter into Sweden.

He said Best Foods applied for the funds because others were doing it "and we can't be at a competitive disadvantage."

When asked whether such a small amount of money was enough to do a full-scale promotional launch in a foreign market, Mr. Gillespie said: "When you're going into a market like Tonga, $162,000 goes a long, long way."

Those explanations, however, carried no appeal for Rep. Armey. "This program cries out for termination," he said. □

Contributing to this story: Judann Dagnoli, Christy Fisher and Bradley Johnson.

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UNITED STATES BANKRUPTCY COURT
SOUTHERN DISTRICT OF NEW YORK

In re
THE MEDIATORS, INC.,
Debtor.

Chapter 11
91 B 12980 (PBA)

NOTICE OF BAR DATE FOR FILING PROOFS OF CLAIMS OR INTEREST

TO: CREDITORS OF THE MEDIATOR'S, INC., (THE "DEBTOR") AND ANY PERSON, ENTITY OR GOVERNMENTAL UNIT THAT ASSERTS A CLAIM AGAINST OR INTEREST IN THE DEBTOR

PLEASE TAKE NOTICE that:

On March 11, 1992, the United States Bankruptcy Court for the Southern District of New York (the "Bankruptcy Court") entered an Order requiring all creditors, individuals, partnerships, corporations, associations, governmental units and any other entities that hold or assert claims (as defined in 11 U.S.C. §101 (4)) against or interests in the Debtor arising prior to or which may be deemed to have arisen prior to the commencement of the Debtor's Chapter 11 case on September 13, 1991, which claims are based on the Debtor's primary, secondary, direct, or indirect, secured, unsecured, contingent or guaranty liability or otherwise, that wish to vote on the Debtor's plan of reorganization or to share in any distribution under such plan, to FILE PROOFS OF CLAIM OR INTEREST AT THE ADDRESS STATED HEREIN ON OR BEFORE THE CLOSE OF BUSINESS ON APRIL 23, 1992, NEW YORK TIME, OR BE FOREVER BARRED FROM FILING SUCH CLAIMS OR INTEREST AGAINST THE DEBTOR'S ESTATE and from being treated as creditors or interest holders for the purposes of voting and sharing in any distribution; nevertheless, the holder of such unfiled claim or interest shall be bound by the terms of any such plan of reorganization, if such plan is confirmed by the Bankruptcy Court.

On October 29, 1991, the Debtor filed its Statement of Financial Affairs (the "Schedules") and Schedules of Assets and Liabilities. CREDITORS (i) WHOSE CLAIMS ARE LISTED ON THE DEBTOR'S SCHEDULES OF LIABILITIES (ii) WHOSE CLAIMS ARE NOT LISTED AS DISPUTED, CONTINGENT OR UNLIQUIDATED AND (iii) WHO DO NOT DISPUTE THE STATED AMOUNT OF THEIR CLAIM OR THE MANNER IN WHICH THEIR CLAIM IS LISTED, NEED NOT FILE PROOFS OF CLAIM. CREDITORS WHO HAVE ALREADY FILED PROOFS OF CLAIM NEED NOT FILE AGAIN. Claims of co-debtors, sureties or guarantors that may be filed under 11 U.S.C. §901 (b) and Rule 3005 of the Federal Rules of Bankruptcy Procedure (the "Bankruptcy Rules") must be filed.

THE BAR DATE DOES NOT EXTEND TO CLAIMS FOR WHICH SPECIFIC DEADLINES HAVE PREVIOUSLY BEEN FIXED BY THE BANKRUPTCY COURT. ANY PROOF OF CLAIM PREVIOUSLY FILED WITH THE CLERK OF THIS COURT PRIOR TO THE PUBLICATION OF THIS NOTICE SHALL BE DEEMED TO BE AND SHALL BE TREATED AS A PROPERLY FILED PROOF OF CLAIM, SUBJECT TO THE RIGHTS OF THE DEBTOR OR ANY PARTY IN INTEREST TO OBJECT TO THE ALLOWANCE THEREOF. IF IT IS NECESSARY FOR THE DEBTOR TO AMEND ITS SCHEDULES TO MORE ACCURATELY REFLECT KNOWN CLAIMS AGAINST THE ESTATE APPROPRIATE NOTICE THEREOF WILL BE GIVEN TO AFFECTED CREDITORS, WHO WILL IN SUCH EVENT BE AFFORDED AN ADDITIONAL TWENTY (20) DAY PERIOD FOLLOWING THE GIVING OF SUCH NOTICE TO FILE A PROOF OF CLAIM, IF NECESSARY. ALL CREDITORS SHALL HAVE THE BURDEN OF INFORMING THE CLERK OF THE COURT OF A CHANGE OF ADDRESS.

CREDITORS (i) WHOSE CLAIMS ARE NOT LISTED ON THE SCHEDULES, (ii) WHOSE CLAIMS ARE LISTED AS DISPUTED, CONTINGENT OR UNLIQUIDATED, (iii) WHO DISPUTE THE AMOUNT OF THEIR CLAIM AS LISTED ON THE SCHEDULES OR (iv) WHO DISPUTE THE MANNER IN WHICH THEIR CLAIM IS LISTED MUST FILE A PROOF OF CLAIM (SUBSTANTIALLY IN THE FORM OF OFFICIAL BANKRUPTCY FORM 19 ACCOMPANYING THE BANKRUPTCY RULES) WITH THE CLERK, UNITED STATES BANKRUPTCY COURT, SOUTHERN DISTRICT OF NEW YORK, ONE BOWLING GREEN, OLD CUSTOM HOUSE, NEW YORK, NEW YORK 10004-1408. IN ORDER TO ASSIST IN THE REVIEW AND RECONCILIATION OF PROOFS OF CLAIM, CLAIMS SHOULD INCLUDE ANY INVOICES, STATEMENTS OR OTHER DOCUMENTS EVIDENCING THE AMOUNT AND/OR BASIS OF THE CLAIM.

Copies of the Debtor's Schedules, the Application for the Bar Order and the Bankruptcy Court's Order are available for inspection during regular business hours at the offices of the Clerk of the United states Bankruptcy Court, Southern District of New York, Old Customs House, On Bowling Green, New York, New York 10004-1408.

BY ORDER OF THE COURT
UNITED STATES BANKRUPTCY JUDGE

WINICK & RICH, P.C.
Attorneys for The Mediators, Inc.
919 Third Avenue
New York, New York 10022
(212) 935-6360

By: Jeffrey N. Rich (JR 7183)
By: A Member of the Firm

INFORMATION REGARDING THE SCHEDULES AND THE MANNER IN WHICH A CREDITOR HAS BEEN LISTED MAY BE OBTAINED BY CONTACTING:

Ms. Ivy Berg, c/o Winick & Rich, P.C., 919 Third Avenue, New York, New York 10022, (212) 935-6360.

McD's

(Continued from Page 1)

zines to strengthen their ties to customers and control the editorial environment in which their ads appear.

In September, Hachette Magazines will launch custom titles for Jenny Craig International and Mary Kay Cosmetics. They join titles published by Benetton Group, IBM Corp., Pillsbury Co. and Slim-Fast Foods Co., among others.

And more publishers are exploring family-oriented magazines as part of the return, real or perceived, of "traditional" values. Walt Disney Co. last month acquired *FamilyFun* from founders Jake Winebaum and *U.S. News & World Report. Ladies' Home Journal* and *Parenting* each launched family activity spinoffs in the past year.

McDonald's has tried its hand at in-house publishing ventures before, without much success. In 1985, it briefly tested in-store distribution of *Now*, a music and entertainment magazine for teen-agers, published for the chain by SMI. The title carried some McDonald's advertising but no outside ads and was quickly dropped.

McDonald's later tried *McDonald's Funland Times*, a comic book for kids, again without success.

The chain also has its eye on other in-store media. In November, McDonald's and Turner Broadcasting System announced an "agreement in principle to explore development" of a dedicated TV channel for all domestic McDonald's stores. That project is proceeding, but no in-store tests have been conducted yet. □

Scott Hume contributed to this story.

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Where are you going, Charlotte?

By Gary Levin and Scott Hume

Beers

Where will Charlotte Beers land?

The answer is: Probably at a New York agency.

The career plan of the former Tatham/RSCG ceo was Madison Avenue's biggest guessing game last week.

"It's likely that I will join with another agency, but absolutely no agreement has been reached with any other agency," Ms. Beers told *Advertising Age*. "I've had serious dialogues with some people in the industry, but no decision has been reached."

It is believed by some that Ms. Beers already has sewn up her next career move but just isn't telling. That's because Ms. Beers

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McD's may be fried by database rental

By Scott Hume

McDonald's is stepping into database marketing, and it could stub its toe.

In an area covering eastern Maryland and southern New Jersey and parts of Delaware, McDonald's Corp. restaurants are inviting customers to join the McDonald's VIP Club by filling out a form with their name, address, home phone number, sex and birth date.

Members are promised a membership card, special offers on their birthday, a newsletter and McDonald's coupons by mail.

But they may receive more than they bargained for.

Qualified Lists Corp., which is compiling the database for McDonald's, is offering to rent the list to outside parties.

The list-management company last week placed an ad in trade publication *DM News* announcing availability of the membership list for rental by companies that could use it for solicitations.

The ad says lists could be broken out for "insurance, publications, catalogs & opportunity seekers."

The experiences of Blockbuster Entertainment Corp., Lotus Development Corp. and others have shown list rental to be a sensitive issue with consumers.

A Dec. 26, 1990, article in *The Wall Street Journal* saying Blockbuster planned to rent lists of customer rentals at its video stores stirred up an immediate controversy. Federal law forbids video stores from disclosing information on movies customers rent, and Blockbuster quickly denied it had any plans to rent out names.

Lotus pulled its planned Lotus:

(Continued on Page 58)

Maharishi Veda Land, a 1,400 acre theme park at Niagara Falls, is being planned by Maharishi Mahesh Yogi (l.) and magician Doug Henning.

Meditate on this: New park would have yogi theme

By Barry Brown

Niagara Falls, home of honeymooners and kitsch, will soon get its very own transcendental theme park.

Canadian magician Doug Henning and Maharishi Mahesh Yogi, the founder of the Transcendental Meditation movement, are planning a 1,400 acre, $690 million theme park just down the road from the falls. Mr. Henning said $42 million has been budgeted for ads and promotion before the park opens, and $11 million annually once the park gets going.

The park is searching for an ad agency, said Rick Weberg VP of Maharishi Veda Land Canada Inc., Toronto.

Maharishi Veda Land Canada has already spent more

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INSIDE

One on one: Rupert Murdoch lays out his blueprint for what's ahead at Fox. **Page 26.**

TV winners: Ad Age presents the 'Best of 1991' TV finalists. **Page 18.**

Automotive Marketing: Carmakers adapt for the '90s. **After Page 32.**

LAST MINUTE NEWS

Puris may join Bush team

NEW YORK—Ammirati & Puris President Martin Puris is the leading contender to take over the top spot on President Bush's campaign ad team, several sources said. Mr. Puris, a longtime acquaintance of Bush campaign Chairman Robert Teeter, had acknowledged meeting with Mr. Teeter. Mr. Puris, who previously said he wouldn't be able to leave his agency, now said he might be able to work out a scenario that would let him stay in touch with his agency's work while devoting more and more time to the campaign.

'Corporate Computing' delayed

FOSTER CITY, Calif.—Ziff-Davis Publishing Co. is delaying the official launch of *Corporate Computing* to mid-June from May 18, when the heavily promoted magazine was to have been released at a trade show. The first issue will circulate in June and July, with the magazine beginning monthly distribution with the August issue. Ziff-Davis cited unexpected delays in getting computers into

(Continued on Page 8)

Bailout for Mediators

Barter media rivals may join to settle debts

By Joe Mandese

NEW YORK—Leading barter media companies are banding together to propose a multimillion-dollar bailout for the Mediators, the financially troubled barter media company.

The group is making the unusual move in an attempt to salvage the barter media industry's reputation, severely damaged by negative publicity surrounding questionable business practices by the Mediators. The company filed for Chapter 11 bankruptcy protection Sept. 13.

Media companies, including TV and radio stations and radio and cable networks, are owed more than $30 million for time they provided for the Mediators' clients.

The Mediators also owes several clients $90 million for barter goods and services provided to the company for media credits that were never delivered.

The bailout group comprises members of the Corporate Trade Council of the International Reciprocal Trade Association, which represents most major barter media companies.

Companies represented include Active Media Service, Atwood Richards Inc., CSI International Corp., International Remarketing and Tradewell International, all New York.

The association's ethics policy committee recently passed a resolution approving the bailout plan and is expected to offer the proposal this week to attorney David Dykhouse, a partner at Patterson, Belknap, Webb & Tyler.

The law firm represents a creditors committee made up of media companies owed money by the Mediators. Capital Cities/ABC Co. is believed to be the largest media creditor.

"We have passed the resolution and we are working on a proposal," said Midge Tyner, chairman of Tradewell, who serves as ethics policy committee chairwoman. She referred all other questions to Mr. Dykhouse, who couldn't be reached for comment.

Media companies on the creditors committee say they've had discussions with several

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NEWS SUMMARY

■ **McDonald's Corp.** is getting into database marketing via a McDonald's VIP Club in three Eastern states, but attempts to rent the list could prove troublesome. 1

■ **Barter media** companies have joined to propose a bailout for the Mediators, a barter media company under bankruptcy protection. 1

■ **H.J. Heinz Co.** says it will continue to shift marketing dollars from advertising to trade promotions. 3

■ **Cross-media** venture by *Newsweek* and MTV was scrapped; a Hearst/Family Channel plan was postponed. 3

■ **A&W Brands** will feature the Joe Isuzu and Fruit of the Loom characters in its root beer ads. 3

■ **MCI** will team with *Family Circle* in a new promotion for its "Friends & Family" discount calling plan. 4

■ **Coors** plans a summer promotion similar to Coca-Cola's ill-fated 1990 MagiCan promotion. 4

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Media spending falls 8.1%; P&G still on top

By Julie Liesse

U.S. measured media spending last year fell 8.1% to $37.8 billion, reflecting corporate belt-tightening and the recession, figures released last week by LNA/Arbitron Multi-Media Service showed.

The nation's top 10 advertisers cut spending 5.2%, while spending by the top 25 fell 4.5%.

Although No. 1 Procter & Gamble Co. has said it's trying to return promotion dollars into media spending, that wasn't the case last year: The package-goods and cosmetics marketer's media spending fell 4.7%.

The two biggest percentage declines among the top 10 were by No. 10 AT&T Co., down 22.5%, and No. 6 Sears, Roebuck & Co., down 21.7%. Moving into the top 10 was No. 8 General Mills, up 3.1%.

The spending drops may reflect a shift to less-expensive media rather than less advertising. Sears, for instance, spent 35% less on newspaper advertising, benefiting from contract renegotiations with major chains; the retail and financial services giant also moved money out of network TV and into cable and spot TV.

Network radio, newspapers and network TV were the biggest losers in overall spending, while spending on syndicated and cable TV was up. Newspaper spending fell 23.2% to $6.8 billion; magazine expenditures were down 3.3% to $6.5 billion.

While network TV fell 6.7% to $9.46 billion, syndicated TV jumped 16.6% to $1.85 billion and cable TV rose 9.1% to $1.2 billion.

Network radio fell 24.5% to $578.5 million.

McDonald's Corp., one of the largest network TV buyers, cut network spending 25% to $171.8 million, and fell out of the top 10 to No. 11.

Other notable changes among the top 25 advertisers included big increases by two pharmaceuticals marketers: No. 20 American Home Products Corp. was up 24% to $290.6 million, while No. 14 Johnson & Johnson increased spending 21.7% to $371.1 million.

Especially large drops were chalked up by two package-goods giants: No. 17 Grand Metropolitan's spending fell 18.8% to $326.7 million, while No. 21 RJR Nabisco was down 18.3% to $285.5 million. □

Top 10 national advertisers

Spending figures for the top 10 advertisers for 1991. Dollars are in millions.

Rank '91 ('90)	Advertiser	1991 spending	% chg
1 (1)	Procter & Gamble Co.	$1,166.5	−4.7
2 (2)	Philip Morris Cos.	$1,110.4	−7.4
3 (3)	General Motors Corp.	$1,056.5	−4.0
4 (5)	PepsiCo	$542.0	−0.9
5 (7)	Ford Motor Co.	$517.7	9.8
6 (4)	Sears, Roebuck & Co.	$462.3	−21.7
7 (10)	Toyota Motor Corp.	$442.5	8.8
8 (11)	General Mills	$419.1	3.1
9 (9)	Chrysler Corp.	$414.8	0.5
10 (6)	AT&T Co.	$391.7	−22.5

Percent change compares 1991 to 1990. Source: LNA/Arbitron Multi-Media Service

Ads become sitcoms

Domino's fights for share

By John P. Cortez

Domino's Pizza is using a familiar sitcom face in its new "mini-sitcom" ad strategy that breaks in April.

Bronson Pinchot of ABC's "Perfect Strangers" will star in a series of seven TV spots from Grey Advertising, New York.

Steve Novick, exec VP-director of creative services at Grey, described the commercials as "mini-sitcoms."

"We're taking the 23-minute sitcom and shrinking it down to a 30-second format," he said.

The new campaign is designed to revive sales for Domino's, which last year reported its first decline ever—nearly 10% to $2.4 billion.

Domino's will also use the advertising to fight off Pizza Hut's foray into home delivery. In five years of limited regional delivery, PepsiCo's Pizza Hut has won 20% of the estimated $6 billion home delivery segment. Since 1989, Domino's share of the segment has dropped 10 points to 46%.

Though Mr. Novick said some 15-second spots would be a part of the campaign, the first spot is a :30 that features Mr. Pinchot, as himself, using Domino's to capture the attention of a young woman. He intentionally has a pizza delivered to the wrong address so he can set up a rendezvous to recover it.

The other spots will follow the same concept, Mr. Novick said, showing Mr. Pinchot teaming with Domino's to solve a dilemma or achieve an ulterior motive.

Bronson Pinchot will star in Domino's "mini-sitcoms."

The spots are an evolution of the campaign's first phase that broke last September. The earlier commercials will be phased out, along with celebrities who appeared in them, including comedian Larry "Bud" Melman and Indiana University basketball coach Bob Knight. Mr. Pinchot will be the only celebrity involved in Domino's spots this year, Mr. Novick said.

The "Nobody knows like Domino's" slogan continues. □

Gap unit's ads hike to N.Y.

By Bradley Johnson

There's now a 2,900-mile gap between the Gap and Banana Republic.

The Gap Inc. last week moved advertising for its higher-price Banana Republic chain to a new house agency in New York from the Gap's San Francisco in-house shop. Main operations for Banana Republic remain in San Francisco.

Last week, Sam Shahid, formerly creative director at CRK Advertising, Calvin Klein's in-house agency in New York, joined Banana Republic as VP-creative director, a new post. He will oversee a seven-person creative department.

Previously, Banana Republic advertising was managed by Magdalene Gross, senior VP-creative director with the Gap, the company's fast-growing flagship retail operation known for its stylish print ads and basic but trendy T-shirts and jeans.

Mr. Shahid said the ad shift culminates a makeover at Banana Republic, which has moved away from the safari look of the '80s to more fashionable apparel.

But the revamped Banana Republic tends to look like a high-price Gap. And, Mr. Shahid acknowledged, Banana Republic ads look like the Gap's.

Last year, Banana Republic spent $3.9 million on measured media, according to LNA/Arbitron Multi-Media Service, while the Gap spent $15.2 million.

Banana Republic's marketing challenge, Mr. Shahid said, is to create an image and advertising look that is distinct from the Gap. The first campaign from the new house agency will break this fall. □

A JOINT REPORT BY AUTOMOTIVE NEWS AND ADVERTISING AGE

AUTOMOTIVE MARKETING

March 30, 1992

WHERE CAR MARKETERS ARE HEADED

Exclusive J.D. Power survey uncovers media shifts and future direction

AUTOMOTIVE MARKETING

About this report

After a decade in which quality drove the automobile market and Detroit's Big 3 chased the Japanese, vehicles now are essentially at par, according to J.D. Power & Associates, the guru of customer satisfaction. Detroit needs to get that message to buyers. Japanese importers need to hold on to customers without the advantage of being patently superior. Europeans, caught in the crossfire, must retain their niches. For each, marketing is ever more essential.

To examine marketing tactics and trends for model years 1992 through 1996, *Automotive News* and *Advertising Age* commissioned J.D. Power to conduct a proprietary survey of top marketing executives at auto companies and their agencies. Then, nearly two dozen veteran reporters and editors were assigned the task of finding out more—in Chicago, Detroit, Frankfurt, London, Los Angeles, Nashville, New York and Tokyo.

Advertising Age and *Automotive News*, news leaders in their respective industries and sister publications within Crain Communications Inc., combined forces for this Special Report. Average paid circulation for *Advertising Age* is 85,163; for *Automotive News*, 77,620. The report is part of both publications; we hope you find it profitable.

From the survey:

- **Don't sell ragtops** in a blizzard, and other lessons in learning regional tastes. **S-4**
- **'Safety first'** is no longer a crash course when it comes to developing ad message. **S-4**
- **As carmakers** cut costs, nagging incentives should come under control by mid-decade. **S-8**
- **Attention to** basics and ability to follow through wins admiration for Toyota. **S-14**
- **Respondents expect** six auto account reviews in the next two years. **S-16**
- **Cross-media packages** are easy to covet but hard to connect. **S-22**
- **All signals** look green, as environment concerns move to the front. **S-34**

J.D. Power & Associates in November and December 1991 surveyed the top advertising executives at 33 automotive manufacturing or marketing companies and a similar number of high-ranking executives at ad agencies serving them. A total of 206 executives were contacted; 71 responded. Responses were anonymous, but they reflected the desired mix: just under half were from agencies and just over half were from marketers. Some 46% represented Asian nameplates, 30% work for the Big 3 and 24% work for European nameplates.

Also inside:

- **Ignore the whining;** Big 3 get the hint and are listening to the constituency. **S-8**
- **The young copywriters** behind the agency wheels of some 'hot car' ads. **S-14; S-30; S-42; S-44**
- **From Acura to Volvo,** a complete list of carmakers, their agencies and ad themes. **S-17**
- **After the disastrous** '80s, The General prepares for the counterattack. **S-24**
- **Critical auto** issues vary by location; we take a region-to-region pulse. **S-24; S-26; S-50; S-51**
- **In Europe, image** is everything or, as exec says, 'Lexus, Infiniti are fantastic but lack class.' **S-52**

Editorial credits

Edited by Adrienne Ward and designed by Geoffrey Shives, under the direction of Larry Edwards and Bill Diem. Chart work by Charlotte Winter, Martha Gratton and David Burhans. Cover photograph: Chris Minerva/Telephoto. Have a comment or question? Write or fax: Bill Diem, *Automotive News*, 1400 Woodbridge, Detroit 48207; Fax 313-446-0383, or Larry Edwards, *Advertising Age*, 740 Rush St., Chicago 60611; Fax 312-649-5331.

Inventing rules in unusual market

Tradition goes out the window as carmakers try anything to win in a 'replacement' category

By Raymond Serafin

Philip Guarascio's ideal marketing plan looks something like this: He'd park a General Motors Corp. vehicle in front of the home of anyone in the market for a new car or truck and hand over the keys for a trial spin.

"If I have a 70% assurance that you're going to buy a car in the next month, and I know you'll buy a compact sedan, and I have a fair shot at you [considering a GM product], then even though it would be expensive to get the car to your house, this could be the most efficient thing I could do," says Mr. Guarascio, GM's executive-in-charge of corporate marketing and advertising.

That sort of auto marketing isn't as farfetched as it might seem.

As auto companies and their agencies develop more information about consumers' buying patterns, lifestyles and media habits, the rifle-shot approach to marketing continues to grow—often at the expense of traditional media.

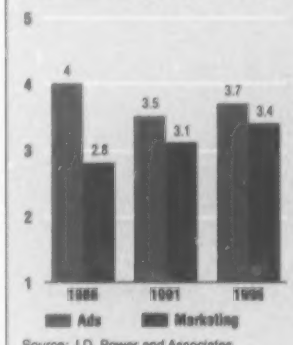
Strategies are in for a drastic change, according to an exclusive survey of key automotive marketing decision-makers conducted for *Automotive News* and *Advertising Age* by J.D. Power & Associates.

About three-fourths of automotive marketing dollars, excluding dealer and consumer incentive programs, are allocated to media placements, the survey found.

But while automakers per-

Marketing vs. ads

How effective are media advertising and marketing promotion? Respondents used a 1 to 5 scale (5 is most effective).



Source: J.D. Power and Associates

Marketing execs itch to fill the right niche

A veritable banquet of media choices awaits the forward-thinking car company

By John P. Cortez

As media choices multiply, automakers are picking their niches more than ever before.

According to the J.D. Power & Associates survey of automakers and their agencies, the use of niche media will continue to grow. Of those surveyed, 90% said niche media will be more important in the next five years, while 67.2% said mass media will grow less important.

Niche-media programs include direct mail, product-oriented videocassettes, rental cassette and movie theater commercials, "place-based" media in airports or grocery stores and advertising on computer information services such as Prodigy.

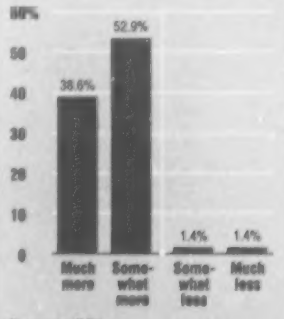
It's difficult to figure how much money automakers are devoting to niche-media programs in general. As one example, General Motors Corp.'s Buick division devoted about 40% of the ad budget for its Roadmaster launch to such an effort.

McCann-Erickson Worldwide, Troy, Mich., agency for Buick, used a technique dubbed "McMapping" to target 4,900 specific ZIP codes for a magazine buy last year, and more recently used an incentive program for the Buick LeSabre in which targeted magazine subscribers received an ink-jetted card offering them a free video for taking a test drive.

"McMapping" allows the marketer to better understand the individual consumer through a five-step process that comprises demographic and lifestyle analyses, synthesized and tested data, and details of consumers' media choices, says Karen Ritchie, senior VP-director of media services at

Database marketing, 1996

How important will it be? Percentage of respondents who answered . . .

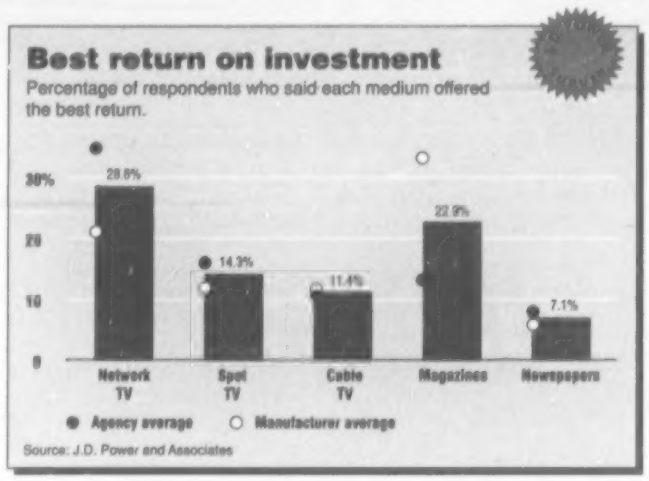


No answer: 5.7%

Source: J.D. Power and Associates

ceive media advertising as somewhat more effective than promotional efforts, they believe the differences have narrowed over the last five years and will continue to narrow in the next five years, according to the Power survey.

Automakers' changing strategies are blurring all the old distinctions in media. Advertisers and agencies are attempting to integrate various marketing tools, with less regard to fixed notions about the value of traditional advertising vs. disciplines such as sales promotion, direct marketing, event sponsorships and PR.



Influence budgets

At GM, marketing divisions don't have ad budgets; they have "consumer influence" budgets.

"The way we define media is that it's all the tools or processes that let us create a communications link with the consumer," says Mr. Guarascio. Delivering a test car to a prospect's door thus becomes a media tactic.

Similarly broad attitudes about media are becoming widespread through the auto industry.

"There isn't one simple rule that applies to our media strategy," says James Julow, manager-advertising and media relations at Chrysler Corp.

Several converging factors make it more important than ever that auto marketers effectively use media even as it becomes more complex to develop successful media strategies.

The U.S. auto market has exploded with competitors over the last decade. New brands entered the fray, among them Acura, Range Rover, Lexus, Infiniti, Saturn and Hyundai. Sterling came and went, a pattern Daihatsu is repeating. Peugeot dropped out, but new dealer networks are being organized to sell the likes of Amati, Kia and even a street-legal version of the Hummer military vehicle.

600 to chose from

Many of the recent entrants are niche players, and the number of car and truck models has proliferated, totaling more than 600 now, according to some estimates.

Only a relative handful of models sell in large volumes anymore. In the mid-1960s, Chevrolet sold about 1.5 million Impalas in a single year. Last year's top selling vehicle was the Ford F-series pickup, at 442,311 units.

A mature, essentially replacement, market means a company can grow only by taking share from a rival; but now there are more rivals than ever to divvy up the share.

Confusion reigns

Meanwhile, more consumer choice also means more confusion.

All this is taking place as network TV rapidly loses its once overwhelmingly dominant position as an advertising medium. And TV itself now includes a fourth broadcast network plus cable TV.

New media possibilities have emerged, such as personal computers, home videos and out-of-home media that reach consumers in places such as airport terminals, doctors' offices and health clubs.

"You just don't have the Beav and Ward and June watching TV together from 8 to 11 prime time," says Tom Somerset, senior VP-director of marketing services in the Santa Ana, Calif., office of Foote, Cone & Belding, agency for Mazda Motor of America. "You have to identify the prospects and follow them through the day."

Traditional media still figure importantly in auto marketing plans, but they're being looked at in non-traditional ways.

A media switch

"We're really looking at far more targeting and less use of media in a mass way. It doesn't mean we won't use mass media, but we'll use it in a more targeted way," says Richard O'Connor, chairman-ceo of Lintas:Campbell-Ewald, Warren, Mich., agency for GM's Chevrolet division.

The old cost-per-thousand standard for buying media has been reinterpreted as databases enable marketers to pinpoint how to reach specific prospects.

"We no longer look at gross households. What we look at is the targeted cost," says Chrysler's Mr. Julow. "If you have great confidence in what you know, it can wildly change the CPM."

Chrysler, which is re-examining its media strategy, is considering dropping out of prime-time network TV advertising because other media offer more targeted audiences, says John Damoose, VP-marketing.

Ford Motor Co.'s Ford Division and its agency, J. Walter Thompson USA, De-

(Continued on Page S-40)

Cross-country tractor-trailers are fair game for General Motors ads.

McCann-Erickson.

"What comes out," she says, "is a scope that is much broader than 'Do I use cable TV to reach this target?' "

One reason for the growth in niche media is that accountability methods have improved somewhat. Accountability and evaluation are an important aspect of niche marketing.

"There's been a tremendous increase in accountability the last four or five years —it means knowing what works and why, and what things don't work, and why," says GM's Philip Guarascio, executive-in-charge of corporate marketing and advertising. "A lot of our efforts have been directed at understanding the value of [media] tools, creating situations and defining what the mix should be.

"If you look at GM budgeting from a share standpoint," he continues, "nontraditional media are increasing at a faster rate [than in the past]."

Not all automakers are accepting the accountability of niche media, however.

"One of the inherent problems with niche-marketing opportunities is evaluation," says Joseph Caponigro, senior VP-director of media services at Dodge agency BBDO Worldwide, Southfield, Mich. "We can 'guesstimate' numbers, but it is difficult to ascertain audience measurement."

A positive price/value relationship must be demonstrated for a company to invest in a niche medium, says Robert Mancini, senior VP-director of media services at J. Walter Thompson USA, Detroit, agency for Ford Motor Co.'s Ford Division.

"Sometimes you're willing to pay a premium to get a very specific audience that has a much higher propensity to buy your product in an environment that you can't get anywhere else," he says. "For a mass marketer, it makes sense to target for a specific product, but it won't be done at the expense of the mass media budget."

Evaluating the success of a niche-media buy from sales figures is "futile," says Ben Hilverda, director-marketing for Audi of America.

The European auto importer, which also uses a ZIP code-targeted magazine schedule, includes a toll-free number in its advertising to measure response. For the launch of the Audi 100, the 800 line received 60,000 calls in six weeks.

Despite its increased significance, niche media haven't captured all marketers' affections.

Ford Motor Co. was among the first automakers involved in both the Checkout Channel, an in-supermarket, place-based medium run by Turner Broadcasting System and Prodigy, the joint-venture, on-line computer service of IBM Corp. and Sears, Roebuck & Co. But the automaker won't be spending significant portions of its ad budget on niche media in the near future, says John Vanderzee, advertising manager for Ford Division.

"Home video advertising, doctors' offices, Airport Channel, grocery stores—we've had proposals from everyone," says Mr. Vanderzee. "We have yet to find one that makes a lot of sense to us. People sitting in an airport waiting for a flight, [or] at a supermarket checkout counter, they're not looking at it, from what we can see. It's not conducive to what they want to do. They want to get out of that line as quickly as they can."

"Niche media can go all the way to toilet stalls," he says. "I can tell you we'll probably not get involved in any of it."

Many industry observers

(Continued on Page S-40)

Don't sell ragtops in a blizzard

In battle for share, carmakers acquire a feeling for regional tastes

By Raymond Serafin and Cleveland Horton

When Ford Motor Co.'s Ford Division began its regional test last fall of a one-price/one set of options strategy for Escort, it equipped the cars with air conditioning, AM-FM stereo radio and rear-window defroster.

But dealers and marketing officials in the Southeast wanted different options to suit their buyers' preferences, and Ford, traditionally slow to adapt to regional change, went along with it.

Hence, the $9,995 Escorts bound for the Southeast were given a cassette player instead of the defroster that went in those bound for the West and Northeast.

"That was seen as a better value in that area," says Keith Magee, Ford Division's general marketing manager.

That also illustrates one of the growing trends in automotive marketing—the regionalization of approaches involving product, communications messages and media usage.

The J.D. Power & Associates survey of key auto marketing decision makers reflects that trend.

Spot TV will receive the largest spending increase of all media in the 1992 and 1993 model years, according to the Power survey, conducted exclusively for *Advertising Age* and *Automotive News*.

Because "Texas is a huge market for Suburbans," regional Lintas:Campbell-Ewald ads hail it as "the national car of Texas."

The reliance on spot TV might reflect automakers' desire for flexibility in an uncertain marketplace, says Dick O'Donnell, president of automotive media consultancy O'Donnell Strategy Group.

"In hard times, marketers don't want to make as many long-term commitments," he says. "With spot TV, they don't have to make a buy three or six months ahead, and they can pinpoint customers in specific markets very efficiently."

Automotive advertising typically consists of three tiers: The manufacturer or importer produces national advertising; individual retailers handle their own advertising, usually oriented heavily to price; and somewhere in between, dealers for a particular brand in a given area pool funds, usually with factory help, to create advertising that's usually promotion-oriented and runs on broadcast outlets that most individual dealers can't afford to use.

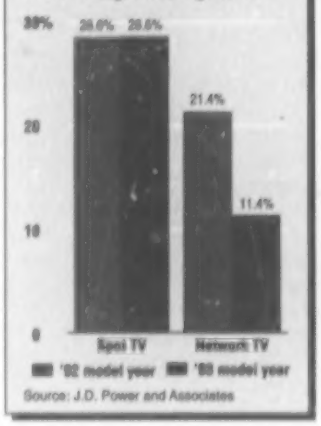
Variations on how regional ad groups operate have cropped up recently, and in some cases a distinctly separate new tier of regional advertising has begun to appear, as marketers get down to a market-by-market slugfest for share.

Some of the technology developed in the 1980s allowed

(Continued on Page S-42)

Network vs. spot TV

Percentage of respondents who said the biggest relative increase in their budget would go to . . .



Source: J.D. Power and Associates

'Safety first' ad thinking no longer a crash course

By Joseph Bohn

For decades, the idea that "safety doesn't sell" rang through automotive marketing circles—because safety didn't sell.

Ford Motor Co. unsuccessfully tried marketing "safety packages," including seat belts offered as a $20 option, in the early '60s. In 1974, General Motors Corp. found few takers for its first airbags.

Even as recently as a few years ago, consumers worried about airbags going off accidently or hitting them in the face, says Bob Gillooly, Ford Division car advertising manager.

Today they're prominent in auto ads, as safety has become an integral part of the industry's pitch to a receptive audience of aging baby boomers.

According to the *Automotive News/Advertising Age* J.D. Power & Associates survey, about 43% of executives at the Big 3 automakers and their agencies say safety messages will become much more important over the next five years.

Asian and European carmakers agree, though not as strongly (25% and 30%, respectively, said it would be much more important).

Safety messages are widespread already. Some examples:

■ Volvo Cars of North America, one of the earliest and strongest safety promoters, quotes a man who attributes his survival of an accident to his wife's Volvo in a TV spot created by Messner Vetere Berger Carey Schmetterer, New York, part of an extensive campaign. "There are certain moments when your entire world becomes crystal clear," says the advertising.

■ Saturn Corp. also is running an ad via Hal Riney & Partners, San Francisco, that talks about favorable word-of-mouth publicity from an accident survivor.

■ Toyota Motor Sales USA offers the "43 Best Reasons" for driving a Previa minivan—its conformity to 43 federal car safety standards—in a campaign handled by Saatchi & Saatchi DFS/Pacific, Torrance, Calif.

■ Ford Division is capitalizing on the availability of dual airbags. It features two side-by-side airbags in its ad campaign for Taurus and is also promoting airbag availability in its Econoline and Club Wagon ads.

■ General Motors is focusing on anti-lock brakes. A new low-cost system has enabled GM to put them in 49 of its 57 car and light-truck lines.

Safety is an especially big concern to women, who now buy nearly half of all vehicles, automotive marketers say.

Women relate items like power door locks to safety because "in a bad situation it gives them control. They can make sure all the doors lock quickly," says Karen Ebben, Oldsmobile division director of consumer marketing.

Safety is also more important to older people. Thus, full-size and family cars such as Crown Victoria, Chevrolet Caprice and Olds Ninety Eight and Eighty Eight play it up more extensively than do smaller, sportier models.

But the proliferation of safety messages concerns some automakers.

Chrysler, which standardized airbags on all cars built in the 1990 model year, isn't playing them up as much as it once did because they're no longer as distinguishing. It only promotes them wherever they convey an advantage.

With so many auto manufacturers promoting safety, Volvo last year commissioned its then-new ad agency, Messner Vetere, to find out whether safety should still be its marketing theme.

The research showed safety to be the most important consideration for Volvo buyers, says Bob Austin, director of communications. But it also showed that many non-Volvo buyers believed all cars were equally safe.

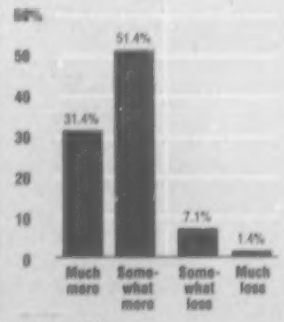
That has led the company to fight what Mr. Austin calls "overly simplistic" safety pitches.

Despite its concerns about competitors' safety messages, Volvo is running another campaign that says: "An airbag is only as good as the car it's attached to." □

Ford ads from J. Walter Thompson USA promote side-by-side airbags in Taurus and note Ford's No. 1 position in sales of vehicles with airbags.

Safety messages, 1996

How important will they be? Percentage of respondents who answered . . .

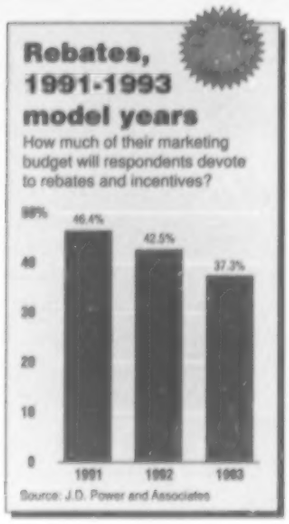


No answer: 8.6%

Source: J.D. Power and Associates

Incentives stay put —at least until the mid-'90s

As carmakers cut costs, that most nagging facet will come under control



By Ariena Sawyers

Automakers want to break away from incentives, but they can't kick the habit.

J.D. Power & Associates found that 77% of auto and agency executives believe incentives will be less important by 1996.

The survey also showed that executives predict a steady decline in dollars allocated to incentives through the 1993 model year.

For the time being, however, the parade of incentives continues. About 90% of the cars and trucks marketed in the U.S. offer incentives averaging $1,498 each, says Suzanne Kinsler, managing director of Autofacts Inc., an automotive information, research and planning consultancy.

Using her figures, the industry spent about $16.5 billion on consumer and dealer incentives last year.

Susan Jacobs, president of Jacobs Automotive, a marketing forecasting and planning agency, attributes the current glut of incentives to the recession and excess production capacity.

But she predicts automakers will be able to move away from incentives by mid-decade.

How? She thinks General Motors Corp.'s plans to eliminate 74,000 jobs, coupled with an expected economic recovery, will mean fewer and less bountiful incentives by the mid-1990s.

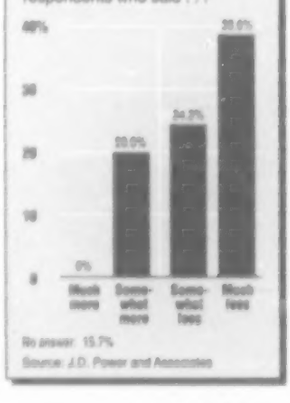
"Incentives readjust prices to market clearing level," Ms. Jacobs says. "By 1994 or 1995, GM's excess capacity will be gone; with a strong recovery that will eliminate blanket incentives. After that, incentives will be more of a tactical move."

Rick Lepley, VP-sales and marketing at Mitsubishi Motor Sales of America, agrees there is no way incentives can remain at current levels.

"When you look at the losses, they can't continue to incentivize at the same levels," he says.

Several automakers already have managed to move away from incentives, while others have disguised them. American Honda Motor Co., for example, offers the least generous incentives among non-luxury car marketers, averaging less than $500 per unit, according to Autofacts.

Volkswagen U.S. got out of the customer rebate business about two years ago and recently started an innovative consumer payment protection program.



Under the program, VW agreed to pay its customers' car and insurance payments for up to a year if they are laid off from their jobs.

Marketing Director David Schembri says he sees an end to "meaningless" incentives, not because of an economic recovery but because consumers see right through them.

He believes value-added incentives will become more popular with marketers in the 1990s.

"Customer rebates are almost an admission that the vehicle is not worth the sticker price," he says. "Consumers are smart, well-read and exposed to the industry. They are seeing through offers that don't have meaning."

Image-conscious importers of European luxury cars seldom offer cash directly to the consumer. Instead, they direct cash to the dealer or offer special cut-rate loans or leases to the consumer.

Last year, Rolls-Royce Motor

(Continued on Page S-12)

Detroit's finally learning the hard lessons

Ignore the whining; Big 3 get the hint and are listening to the constituency

By Joseph M. Winski

In this recession—as in the one a decade ago—automakers have emptied their gimmick bags.

They've adopted, cursed, sworn off and again adopted rebates. They've tinkered with warranties and financing deals (less critical this time because interest rates are so much lower).

COMMENTARY

Detroit has again blamed the Japanese for its problems, going so far this time as to send the U.S. president and Big 3 honchos to Tokyo to bash and beg at the same time.

But the sound and fury of the short-term stunts and constant carping obscure what may be the beginnings of fundamental change in the way Detroit markets cars.

Lacking *total* marketing

Eight decades after Henry Ford told Americans they could have the Model T in any color they wished as long as it was black, U.S. automakers are finally getting it: What the consumer wants does matter.

They're learning this from the masters of understanding the U.S. customer, Japanese carmakers, who have proven to be as savvy at marketing as they are at production.

"There are spots where I see some signs of real improvement" in Detroit's marketing approach, says Laurel Cutler, worldwide director of marketing and planning at Foote, Cone & Belding, New York, and former Chrysler Corp. VP-consumer affairs.

Though the Big 3 together spent $2.65 billion on advertising last year, not to mention rebates and other costly promotions, advertising and promotion are but a small part of total marketing. In the basic sense of marketing, which *starts* with consideration of the consumer, "Detroit has not marketed at all," Ms. Cutler says.

In addition to producing inferior cars—its most grievous marketing sin—Detroit long had a production/-finance orientation that blinded it to emerging consumer wants, causing it to miss promising market niches. These lapses range from failing to provide quality small cars during the gasoline shortages of the 1970s to ceding much of the luxury car market in the 1980s, first to German companies and then to upscale Japanese models like Toyota Motor Corp.'s Lexus and Honda Motor Co.'s Acura.

The Big 3 insist they're no longer giving marketing short shrift. Like the best Japanese companies, the Big 3 say, they're integrating marketing into the product development process early on and listening to what marketers and consumers have to say every step of the way.

Chrysler, which last year suffered the embarrassment of dropping to fifth in U.S. car sales behind Honda and Toyota, is making the most public proclamations of reform.

In ad spreads signed by Chairman Lee Iacocca, the company boasts it has done nothing less than "reinvent" the way it makes cars. "And what drives the system is the voice of the customer," the ad claims.

■ Power survey respondents rate Toyota tops in marketing—Page S-14.
■ GM's massive remodeling and how marketing fits in—Page S-24.

Fewer oohs-and-aahs

That represents a sea change for Detroit. It has been practically a U.S. automaker tradition to build the cars they wanted and complacently stand back to watch consumers ooh-and-aah at the annual new-model debuts.

Early attempts by the Japanese to crack the market, such as Toyota with its dismal Toyopet in the 1950s, only heightened Detroit's sense of invulnerability.

But as Philip Kotler, Northwestern University marketing professor, has documented in his 1985 book, "The New Competition," Toyota was learning from its mistakes.

Encouraged by the Japanese government, which singled out automobiles as one way to build a strong export-based economy, Toyota spotted room for well-made, reliable small cars. When the 1974 Arab oil embargo hit, Toyota—and to a lesser extent Honda and Nissan Motor Co.—were ready to please a market suddenly clamoring for good, fuel-efficient vehicles.

Detroit, stuck with acres of big cars it couldn't sell, shrugged. Pure luck, it said of the Japanese suc-

(Continued on Page S-44)

Dartboard dealin' hits target

By Arlena Sawyers

Even as they vow to move away from incentives, automakers are constantly looking for ways to strengthen their programs so they stand out from the crowd.

Several car companies have found some marketing muscle in regional incentives.

Among them is Mitsubishi Motor Sales of America, which largely shuns national incentives. Rick Lepley, VP-sales and marketing, says the company leaves most incentive decisions to its five regional managers because they know their markets better than anyone else.

For instance, Mitsubishi's Northeast region often puts its most generous incentives on Galant, popular with lower-middle-income buyers in that area. The Southeast and Southwest regions usually put their incentive might behind pickups, which are favorites in those areas.

To attract a certain kind of customer, many manufacturers offer narrowly defined discounts as well.

General Motors Corp., for example, offers $400 rebates to military personnel and military spouses who buy or lease eligible GM cars and trucks. A Buick ad in the October/November issue of *Modern Maturity* included a coupon worth $400 off the price of any Buick to consumers age 50 and older.

In addition, automakers often offer a special discount to their own customers or owners of competitive models. Earlier this year, owners of Ford Motor Co. vehicles were eligible for $1,000 rebates if they purchased certain full-size models.

But not every incentive comes in the form of cash.

Subaru of America took some money it used to spend on incentives and added extra standard equipment to its 1992 Legacy. The least expensive 1992 Legacy, $12,999 with a $500 built-in rebate, now has power windows and locks, air conditioning and a stereo cassette player as standard. That makes the 1992 model $1,420 less expensive than a similarly equipped 1991 model.

Mazda Motor of America is running a similar program. It offers a $1,000 rebate plus either free air conditioning or free automatic transmission on 1992 Protege, 626 and MX-6 cars.

Chris Wackman, Subaru VP-marketing, says such programs give consumers value for their money.

"The customer feels that he's buying value, not just the best rebate," says Mr. Wackman. □

Incentives

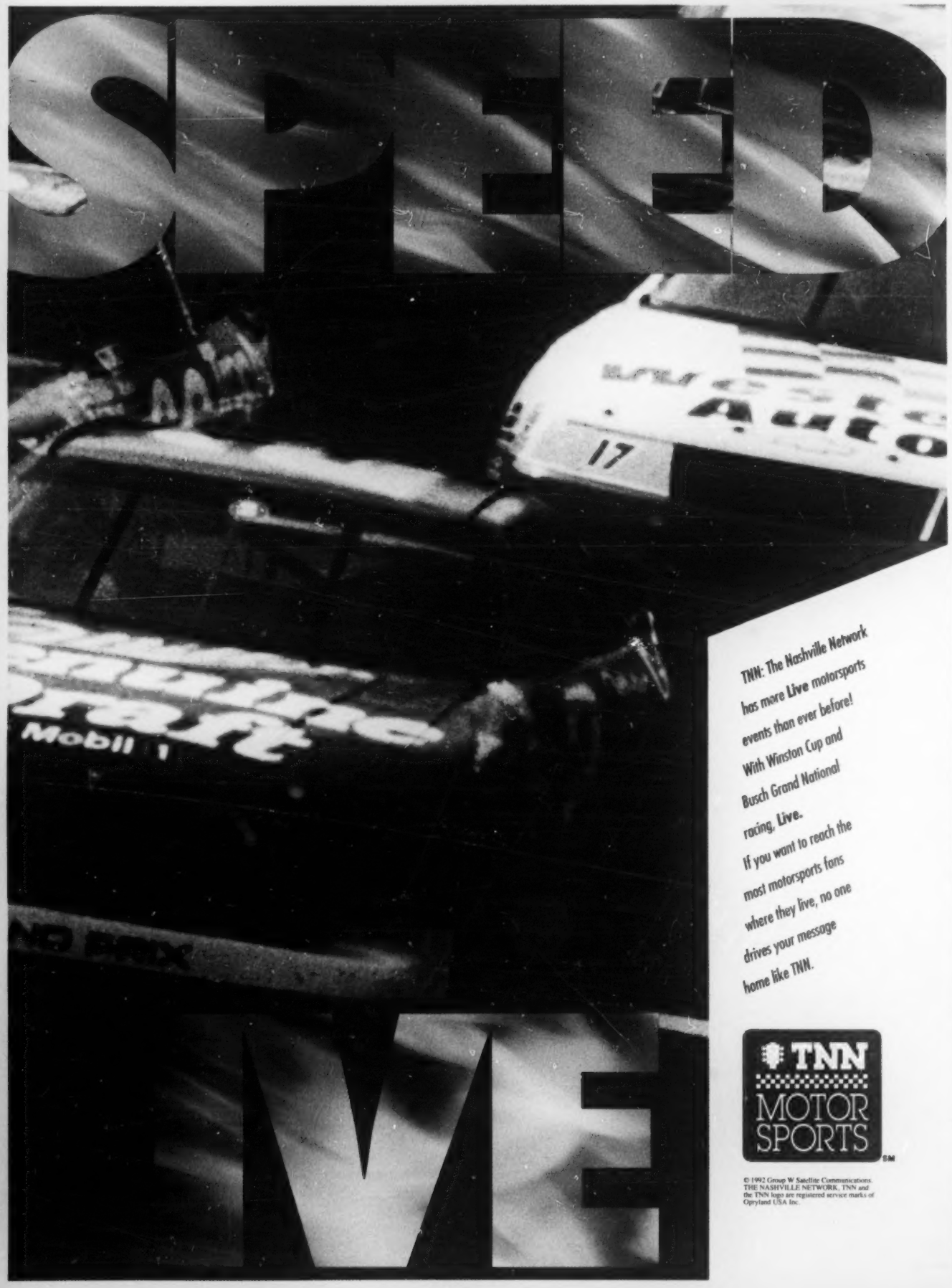
(Continued from Page S-8)

Cars and Jaguar Cars disguised incentives as offers to pay the luxury tax.

Importers of Audi, Saab and Nissan Motor Corp. USA's Infiniti division give their customers a break with cut-rate leasing. Such deals often cover all scheduled maintenance, all for less than a regular loan payment.

There are even signs that the biggest sellers are struggling to move away from customer rebates, too.

In February, Ford Motor Co. and Chevrolet reduced incentives on some models. These don't quite signal the demise of Detroit's addiction to incentives, but at least automakers are trying. □



TNN: The Nashville Network has more Live motorsports events than ever before! With Winston Cup and Busch Grand National racing. Live. If you want to reach the most motorsports fans where they live, no one drives your message home like TNN.

TNN MOTOR SPORTS SM

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Who did that ad?

The young copywriters behind the agency wheels of some hot cars.

The blatant "subliminal" ad touch carried off the dual personality of the Toyota Paseo.

Writer sporty —and practical

Leisa Odom is having fun in the male-dominated world of automobile advertising.

The 30-year-old copywriter at Saatchi & Saatchi DFS/Pacific, Torrance, Calif., scoffs at the notion that guys are more mechanical and better suited to complex issues like the internal combustion engine.

"That's crap. I grew up on a farm. Go to my house and see who rewires the electrical sockets and hooks up the VCR. I do, my boyfriend doesn't."

She knows her way around a car, too. "I grew up changing my own oil. I can change a flat and I can do that kind of stuff. I wouldn't say I'm a buff, but I certainly can get by and I drive a sports car."

Odom

Being female hasn't held her back while working on Saatchi's Toyota account. "I don't let that interfere. It's not a plus or a minus either. If you get the best idea, the best person wins," she says.

Ms. Odom was the writer on the campaign that used an edge of subliminal advertising to introduce the Paseo as both a practical and sporty little car.

"It was a wonderful opportunity with the launch," she says. "We had to create a personality for this car and it was a perfect demographic for an irreverent tonality. And we did that. I think it's been very successful in positioning the car."

The TV commercials have been well received, and one of the spots won a Mobius award from the U.S. Festivals Association.

"My head has swollen up a lot since the Paseo [campaign broke]. It's made me feel great because some of the comments I've gotten have been unsolicited. I had a couple of people walk up to me in the gym. They knew I worked in advertising and they asked if I'd seen the new Paseo stuff. They didn't know that I wrote it."

Now she's hooked on car advertising.

She applied for work on the Toyota account about a year ago, while working in Saatchi's New York office.

"I wanted to get a wide body of work. I always thought cars would be kind of hard, but fun, too. I came out [to California] for six months and liked it so much I begged to stay. I chained myself to my furniture and they said OK." □

—Jon Lafayette

Toyota takes a bow in survey

Attention to basics and ability to follow through wins competitor admiration

By Cleveland Horton

It's hard to quibble with success.

When asked to identify the most outstanding automotive marketer, most automaker and agency executives name Toyota Motor Sales USA.

The leading Asian importer received top marks in four of five specific marketing areas, according to the exclusive J.D. Power & Associates survey conducted for *Automotive News* and *Advertising Age*.

Those marks represent a surprising consensus in the highly competitive industry. Survey respondents couldn't nominate their own or their client's brand.

Industry envy

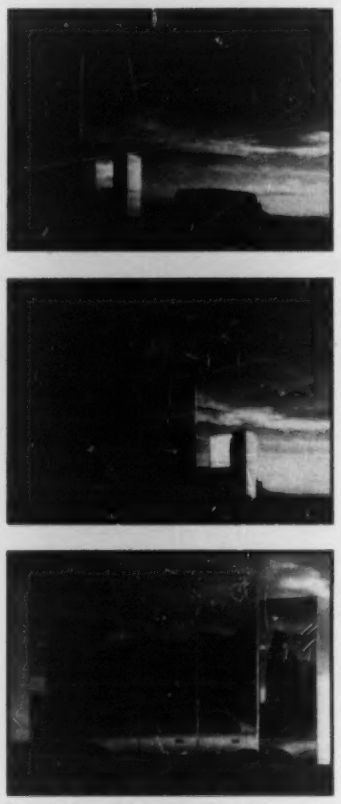
The results highlight the auto industry's envy of Toyota's formidable marketing machine. Additionally, Toyota's Lexus division was named No. 1 in terms of creative (*see chart below*) and No. 2 behind Toyota in its use of media and promotions.

Toyota's advertising is handled by Saatchi & Saatchi DFS/Pacific, Torrance, Calif., while the advertising for Lexus is from Team One, El Segundo, Calif., a Saatchi subsidiary created to handle the new division.

Agency consistency could be one factor in Toyota's high rating; the Japanese import basically has had but two ad agencies since its U.S. introduction in 1958. Its first agency was Clinton E. Frank Inc., a Chicago-based agency, and the account was moved to the larger Dancer-Fitzgerald-Sample in 1975. Dancer was acquired by London-based Saatchi in 1986 and soon merged with Compton Advertising under the Saatchi name.

Toyota "overall has as much marketing [staff] as does Ford or Chrysler," says George Peterson, president, AutoPacific Group, a consultancy.

"They are the Philip Morris of the automotive industry," says Larry Postaer, principal and exec VP-creative director, Rubin Postaer & Associates, Los Angeles, agency for American Honda Motor Co.



Toyota is putting massive advertising support behind its Camry midsize sedan, devoting $120 million to push the car.

Models linked

But unlike the cigarette and package-goods marketer, Mr. Postaer adds, Toyota links many of its vehicles to a single brand.

"Because their truck and car [advertising] is so tied together, unlike anyone else, they benefit strongly from that. They're omnipresent."

High awareness

Indeed, Toyota's "I love what you do for me" tagline, used for both cars and trucks and now going into its third year, led to high awareness and "the whole mystique of the brand," says Bill Hagelstein, exec VP-general manager, Foote, Cone & Belding, Santa Ana, Calif., which handles Mazda Motor of America.

While most automotive marketers have focused on saving money during the current recession, Toyota has been able to dig deep into the pockets of its corporate parent to make sure every aspect of a marketing program is covered.

"From everything we can tell," Mr. Peterson says, "they have determined what the attributes are to do very solid marketing programs for their product . . . When they decide to market a car, they check all the boxes. If something is necessary, they'll invest to make sure that that happens."

In the area of promotions, Toyota is aggressive in its "sale-a-thons," supporting them with heavy advertising as well as enticing rebates.

In the Power survey, auto executives named Toyota No.

(Continued on Page S-48)

Which brand does best

Respondents were asked to list the manufacturer other than themselves/their clients that is most outstanding in specific areas. Type size indicates support relative to winner in each category.

	No. 1	No. 2	No. 3
Use of media	Toyota	Lexus	General Motors Chevrolet Honda
Promotions	Toyota	Lexus Nissan Chrysler	General Motors Ford
Creative	Lexus	Honda	Mercedes-Benz

Source: J.D. Power and Associates

Shops better look over their shoulders

Expect six auto account reviews in two years: Survey

By Jon Lafayette

Ad agencies looking for a car account should keep their motors running.

The J.D. Power & Associates survey conducted for *Automotive News* and *Advertising Age* shows 14.3% of auto executives said an agency review is very likely within the next two years.

Another 7.1% said a review is somewhat likely, leaving 62.9% very unlikely and 11.4% somewhat unlikely to have a review. The remaining 4.3% had no answer.

While 7.1% and 11.4% might seem small, the percentages are significant because they indicate six of the roughly 30 major automobile ad accounts in the U.S. could be up for review in the next two years.

More musical chairs

That would rival the wheel-spinning pace with which carmakers have been playing musical chairs with ad agencies over the past year.

During that time, Subaru of America moved from Levine, Huntley, Vick & Beaver, New York, to Wieden & Kennedy, Portland, Ore.; American Isuzu Motors went from Della Femina, McNamee, Los Angeles, to Goodby, Berlin & Silverstein, San Francisco; Volvo Cars of North America from Scali, McCabe, Sloves to Messner Vetere Berger Carey Schmetterer, both New York; and Mercedes-Benz of North America drove to Scali, McCabe, Sloves from McCaffrey & McCall, also New York.

These changes represent the shift of about $270 million in car ad billings. That's a lot of hubcaps.

Since the survey was done, Jaguar Cars put its $15 million-to-$20 million account up for review. Yugo America was already in the process of selecting a new agency, and Kia, a Korean carmaker, is looking for a shop to introduce its products to the U.S.

No room for security

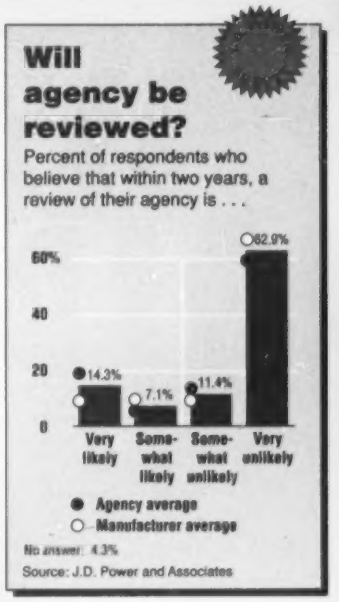
As the auto industry struggles with the recession, it's not surprising so many agencies have lost auto accounts. And since the economy still hasn't picked up, the agencies that survived 1991 shouldn't feel too secure.

Ad agency executives think imports are the most likely car accounts to go up for review in the next year. BMW of North America and Nissan Motor Corp. USA's Infiniti division are among the marques most frequently mentioned, either because of poor results in the marketplace or instability at the agency.

But the big money is in Detroit. Some agency executives believe domestic automakers ought to shake up their agencies, but they aren't so sure the stranglehold longtime Detroit shops have on the business can be broken.

Jerry Della Femina, chairman of Della Femina, McNamee, looking for a car account after losing Isuzu,

(Continued on Page S-30)



Our readers do more than window shop.

1992 Chicago Sun-Times Newspaper Network

Category	Sun-Times Newspaper Network	Daily Tribune
Adults in household buying a new car in past 2 years	763,200	561,100
Coverage	47.8%	35.2%
Sticker price of last new vehicle purchased $10,000-$19,000	1,239,700	894,100
Coverage	51.1%	36.9%
$20,000 or more	155,400	126,900
Coverage	44.9%	36.7%
Adults in households currently leasing a car	202,200	144,000
Coverage	50.1%	35.7%
Total adult readers	2,641,100	1,831,700
Coverage	48.1%	33.3%
Income $50,000+	879,100	816,900
Coverage	47.1%	43.7%

In the six-county Northeastern Illinois NICA, there's a big, bright new window of opportunity for automotive advertisers--the Sun-Times Newspaper Network, made up of Chicago's number one selling newspaper and 57 paid suburban papers (38 Pioneer Press and 19 Star newspapers).
In every key category, we outdistance the daily Tribune by miles. (Just read the numbers above to see just how broadly that claim sticks.)
Options? We give you over 30 buying combinations, so that you can reach any target-marketing destination.
Ease of handling? Just one insertion order, one invoice, one piece of artwork and one sales representative gets you there, without ever once shifting gears.
So call Nick Paloumpis at 312/321-2950 and roll out your campaign where it covers the most territory and gets the best budget mileage.

Source: 1991 Scarborough Report - Chicago NICA

The Sun-Times Newspaper Network

We've rewritten the lead in the Chicago area

RESOURCE CENTER

A comprehensive guide to auto marketers, their agencies and current advertising themes.

ACURA
Ad agency: Ketchum Advertising, Los Angeles
Since: 1986
Ad theme: ``Acura. Precision-crafted performance.''
Since: 1986

ALFA ROMEO
Ad agency: Ross Roy Inc., Bloomfield Hills, Mich.
Since: 1989
Ad theme: ``The legendary marque of high performance.''
Since: 1990

AUDI
Ad agency: DDB Needham Worldwide, Troy, Mich., and Chicago
Since: 1969
Ad theme: ``Take control.''
Since: 1991

BMW
Ad agency: Ammirati & Puris, New York
Since: 1975
Ad theme: ``The ultimate driving machine.''
Since: 1975
Direct marketing agency: Orsatti & Parrish, Boston
Since: 1991

CHRYSLER CORP.
Chrysler Corporate
Ad agency: Bozell, Birmingham, Mich., and New York
Since: 1979
Ad theme: ``Advantage: Chrysler'' and ``In the car business, you lead, follow or get out of the way.''
Since: 1990; 1992

Corporate minority advertising
Ad agency: Lockhart & Petus, New York
Since: 1987

Chrysler corporate and divisional merchandising (except for Jeep/Eagle)
Ad agency: Ross Roy Inc., Bloomfield Hills, Mich.
Since: 1926

Chrysler brand
Ad agency: Bozell, Birmingham, Mich., and New York
Since: 1979
Ad theme: ``The perfect balance between self-indulgence and common sense.'' and ``Advantage: Chrysler.''
Since: 1991; 1990

Plymouth
Ad agency: Bozell, Birmingham, Mich., and New York
Since: 1979
Ad theme: ``Plymouth. Intelligent machines'' and ``Advantage: Plymouth.''
Since: 1991; 1990

Dodge
Ad agency: BBDO Worldwide, Southfield, Mich.
Since: 1982
Ad theme: ``Advantage: Dodge''
Since: 1990

Jeep
Ad agency: Campbell-Mithun-Esty, Southfield, Mich.
Since: 1960
Ad theme: ``There's only one Jeep'' and ``Advantage:Jeep.''
Since: 1990 (both)

Eagle
Ad agency: Campbell-Mithun-Esty, Southfield, Mich.
Since: 1987
Ad theme: ``Advantage:Eagle.''
Since: 1990

DAIHATSU
Ad agency: Dresser/Craig, Los Angeles
Since: 1988
Ad theme: ``It's how we make them.''
Since: 1990

FERRARI
Ad agency: Hank Forssberg Advertising, Hackensack, N.J.
Since: 1979
Ad theme: ``The tradition continues.''
Since: 1989

FORD MOTOR CO.
Ford Corporate
Ad agency: Wells Rich Greene BDDP, Detroit and New York
Since: 1979
Ad theme: ``Quality is Job One. It's working.''
Since: 1981 for ``Quality is Job One.'' The ``It's working'' was added in 1992.

Ford
Ad agency: J. Walter Thompson USA, Detroit
Since: 1949
Ad theme (car): ``Have you driven a Ford lately?'' (truck): ``The best never rest.''
Since: (car): 1983 (truck): 1988

Lincoln
Ad agency: Young & Rubicam, Detroit
Since: 1979
Ad theme: ``What a luxury car should be.''
Since: 1984
Direct marketing agency: Y&R/Wunderman Worldwide, Detroit.
Since: 1981

Mercury
Ad agency: Young & Rubicam, Detroit
Since: 1979
Ad theme: ``All this and the quality of a Mercury.''
Since: 1989
Direct marketing agency: Y&R/Wunderman Worldwide, Detroit.
Since: 1981

Lincoln-Mercury minority advertising
Ad agency: UniWorld Group, New York
Since: 1986

GENERAL MOTORS
Buick
Ad agency: McCann-Erickson Worldwide, Troy, Mich.
Since: 1958
Ad theme: ``Buick. The new symbol for quality in America.''
Since: 1990

Cadillac
Ad agency: D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.
Since: 1935
Ad theme: ``Until now.''
Cadillac Seville: ``Until Seville.''
Since: 1991
Sales promotion/Direct marketing agencies: DMB&B PR, Intergroup Marketing & Promotions, both Bloomfield Hills, Mich.
Since: 1982

Chevrolet
Ad agency: Lintas:Campbell-Ewald, Warren, Mich.
Since: 1921
Ad theme: (cars) ``Heartbeat of America,'' (trucks) ``Heartbeat of America'' and ``Like a rock.''
Since: (cars) 1986, (trucks) 1986; 1991
Sales promotion/Direct marketing: Lintas: Marketing Communications
Since: 1921

Geo
Ad agency: Lintas: Campbell-Ewald, Warren, Mich.
Since: 1989
Ad theme: (car) ``Get to know Geo.''
Since: 1989
Sales promotion/Direct marketing: Lintas: Marketing Communications
Since: 1989

GMC Truck
Ad agency: McCann/SAS, Troy, Mich.
Since: 1990
Ad theme: ``The strength of experience.''
Since: 1991

Oldsmobile
Ad agency: Leo Burnett USA, Southfield, Mich., and Chicago
Since: 1967
Ad theme: ``The power of intelligent engineering.''
Since: 1991

Pontiac
Ad agency: D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.
Since: 1934
Ad theme: ``Things are different. Things are better.''
Pontiac Bonneville: ``A higher level of excitement.''
Pontiac Grand Am: ``A new kind of excitement.''
Since: 1992
Sales promotion/Direct marketing: DMB&B PR, Intergroup Marketing & Promotions, both in Bloomfield Hills, Mich.
Since: 1982, for both

Saturn:
Agency: Hal Riney & Partners, San Francisco
Since: 1985
Ad theme: ``A different kind of company. A different kind of car.''
Since: 1990

GM Corporate:
Ad agency: N W Ayer, Detroit; D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.; McCann-Erickson Worldwide, New York, for consumer market development
Since: 1973 (Ayer); 1965 (DMB&B); 1990 (McCann)
Ad theme: ``Putting quality on the road.''
Since: 1990

Corporate minority advertising
Ad agency: The Mingo Group, New York
Since: 1987

HONDA
Ad agency: Hudom Postner & Associates, Santa Monica, Calif.
Since: 1974
Ad theme: None.

HYUNDAI
Ad agency: Backer Spielvogel Bates, Irvine, Calif.
Since: 1985
Ad theme: ``Hyundai. Yes, Hyundai.''
Since: 1990

INFINITI
Ad agency: Hill, Holliday, Connors, Cosmopulos, Marina Del Rey, Calif.
Since: 1985
Ad theme: "Infiniti. Makes you feel like driving again, doesn't it?"
Since: 1991

ISUZU
Ad agency: Goodby, Berlin & Silverstein, San Francisco
Since: 1991
Ad theme: Practically/Amazing
Media buying service: SFM Media Corp., New York
Since: 1991

JAGUAR
Ad agency: Geer, DuBois, New York (in review)
Since: 1986
Ad theme: ``The best Jaguars ever built.''
Since: 1991

LEXUS
Ad agency: Team One, El Segundo, Calif., unit of Saatchi & Saatchi DFS/Pacific
Since: 1987
Ad theme: ``The relentless pursuit of perfection.''
Since: 1989

LOTUS
Ad agency: McCann-Erickson Worldwide, New York
Since: 1987
Ad theme: ``For the few who know the difference.''
Since: 1897

MAZDA
Ad agency: Foote, Cone & Belding, Irvine, Calif.
Since: 1972
Ad theme: ``Mazda. It just feels right.''
Since: 1989

MERCEDES-BENZ
Ad agency: Scali, McCabe, Sloves, New York (national); The Martin Agency, Richmond, Va. (regional)
Since: March 1992
Ad theme: ``Engineered like no other car in the world.''
Since: About 1975

MITSUBISHI
Ad agency: Grey Advertising, New York and Fountain Valley, Calif.
Since: 1985
Ad theme: ``Mitsubishi. The word's getting around.''
Since: 1989

NISSAN
Ad agency: Chiat/Day/Mojo, Venice, Calif.
Since: 1987
Ad theme: ``Built for the human race.''
Since: 1987

PORSCHE
Ad agency: Fallon McElligott, Minneapolis
Since: 1987
Ad theme: None.

RANGE ROVER
Ad agency: [illegible]
Since: [illegible]
Ad theme: [illegible]
Since: 1987

ROLLS-ROYCE
Ad agency: Mullen Advertising, Wenham, Mass.
Since: 1990
Ad theme: (Rolls-Royce) ``Simply the best motor car in the world.''
(Bentley) ``Have you flown the Bentley Turbo R?''
Since: unknown; 1991

SAAB
Ad agency: Angotti, Thomas, Hedge, New York
Since: 1990
Ad theme: ``We don't make compromises. We make Saabs.''
Since: 1990

SUBARU
Ad agency: Wieden & Kennedy, Cherry Hill, N.J.
Since: 1991
Ad theme: ``Subaru. What to drive.''
Since: 1991

SUZUKI
Ad agency: Asher/Gould, Los Angeles
Since: 1989
Ad theme: ``Everyday vehicles that aren't.''
Since: About 1990

TOYOTA
Ad agency: Saatchi & Saatchi DFS/Pacific, Torrance, Calif.
Since: 1974
Ad theme: ``I love what you do for me.''
Since: 1989

VOLKSWAGEN
Ad agency: DDB Needham Worldwide, Troy, Mich.
Since: 1959
Ad theme: ``Fahrvergnügen''
Since: 1990

VOLVO
Ad agency: Messner Vetere Berger Carey Schmetterer, New York
Since: 1991
Ad theme: ``Drive safely.''
Since: 1991

Compiled by Patricia Strnad

Old imagery powers old perceptions of Detroit cars

Imports' cadre of upstart shops wins fans by challenging the usual tricks

HONDA: With its simple, eye-catching imagery—produced with prodigious but utterly invisible technological virtuosity—Honda TV advertising has become not only a sales tool but also a metaphor for Honda automobiles. Rubin Postaer & Associates, Santa Monica.

SUBARU: Subaru, resurrecting the irreverence, self-deprecation, non-ostentation appeal and typeface of Doyle Dane Bernbach's Volkswagen ads of the early '60s, goes against auto-ad convention by deglamorizing its cars. The psychographic target: the conspicuously inconspicuous consumer. Wieden & Kennedy, Cherry Hill, N.J.

By Bob Garfield
"Ad Review" columnist

Chrysler Corp. gets a lot of attention for its various corporate campaigns ("Hi, I'm Lee Iacocca. Buy a Chrysler product or one of these distinguished top executives dies at dawn").

But what viewers are most apt to have seen lately has nothing to do with impassioned chief-executive pleading, nor with airbag safety, nor with the long-awaited coming of the Viper.

What viewers see the most is three babes in tight, red sequins, kicking and grinding for Dodge.

Oy.

It's a promotion campaign from BBDO Worldwide, Southfield, designed to generate traffic in empty Dodge showrooms. And it must be working like crazy. Chrysler only lost $795 million in 1991.

This isn't entirely coincidental. While American cars have substantially closed the quality gap with the Japanese competition, American-car advertising still clings to the old themes (sex appeal, prestige, excitement), the old imagery (mountain roads at dusk), the old bombast ("THE BEST BUILT, BEST BACKED american CAR!"), the old superficiality ("The Heartbeat of America").

Is it any wonder, then, that consumers cling to their prejudices about American cars?

The Japanese, on the other hand, have mainly aligned themselves with the New Advertising as created by such upstart agencies as Chiat/Day/-Mojo (Nissan); Rubin Postaer & Associates (Honda); Wieden & Kennedy (Subaru); Goodby, Berlin & Silverstein (Isuzu); and Hill, Holliday, Connors, Cosmopulos (Infiniti).

Japan, on the other hand, is gaining share. This is no coincidence, either.

When Chiat/Day/Mojo took on the Nissan business in 1987, many asked if this really boded any fundamental change vs. an experiment in self-indulgent creative that would soon give way to the tried-and-true.

At first there was no clear answer. Chiat/Day/Mojo's premiere effort was the insufferable Yuppies in a Hangar campaign, featuring eight demographically balanced refugees from "thirtysomething," lounging around in very dramatic lighting and congratulating one another for their surpassing vision in creating the Nissan Pathfinder.

Mercifully, this turned out to be an anomaly. Since then, in various bold and subtle ways, Chiat and its fellow travelers have challenged every assumption, every canon, every cliche Detroit ever had about advertising cars.

In their place: wit, self-deprecation, simplicity of image, humility, directness, accessibility and an unorthodox approach to consumer psychology.

Chiat pitched Nissans to Joe Sixpack by stimulating not sex fantasies but empowerment fantasies.

Wieden & Kennedy ridiculed the notion of buying a car to impress the neighbors and (echoing the Volkswagen ads from the once upstart Doyle Dane Bernbach) promoted a sort of conspicuously inconspicuous consumption. Hill Holliday had the temerity, widely viewed as sacrilege, to produce car commercials minus any cars whatsoever.

And for Saturn, Hal Riney & Partners said, "Aw shucks. We Saturn folks aren't anythin' special. We're just a buncha folks who really care about makin' a pretty fair country car, and we hope you think it's a pretty fair car, too."

All right, granted, Saturn isn't a Japanese car. But it's General Motors' version of a Japanese car, mimicking the Asians in styling, performance, management techniques and integrated design.

Chiat pitched Nissans by stimulating empowerment fantasies.

It's therefore also no coincidence that Saturn, along the way of being "A Different Kind of Car, A Different Kind of Company," had to find itself a different kind of agency—i.e., not McCann-Erickson, D'Arcy Masius Benton & Bowles, N W Ayer or Lintas:Campbell-Ewald.

Not all of these approaches are necessarily unassailable. Infinti's "rocks and trees" spots were as annoying as they were intriguing, and Riney's early Saturn ads were *too* laid back, ostentatiously—and therefore falsely—humble.

Moreover, Toyota hired Saatchi & Saatchi, formerly Dancer-Fitzgerald-Sample, a large, establishment shop producing monumentally bland advertising, and Toyota is the gorilla of imports.

If the domestic car industry is to prosper—as it will, when its astonishingly good new products come on line and the American consumer's predisposition to associate "quality" with "Japanese" begins to wane—the advertising lessons are clear: Babes and jingles may please the senses, but what they communicate is a legacy that is best forgotten. □

SATURN: What if someone could build a Japanese car with American values? This is what Saturn is all about and Hal Riney & Partners has pretty well communicated it, too, with a series of ultra-self-effacing spots about some country folks who hug their kids and go to church and make the best darn family cars they can, no matter how hard they work to get the job done. The humility is sometimes excessive, but the message comes through.

ISUZU TROOPER: Despite their generally out-of-sync quality, new spots from Goodby, Berlin & Silverstein for the Isuzu Trooper cleverly invoke wry universal truths—such as men's macho inability to ask for directions—to highlight the advantages of four-wheel drive.

Easy to covet, hard to connect

By Joe Mandese

With the possible exception of the recession, no story dominates the conversations of automotive media planners and buyers more than cross-media deals.

Cross-media packages appear to combine many of the hottest marketing buzzwords: integrated marketing, value-added, synergy.

But beneath the hyperbole, only a handful of such deals have actually been structured, including three separate Time Warner megadeals with General Motors Corp., Chrysler Corp. and Mazda Motor of America.

Even the people involved in the most intimate details of those deals say the jury is out on their value.

Cross-media packages tend to be open-ended and multi-year arrangements that require constant stewardship and fine-tuning. Thus, many executives involved in them say it is difficult to specify exactly what they've gotten at any point in time.

"These are moving, breathing things," says James Helberg, VP-group media director at Foote, Cone & Belding, Santa Ana, Calif., who helped develop and continues to rewrite Mazda's cross-media package with Time Warner.

While he maintains Mazda is getting good value out of the buy, he says many cross-media deals are more statement than substance.

"There's a lot of pressure on agencies and clients to create the next big idea. And cross-media is the next big idea," he says.

"A lot of them have been done for grandstanding reasons. I think a lot of them that were announced have not come to fruition," admits Phil Guarascio, GM's executive-in-charge of corporate marketing and advertising.

"Most of the advertisers are making agreements in concept and working a lot of the specifics out as they walk through together," adds Randy Schroeder, exec VP-management director/media for Campbell-Mithun-Esty, Southfield, Mich., which handles Chrysler's Jeep/-Eagle division. "Time Warner and others have a massive array of potential outlets. We've got to get smarter on how to use them."

In GM's Time Warner deal, Mr. Guarascio says the auto marketer has the capability of using "35 or 40 different kinds of applications of non-mainline media" that Time Warner has to offer.

To date, he says, GM has implemented about a dozen.

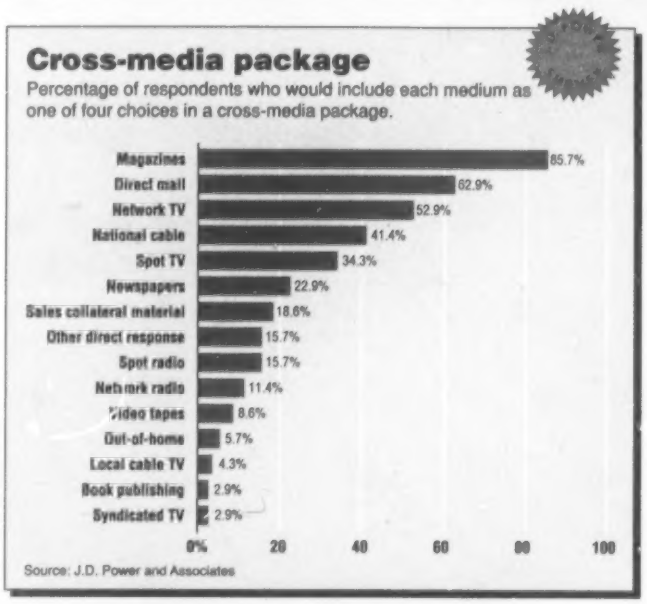
He declined to be specific about which programs GM has used. But Mr. Guarascio notes GM has used video production, graphic arts and fulfillment capabilities, and it has married that to in-magazine targeting capabilities of the company.

"It takes a tremendous amount of energy to make these things work. We're really looking for ways to combine a variety of elements to create a whole that's greater than the sum of its parts," Mr. Guarascio says.

Most auto media executives believe use of cross-media will grow, but not necessarily on the magnitude of the multimillion-dollar megadeals.

"I think you'll continue to see multiple-media deals, but they will end up being much more specifically customized in the future," says Mr. Schroeder. "Five years from now, you're going to have very small specific proposals that are multi-media and highly targeted toward the client, but not necessarily the same singular great buy." □

Raymond Serafin contributed to this story.



Magazines linchpin of cross-media

Most auto marketers say they aren't looking for cross-media deals to be all-inclusive.

The J.D. Power & Associates survey found 85.7% of respondents cited magazines as one of four media elements they would include in an ideal cross-media package, while 62.9% cited direct mail, 52.9% network TV and 41.4% cable TV.

Spot TV, newspapers and sales collateral materials were less popular choices with 34.3%, 22.9% and 18.6% of respondents citing those options, respectively. Interestingly, the value of the respective media in cross-media deals varies between agency and advertiser executives.

Asked to design the "ideal" cross-media package, network and spot TV were components cited by 97.3% of automotive ad agency executives, but only 75.8% of auto marketing executives.

In contrast, 87.8% of automaker personnel were more inclined than agency respondents (70.3%) to include direct mail/-direct response media.

Overall, 31.4% cited the lower costs-per-thousand that cross-media deals can generate as the primary advantage of such deals, and 27.1% cited the ability to deliver a single message in a variety of media.

Such findings suggest the cross-media deals have been primarily designed as large-volume discount programs combined with value-added options.

As a result, some agency media executives believe the deals have been used more for tactical reasons than strategic ones.

"From my perspective I would want to look at a cross-media promotion as a relevant marketing idea that would have extensions of the communications value first," says Bob Mancini, senior VP-media director of J. Walter Thompson USA, Detroit, agency for Ford Motor Co.'s Ford Division.

To some agency media executives, price efficiency is the operative term, and important as one component of overall strategy.

No panacea

Price is "important insofar as you don't want to put yourself in the position of spending more per impression than you would otherwise," says Joel Kushins, senior VP-media director at Bozell, New York, agency for Chrysler Corp. "But unless there is something compelling about what the whole package deal is about, it's probably not worth doing."

Mr. Kushins says today's cross-media deals will lead to better ones in the future.

"Cross-media is not the ultimate panacea," he says, "but it's gotten people on the agency, client and media side doing things and thinking about things that they would not have even considered doing before." □

—Joe Mandese

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Leadership In Advertising Results

The General preps for the counterattack

Inserting the team approach tops changes needed to rebound from '80s

By Raymond Serafin

There's not much wrong with General Motors Corp. that an infusion of good marketing can't fix, to hear some marketers tell it.

But this marketing sensibility needs to find its way into the marrow of the entire company, not just be restricted to the ghettos of designated marketing units.

What's needed is something Vincent Barabba calls " 'Big M' Marketing," to distinguish it, he says, from the narrower activities taken on by "the people who have marketing in their titles."

> "If I can recognize a car at 1,000 feet, that's an identity."

Mr. Barabba is executive-in-charge of GM's market research decision center and—some observers say—a missionary of sorts, preaching that corporate salvation can be found in being a marketing-driven company.

Create a customer

Mr. Barabba hearkens back to management authority Peter Drucker's admonition that the purpose of any business is to create a customer. In Mr. Barabba's broad view, marketing encompasses multidepartmental planning and executing of product development, pricing, promotion and distribution to attract customers and sustain a relationship with them.

"Change is difficult, particularly when you've been a dominant player in your industry," says Mr. Barabba. "It's unfortunate, but sometimes it takes a level of pain to say you're going to have to change the way you do business."

The question of how to produce a GM comeback would never have arisen if the giant company had been taking better care of its customer base over the last decade. GM lost customers in droves during the 1980s, and that has colored the way the world views the entire U.S. domestic automobile industry.

Share drops 11

From 1980 to 1990, the domestics' share of U.S. car market registrations dropped 6 share points, to 65.7%. GM lost 11 share points in that time, to 35.4% from 46.4%.

That drop of 11 share points coincided with the tenure of Roger Smith as chairman of GM. Robert Stempel succeeded Mr. Smith on Aug. 1, 1990, the day before Iraq invaded Kuwait, setting into motion events that aggravated the economic downturn.

"I put Stempel and Boris Yeltsin in the same category," says Jim Wangers, senior managing partner of Automotive Marketing Consultants. Both men are trying to hold together the remnants of an empire nearly ruined by their predecessors.

"GM might never recover from Roger Smith, but Stempel is catching most of the hell," Mr. Wangers says.

Mr. Stempel presides over a company that lost $4.5 billion in 1991, the biggest loss posted by any company ever. GM is now planning to close 21 plants over the next three years as part of an effort to control costs.

Shortcomings showed

"Marketing," says Mr. Wangers, "has been one of the serious shortcomings of the corporation over the last decade or so."

Led by Mr. Stempel and President Lloyd Reuss, GM is reorganizing, creating a North American Operations group to eliminate layers of management and develop improved accountability for decisions.

Mr. Barabba describes the goal for the new organization as "a seamless structure . . . running the business from the market's point of view."

Traditionally within GM, separate units plan aspects such as product, pricing, distribution and promotion, leading to the creation of mini-empires. "They bring all these optimized business plans together and then begin compromising, and you get giant fights taking place" as departments battle over turf, Mr. Barabba says.

In place of that system, GM envisions an organization in which multidisciplined groups work as teams to find strategies keyed to sustaining customer satisfaction and delegate the resources needed to accomplish the goal.

A key point is the focus on customer relationships rather than selling a vehicle.

"I might make decisions that re-

(Continued on Page S-38)

This right-hand-drive Honda ad promotes its U.S. factory role.

On edge in the middle of America

'People in the Rust Belt tend to become emotional when you talk about imports'

By Patricia Strnad

When Toyota Motor Corp. started building cars in Georgetown, Ky., dealers of domestic autos in the area complained bitterly.

The plant's presence was killing their sales, says Jay Houghton, principal in charge of research and consulting at Automotive Information Group. At the time, Mr. Houghton was senior VP at Lintas: Campbell-Ewald, Warren, Mich., in charge of advertising in the central region for General Motors Corp.'s Chevrolet Division.

■ A look at other U.S. regions on Pages S-26, S-50 and S-51.

The potential to capture sales from domestic brands is one of the main reasons Japanese automakers built plants in the Midwest.

"One of the reasons Honda chose to build cars in Marysville, Ohio . . . wasn't that Marysville has natural resources or great distribution advantages," Mr. Houghton says. "The reasoning was, if people in that area worked on those products, they would buy those products."

Tough to crack

Now most Japanese automakers operate plants in the Midwest, which has been the toughest sales region for them to crack. In addition to the Kentucky and Ohio plants of Toyota and Honda Motor Co., respectively, Nissan Motor Co. builds vehicles in Smyrna, Tenn.; Mazda Motor Corp. has a plant in Flat Rock, Mich.; Mitsubishi Motors Corp. operates a plant in Normal, Ill.; and Fuji Heavy Industries (maker of Subaru) and Isuzu Motors have a manufacturing joint venture in Lafayette, Ind.

Although those plants have improved consumer acceptance of Japanese vehicles, most Japanese importers are finding it necessary to adopt other strategies to boost sales in America's heartland.

Among the tactics: Strengthening distribution via added dealerships, increasing area media weight and creating ads aimed directly at Midwesterners, who tend to be more loyal to General Motors, Ford Motor Co. and Chrysler Corp.

In recent months Japanese automakers have increased advertising in the Midwest to fight anti-Japanese sentiment triggered by recession, GM plant closings and layoffs, and widespread media attention on the trade imbalance. And many have turned to advertising that emphasizes the U.S. origins of many of their products.

Share lags

It's too early to tell whether the increased marketing activity is helping. But even before hostility toward Japanese products began to escalate, the Japanese cars' Midwest market share lagged significantly behind national share.

According to R.L. Polk & Co., which tracks U.S. vehicle registrations, domestic brands took a 64.1% share of total U.S. new car registrations in 1991, compared with 31.5% for Japanese brands. But in the Midwest, domestic nameplates took 75.7% to the Japanese 21.7% share.

"Market acceptance of Japanese brands depends on whether there's a strong support for the union in that town," says Rick Lepley, senior VP-sales and marketing for

(Continued on Page S-38)

Calif. dream turns urgent

By Cleveland Horton

California or bust.

That's the rallying cry from Detroit as domestic car marketers gear up to retake market share in the heart of import country.

Although specialized automobile marketing programs for the California market have come and gone, the nature of the most recent efforts resembles a clutch play.

Domestic automakers are joining the battle as if their survival depends on it. And it might.

Big percentage

Apart from its acknowledged role as bellwether for the nation, California traditionally accounts for 11% of all U.S. sales of cars and light trucks.

For 1991, however, California sales for the Big 3 fell far below that, compared with total U.S. sales. General Motors Corp.'s sales in the state represented 9.3% of its total U.S. volume. Chrysler did 9.2% of its U.S. volume in the Golden State while Ford's percentage came in at 8.5%.

By contrast, the Asian imports counted on California for 17.3% of their U.S. sales; European imports saw 21.0%

of their sales in the state.

Evidence of the new commitment by the domestics to California is rife. GM took the unprecedented step by bringing all its divisions together late last year to discuss corporate action in retaking the California market.

Sources say Ford Motor Co. is holding top-level meetings addressing not only product concerns regarding its California share but ways of making it "O.K." for West Coast people to park a Ford in their driveway.

"California has always been a problem—or an opportunity—for the domestics," says Vic Olesen, president of Vic Olesen & Partners, Los Angeles, which handled West Coast advertising for Chevrolet until early this year.

Opportunity cars

"The hard part is getting the company to swallow the fact that they cannot sell Caprices here but they can Camaros," Mr. Olesen says. "They have to identify volume, opportunity cars."

Chevy's national agency, Lintas:Campbell-Ewald, Warren, Mich, recently expanded its Los Angeles office to oversee the division's western regional work. But Richard O'Connor, chairman-ceo, agrees with Mr. Olesen's assessment.

"California has traditionally been a great Camaro market, but there hasn't been a redesign of that car in 11 years," he says.

And then there's Saturn. GM's $3 billion experiment represents the company's last, best hope in fighting the imports, and the new division zeroed in early on the importance of California.

To win back import owners, Saturn hired a San Francisco agency, Hal Riney & Partners, which created a teaser campaign introducing the company, rather than the car, in October 1990. GM's new star first became available in California.

Chrysler Corp. also did "the most comprehensive research the company has ever done," says John Damoose, VP-marketing, when the company "went to California and talked to thousands of import buyers."

One of the things they learned, Mr. Damoose says, was that just changing the vehicles alone wasn't enough; the company needed to change its way of dealing with customers. So Chrysler now is launching what Mr. Damoose believes to be the most ambitious dealer training program ever. □

Contributors: Joseph M. Winski and Raymond Serafin.

Home field advantage?

Japanese car marketers' success in taking almost half of the California market didn't happen by accident.

First, most located their U.S. marketing arms in California: Toyota Motor Sales USA, American Honda Motor Co., Nissan Motor Corp. USA, American Isuzu Motors, Mitsubishi Motor Sales of America, American Suzuki Motor Corp. and Mazda Motor of America.

Then, they designed cars specifically for the state, adding standard features such as FM radios (the California FM market was more developed in the 1970s than the rest of the country).

"People got some satisfaction out of those Japanese products," says Jim Wangers, senior marketing partner at Automotive Marketing Consultants. "And then the Japanese improved the areas where they were originally weak, like styling."

It worked. "Part of being a Californian is to drive a Japanese car," he says. □

—Cleveland Horton

LA OPINION is the predominant source of advertising information among Spanish-dominant Hispanic adults actively shopping for a new car or truck. In the greater Los Angeles area, LA OPINION is the most relied upon source in most major categories tested. For more information, contact LA OPINION's Marketing Department.

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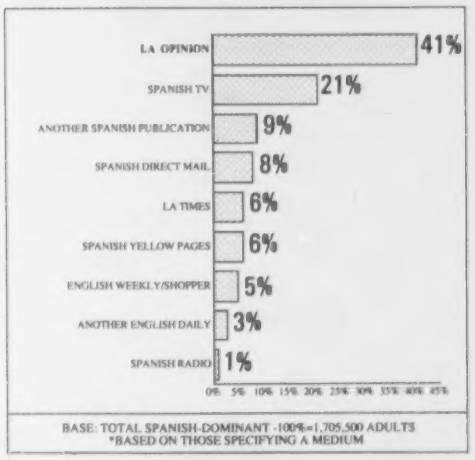
LA OPINION 41%
SPANISH TV 21%
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SPANISH RADIO 1%
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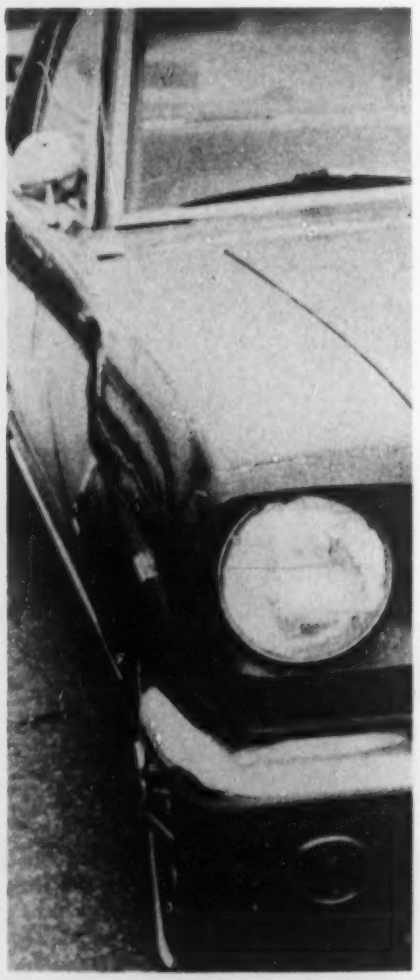


Source: 1991 Clark, Martire & Bartolomeo Study of the Hispanic Market

Who did that ad?

The young copywriters behind the agency wheels of some hot cars.

"Dullsville's" mix of laid-back scenes helped put the NX on the map for Nissan and agency Chiat/Day/Mojo.

Putting cool into 'Dullsville'

People ask Rob Siltanen if he can help them buy a new Nissan NX cheap.

"I can't get them cheap. I can't even get one for myself," says the 28-year-old copywriter who worked on the "Dullsville" spot at Chiat/Day/Mojo, Venice, Calif.

Even after finding out there's no special discount available for acquaintances of the copywriter, "everybody always says those are really cool commercials," Mr. Siltanen says. The strategy was to position the NX as a fun car. "It's the kind of car my friends would want to drive. I think we succeeded in saying it's a fun car. We didn't have to get into all those other things, like how well it handles."

For Rob Siltanen, "a car has always been an emotional thing, more than a rational thing."

Mr. Siltanen worked on the Acura account at Ketchum Advertising, Los Angeles, before joining Chiat/Day/Mojo a year and a half ago. And he didn't move onto the Nissan account right away.

"I was working on everything non-Nissan and this project came up and my partner and I jumped in," he says.

At the time, there wasn't much competition. "When I first got there, a lot of people wanted to be on the other [non-Nissan] side," he says. Now everybody wants to work on the Nissan account, because the work's so good. They give us a lot of opportunities to do the kind of work we want to do."

Mr. Siltanen says he never thought of himself as a car buff.

"For me, a car has always been an emotional thing, more than a rational thing. Now I'm starting to see some of the rational reasons that are real. You just have to drive the cars to see," he says. "I'm learning the language—'viscous limited slip differential' and all that stuff."

He recently visited Nissan's plant in Smyrna, Tenn., to help round out his auto education. "I'm just now starting to appreciate them a little bit more, especially working with so many 'car guys.' I won't call myself that yet. I'm learning." □

—Jon Lafayette

Compensation misses mark

Several consumer products companies in the U.S. have started using an incentive pay structure for ad agencies —in effect, paying more if the advertising "works."

Such large package-goods marketers as Campbell Soup Co., RJR Nabisco and Kraft General Foods have adopted a form of incentive-based compensation in the past few years.

But automakers aren't fazed by the compensation trend. The J.D. Power & Associates survey for *Advertising Age* and *Automotive News* found that fewer than one-fifth of the respondents (18.6%) use any performance criteria as a portion of agency compensation.

Sixty percent report they don't foresee basing agency pay on performance in the near future. □

Looking over shoulders

(Continued from Page S-16)

thinks a new wave of activity could sweep him in.

"Detroit is taking another look at itself in every way. They can't afford to have the Japanese beat them in advertising," he says. "They're working very hard to catch up and overrun the Japanese in car design and car quality, and all of that is going to be meaningless if they can't market their cars as good as the Japanese have."

Adds Don Weir, exec VP-account services at Jordan, McGrath, Case & Taylor, New York, "there's no question that good advertising could help those guys."

Jordan McGrath has been trying to get a car account for years. Mr. Weir thinks Detroit could certainly use some new blood.

Consumers are numbed

"It would make a hell of a lot of sense. They've been doing the same old stuff for so long that there's just a staggering, numbing effect on consumers," he says.

"They spend billions a year on advertising automobiles. Out of that about half is spent in deals, sale-athons, price-off promotion, rebates, zero financing. It's just unbelieveably numbing."

The problem runs deeper than creative execution, Mr. Weir says.

"It's their positioning work, their strategies. There was a day when Pontiac had 'We Build Excitement' and their cars echoed that all the way down to the accelerator floor. The advertising grew out of that. Now consumers are having a real hard time telling the difference between Pontiacs and Oldsmobiles, Buicks and Chevrolets. There's no delineation. That's a strategic problem as much as a creative problem."

But Mr. Weir thinks getting a domestic auto account is a long shot for his agency. "That's such a hard club and clique to break into," he says.

"The relationships are just so layered into each other—they go back 50 years," adds Donnie Deutsch, exec VP-creative director at Deutsch, New York. "But we all know they should be looking. Just look at the Saturn advertising that [Hal Riney & Partners] did. You can poke holes and say that's just more Riney, but it has a voice. It's advertising. Most of the other car advertising is pap," he says.

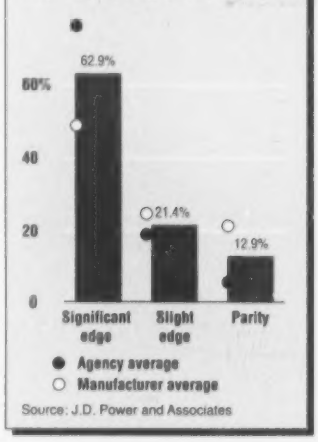
If automakers decide to go shopping for a new agency, they'll find it tough to find many substantial shops that don't already have a car account.

"There aren't that many stores in town," says Mr. Della Femina. "The same people will be called for the next major Detroit thing. It will be us, it'll be Jordan Case, it'll be maybe Bill Tragos [chairman of TBWA].

"There are agencies without car accounts that are sitting in nice seats right now and can probably pick up a good one if Detroit starts to move. And let's face it. If one of the Big 3 in Detroit makes a move, the other two are not going to sit back and let them." □

How good is agency?

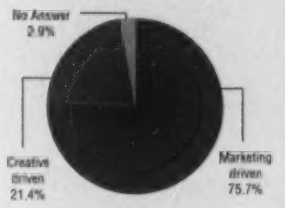
Percentage of respondents who said their agency gave client a . . .



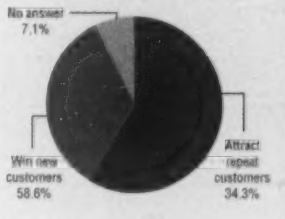
Source: J.D. Power and Associates

The state of advertising

Percent of respondents who said their advertising philosophy is primarily . . .



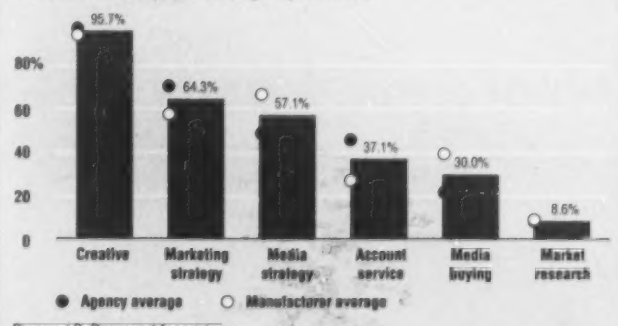
Percent of respondents who said that five years from now, it will be most important to . . .



Source: J.D. Power and Associates

Most important services

Percentage of respondents who chose each service as one of the three most important ad agency services.



Source: J.D. Power and Associates

All signals look green

Environment concerns move to front, auto execs agree

By Arlena Sawyers

Green marketing could turn golden in the auto industry.

Decades of growing environmental awareness and deteriorating air quality have led to stringent clean-air laws that force automobile companies to research, develop and test-market environmentally friendlier vehicles.

And that looks to be playing right into growing grassroots consumer interest in the issue.

Importance grows

The J.D. Power & Associates survey for *Automotive News* and *Advertising Age* shows green marketing will continue to gain importance with auto executives in the next five years.

Of the automaker and agency executives surveyed, 20% said green marketing will become much more important and 70% said it will grow somewhat more important over that time period.

"We spend a lot of time with customers and do a lot of research—awareness of environmental issues is growing," says Richard Fenstermacher, Ford Motor Co. executive director-marketing for North American Automotive Operations.

Most of the green technology—which will include recyclable parts and less toxic materials as well as cleaner exhausts—is still in the concept-vehicle stage. That means most green marketing is limited to news stories, displays at auto shows and carefully monitored pilot programs.

> "While [alternative] fuels have positive attributes, there are some trade-offs."

The state of California is the driving force in auto industry greenness, with the toughest clean-air standards in the country.

In September 1990, the California Air Resources Board adopted a law that, beginning in 1998, requires 2% of each automaker's sales have zero emissions. With existing technology, that means battery power. The portion rises to 10% in 2003.

As many as nine states and the District of Columbia have signed agreements supporting similar rules in their jurisdictions. Together, those states represent one-third of U.S. car and light-truck registrations.

Nearly every manufacturer has developed or is developing an electric vehicle (*see story below*) but they're not considered practical yet.

Build a better battery

At this stage of development, the vehicles have short driving ranges and batteries wear out quickly from constantly being recharged.

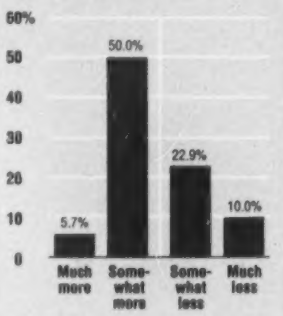
However, Ford, General Motors Corp. and Chrysler Corp. have a major joint venture under way with a goal of better batteries than those currently available, and all the companies proceed as if they will solve the problems.

Vehicles using alternative fuels like methanol and compressed natural gas are

(Continued on Page S-46)

Green marketing, 1996

How important will it be? Percentage of respondents who answered . . .



No answer: 11.4%

Source: J.D. Power and Associates

Battery power's impact takes hold at GM

First mass-produced electric car cuts across all market segments

By Phil Frame

For General Motors Corp., the successful marketing of a battery-powered vehicle hinges on selling it as a great car that happens to be electric.

In 1998, GM and all other large automakers will be required by California and other states to sell electric or other zero-emission vehicles, whether or not there's a market for such transportation.

GM, the first major automaker to plan to mass produce an electric car, is aiming for a wide audience, says John Albers, director of market research for GM Electric Vehicles, a branch of the advanced engineering staff that developed the company's Impact concept car.

"This is a real car for real customers, and in addition it has an electric propulsion system that gives it more desirability," Mr. Albers says.

"We're trying not to take a look at this car as an unusual product. We ought to think of it as a mainstream product because that's what we want the customer to think."

All "market segments are targets for electric vehicle propulsion. It's not fitting neatly into one segment of the marketplace, which is good for us because that means it has wide appeal," he says.

The sales pitch to customers probably will center on the electric vehicle's environmental benefit, a virtual absence of maintenance and greater convenience because people can "refuel" at home rather than go to a gas station.

The advertising itself is the responsibility of Amy Rader, the 24-year-old director of advertising for GM Electric Vehicles.

Ms. Rader, who worked at Saturn Corp. for 1½ years before taking the job, says the company will focus on educating customers before any media advertising.

"The way I see this working, the education is going to start out teaching people what electric vehicles are, teaching people what questions to ask so they can start comparing," Ms. Rader says. "We have to give consumers a start on how to compare" alternative fuels.

The second step, she says, is to teach people how to realistically look at their driving patterns to see if an electric car is right for them.

"When they stop, how long do they stop? Is it long enough to recharge?" Ms. Rader says. "Getting people to start thinking about their own needs is going to be an important part of our job."

As the vehicle gets closer to production, Ms. Rader's task will be to convince people to buy GM's product.

The other major U.S. automakers are also exploring electric cars, though not at the same level as GM.

Earlier this month, Chrysler Corp. signed an agreement with Westinghouse Electric Corp. to jointly develop an alternating-current motor for a 1995 or 1996 electric minivan.

GM's Impact prototype electric vehicle takes the sloping Saturn nose one step further.

Ford Motor Co. hasn't announced production plans, but it plans to deliver a test fleet of 80 electric minivans based on its European Escort to utility companies in spring '93.

Still, GM's Ms. Rader says: "We have a big competitive advantage because GM's big vertical integration structure is finally paying off. We're the only people who can build our own batteries, converters and sell and service a car."

That advantage might not last too long. Longer-term, the Big 3 have agreed to a joint venture to build by 1994 better batteries than GM can currently produce.

GM's Mr. Albers says he expects the state governments that mandate electric cars to encourage buyers of alternative-fuel vehicles by offering some form of subsidy.

These governments—a number of states have followed California's lead with such rules—adopted the measures to reduce auto emissions and, to have a significant effect, the low-or-zero-emission vehicles have to be on the road in some quantity.

Although GM has begun planning, Mr. Albers knows there may not be great demand for electric vehicles at the moment.

"Right now, I would describe it as market potential," he says. "We need to go out there and raise the level of knowledge and get infrastructure in place. We'll make sure the market is developed when we're ready."

And, he says, GM and the other carmakers can't assure success on their own.

Mr. Albers says utilities and government agencies have to be heavily involved. It will be their eventual job to make sure facilities are available so people can conveniently recharge the electric cars that will follow the coming GM home-rechargable model. □

Arlena Sawyers contributed to this story.

General counterattacks

(Continued from Page S-24)
duce the amount of value I get from the first [sales] transaction based on the fact I want [the customer] to come back,'' says Mr. Barabba. That might translate into more dealership training or better warranties or other programs.

A more market-based organization could help GM re-establish strong brand images across the board. Mr. Wangers and others say GM's once-powerful brand identities were diluted as a result of Mr. Smith's mid-1980s reorganization, which created three platform groups with responsibility for developing products. The reorganization separated manufacturing and design responsibility from marketing responsibility.

"The secret to rebuilding the brands is to make products that match up with what the brands stand for," says Sean Fitzpatrick, vice chairman of McCann-Erickson North America, which handles Buick, GMC Truck and GM's corporate quality campaign. "If I can recognize a car at 1,000 feet, that's an identity."

Some of GM's brands appear to be on the right track, delivering consistent messages and successful products to match.

Import fighters

Cadillac's 1992 Eldorado and Seville showed the brand could compete with the best of the imports. Buick has boosted its market share in recent years by presenting premium products such as the Park Avenue and LeSabre. Geo has attracted young import prospects.

GMC Truck has been holding its own on the truck front, and the new import-fighting Saturn brand shows promise, based on the high grades it's getting for taking care of customer concerns.

Observers credit Pontiac with developing a performance image, but criticize GM for not providing enough fitting product.

Oldsmobile and, to some extent, Chevrolet remain sore spots.

Olds built big volumes in the mid-1980s with products that appealed to a decidedly mature audience. But with Buick now ensconced successfully in the traditional upscale domestic-car niche, Oldsmobile has floundered in trying to return to a historic identity as a company on the forefront of engineering excellence.

"It's unfortunate, but sometimes it takes a level of pain to say you're going to have to change the way you do business."

Barabba

Chevrolet has been resurgent on the truck side, but it lacks the car that could—given Chevy's vast distribution system—turn into a knockout volume leader.

"Chevrolet should provide GM's entry-level, low-price statement of basic reliable, dependable transportation," says Mr. Wangers. From that standpoint, "GM isn't building a Chevrolet," he says.

Attacking the perception

Beyond putting brand identities in order, GM still faces the problem of convincing once-burned customers this is no longer the haughty organization that put out poor products.

"The difference between GM quality and the highest-quality manufacturers in the world is less than one defect per car," says Philip Guarascio, GM's executive-in-charge of corporate marketing and advertising. "The quality gap has really closed, and we have to make sure people understand that."

It's doubtful any other company matches GM in sheer quantity of research into the market and into marketing communications.

Leading edge

Mr. Guarascio's department has a formalized research and development component devoted to exploring new ways of advertising, merchandising and event marketing.

"Its purpose is to identify long-term leading edge kinds of opportunities that are going to create advantages for our divisions,'' Mr. Guarascio says.

GM in the past several years has been a leader in developing both innovative deals with traditional media organizations and also in exploring new media and promotional opportunities.

Jury's out

The jury is out on whether all of GM's efforts will produce a turnaround, or whether the company will squander its resources. Mr. Barabba says success for GM is a matter of returning to the philosophy that drove Alfred Sloan, the former president and chairman who managed the company to the top of the industry, beginning in the 1920s.

"Sloan had one of the great marketing minds,'' Mr. Barabba says. "He structured a business that had the customer at the end. 'A car for every purse and purpose' [Sloan's maxim]—that's creating a business with the customer at the end.

"We're at the rebirth of how the company is going to do what it did so well before, except now it's going to have to do it in the context of an environment that's a helluva lot harder than what Mr. Sloan started out with." □

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Midwest

(Continued from Page S-24)
Mitsubishi. "That's a prevalent factor in forging attitudes. Detroit would certainly be a strong union town, but the union influence isn't quite so strong in a city like Chicago."

Strong job link

It also has to do with the fact that many Midwesterners' jobs are tied to the domestic auto industry.

"People in the Rust Belt tend to become emotional when you start talking about imports and other issues affecting their livelihoods,'' Mr. Houghton says. "They start thinking in terms of black or white. They see the purchase of an import as 'against us.' "

But attitudes and ties to the domestic auto industry aren't the only reasons the Japanese haven't made greater gains in the heartland. Distribution is key, too.

When they first entered the U.S market, Japanese automakers shipped vehicles to ports on the West and East Coasts. With import quotas and a limited supply of vehicles, they naturally began penetrating markets closest to the points of delivery.

"It's taken time to develop strong inland distribution,'' says Jan Thompson, VP-marketing at Mazda.

Adds Bob Weldon, general manager of the Cincinnati region for Toyota Motor Distributors, "It's sheer numbers. In Cincinnati, there are five Toyota dealers compared to about 16 for Ford and 17 or 18 for Chevrolet. That really affects our ability to penetrate the market."

In 1991, there were nearly 7,000 Japanese auto dealerships in the U.S., up 29% from 1987. That's not likely to grow. Mr. Weldon and officials from other Japanese importers say dealer expansion plans are being curbed until the economy improves and existing dealers can strengthen their businesses.

Meanwhile, as the Big 3 urge consumers to "Buy American," Japanese automakers are letting consumers know many of their vehicles are U.S.-made.

Subaru, for example, is putting "Made in America" stickers in the rear windows of the Subaru Legacy, which is built in Indiana and accounts for 70% of Subaru's U.S. sales. The marketer also recently broke a Legacy TV spot shot in the U.S. plant.

Toyota has been running a print campaign this year focusing on the people who work at its Georgetown, Ky., plant and a TV spot talking about the U.S. origin of the Camry sedan. While those ads, from agency Saatchi & Saatchi DFS/Pacific, are running nationwide, "they are played more in the Midwest than on either coast," Mr. Weldon says.

Honda is running two "Made in America'' spots, one for the East and another for the West. A print ad, headlined "What's right with this picture?" shows a right-hand-drive Honda and talks about how Honda exports cars made in the U.S. to Japan. Rubin Postaer & Associates is the agency for Honda.

Flat Rock ad

Mazda broke an ad last month recognizing workers at its Flat Rock, Mich., plant and suppliers for their help in rolling out the redesigned 1993 MX-6 coupe. Copy in that Foote, Cone & Belding ad says the MX-6 is "the first import-branded car that may be truly considered a domestic product." The ad ran in newspapers in the Detroit area and Toledo, Ohio. □

Tradition out the window

(Continued from Page S-3)
troit, last year revised the way they evaluate magazine buys, a process that resulted in Ford reducing its magazine schedule from the previous 130 titles to about 90 for the 1992 model year.

"We buy magazines far more effectively than we used to," says John Vanderzee, Ford's director of advertising. "Today we're using target audience CPM as only one of the factors, albeit an important one.

"We're very interested, for instance, in reader involvement with a magazine. We measure things like how many readers read three out of the last four issues," Mr. Vanderzee says.

Mr. Vanderzee says targeting is easier with magazines than with TV. Ford, he says, had no trouble determining a magazine schedule for its upcoming launch of its redesigned Probe this July.

"But it's not as easy to find youth-oriented television, and also get reach," Mr. Vanderzee says. "MTV reaches youth, but I could buy every commercial on it for a month and not reach one-tenth of the people I want to talk to."

Still role for TV

While the movement toward customizing the message to the audience leaves the TV networks somewhat vulnerable, few auto marketers expect to abandon the medium.

"I don't see it as an either/or situation," says Lois Miller, senior VP-director of media marketing services at Hill, Holliday, Connors, Cosmopulos, Marina Del Rey, Calif., agency for Nissan Motor Corp. USA's Infiniti. "Mass media perform a certain task, and they do it well, as long as you don't ask mass media to get down to the nitty-gritty selling."

"You have to cover more bases now," says Duncan Pollock, exec VP in charge of BMW of North America at Ammirati & Puris, New York. One reason, he says, is that TV is glutted with auto advertising.

$10 million a night

"We did a study a year and a half ago and found that on an average night in New York City, there is $10 million spent on auto advertising on TV," Mr. Pollock says.

Mr. Vanderzee says clutter is an increasing problem, especially with TV.

"The networks have done a lousy job of controlling it because they need more inventory," Mr. Vanderzee says. "I frankly think they're shooting themselves in the foot, because a lot of people are really tired of it."

That clutter is one factor driving the growth of direct marketing and place-based media, says Mr. Julow, because those options allow a marketer to better control the selling environment.

Chrysler is one of a number of auto marketers that have tried to build a multifaceted marketing program around a particular theme. For instance, the company's involvement with the recent Winter Olympics included broadcast sponsorship on CBS and cross-promotions that involved Kmart Corp., CBS and Time Warner's *Sports Illustrated*.

Mr. O'Connor says Lintas:Campbell-Ewald believes integrated marketing is the wave of the future.

Three years ago, the agency put together its model for integration in launching the Chevrolet Lumina with multi-media advertising, co-promotion with Walt Disney Co., dealer introduction program and training materials.

Integration builds

Integration is particularly important for durable goods, where dealers and salesmen play a key role in the sale, says Mr. O'Connor.

Marketers such as GM's Cadillac division build a number of their integrated marketing programs around the lifestyles of their affluent target prospects.

"When they are involved in an activity, they tend to be very passionate about it," says Peter Levin, director of advertising for Cadillac.

All this demand to better identify prospective customers calls for additional emphasis on research by marketers and agencies.

"Our research budget has quadrupled in order to fine-tune our marketing," says FCB's Mr. Somerset. "Even after the recession, we aren't going to abandon that."

Mr. Somerset is among those who suggest some media organizations aren't keeping pace with the needs and sophisticated approaches of auto marketers.

Mr. Guarascio says many media organizations' lack of expertise hinders them from forming substantial partnerships with auto marketers.

"Our divisions have talent in the areas of advertising, marketing, merchandising, public relations, sales and event marketing, and we're way ahead of the media in terms of the ability to know how to use those things," he says. "And we don't have the time to educate the media."

For all the recent change in automotive marketing, the next several years may be even more dramatic, says Mr. O'Connor. He sees continued advances in technology making it possible to "start a dialogue with consumers" rather than just put out a message.

Direct contact

He suggests a scenario in which a consumer at home, viewing an auto dealer commercial, will call directly to a salesman who can answer questions and offer to bring over a car for a test drive. Or, a viewer watching a TV commercial might push a button that results in the printing of an invitation and rebate coupon for a test drive at a nearby dealership.

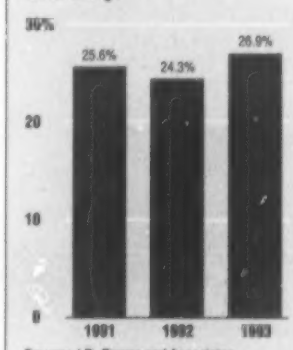
So is this advertising or promotion? For automakers, the answer isn't important, says Mr. O'Connor. "What is important is that you have a seriously qualified prospect to follow up on for a sale."

For the mass media, it's another story entirely. □

Cleveland Horton contributed to this story.

Marketing allocation

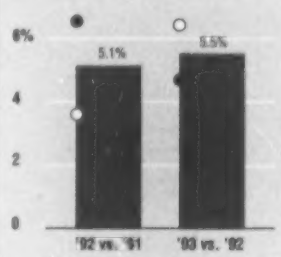
How much of respondents' model-year marketing budget will be devoted to consumer promotions rather than advertising?



Source: J.D. Power and Associates

Change in advertising and marketing budget

Average change in budget from previous model year, as foreseen by respondents.



Source: J.D. Power and Associates

'Acceptable graffiti' test limits

Some examples of targeting audiences with niche media:

Videos are big with automakers. Chrysler Corp. and General Motors Corp.'s Pontiac division both used lightweight, relatively inexpensive videocassettes to promote minivans to hundreds of thousands of potential buyers in direct mail campaigns last year.

Chevrolet sent similar tapes for its Corvette to potential buyers.

Chrysler's Dodge Division has three spots from its agency, BBDO Worldwide, Southfield, Mich., on the recent HBO Video production of *Sports Illustrated's* "Behind the Scenes: The Official Swimsuit Video."

Luxury automakers such as GM's Cadillac division find niche marketing tools can fit their affluent prospects' lifestyles. "They're very active," says Peter Levin, Cadillac's director of advertising. "So it's difficult to catch them using traditional forms of media."

Cadillac will use a 23-minute video as part of the launch of the 1993 Allante, which begins a regional rollout in late April. The video was produced by ADventure, Farmington Hills, Mich.

Saab Cars USA is also using a direct mail video. It is promoting its special 9000 CD Turbo Griffin Edition.

The video, from Saab agency Angotti, Thomas, Hedge, New York, was sent to 50,000 prospects with household incomes of $100,000 or more; names were culled from the subscription rolls of *Inc.*, *Money* and *The Wall Street Journal*.

Other than video, Pontiac, Chevrolet and Buick have all committed to test three-sided boards on trucks in the Atlanta area with Patterson's Mobile Media.

In a project called "wild postings" to support the Miata launch, Mazda Motor of America hung posters in a dozen cities at construction sites and other places normally used for movie posters.

"We use [the method] all the time for film releases, and the more I sat in on meetings for the creative and media of the campaign, I realized that the movie audience was a good subset of our prospects," says Tom Somerset, senior VP-director of marketing services at Foote, Cone & Belding, Santa Ana, Calif., agency for Mazda. "It has a little bit of an attitude. It's sort of acceptable graffiti."

Computers offer another area. BMW of North America, along with nine other automakers, advertises on the computer information service Prodigy, which reaches 1.4 million subscribers.

The Jeep/Eagle Division of Chrysler recently ran a computer disc commercial in a disc-based magazine called *PC Life*, says Randy Schroeder, exec VP-management director/media, Campbell-Mithun-Esty, Southfield, Mich. The commercial was similar to a TV spot, Mr. Schroeder says, but was not as graphically oriented. □

—John P. Cortez

Niche

(Continued from Page S-3)
believe the future of niche marketing isn't in toilet stalls, but databases. Database marketing is the key that allows automakers to communicate with consumers at each phase of the purchase cycle.

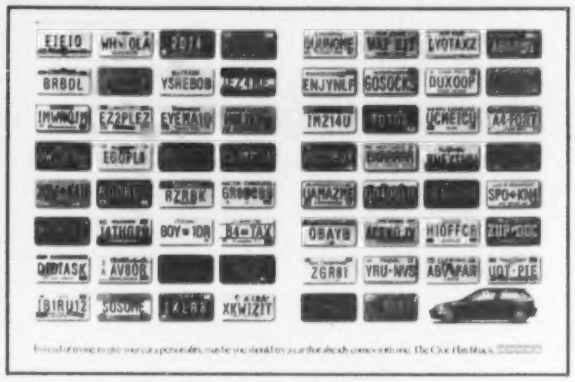
Technology will alter the way messages are sent to prospective car buyers and who receives what message, says Audi's Mr. Hilverda.

"I'm a firm believer that [eventually] you should be able to say, 'I want my commercial only to go to these households' and then you can individually select who sees your spot." □

Raymond Serafin and Cleveland Horton contributed to this story.

Who did that ad?

The young copywriters behind the agency wheels of some hot cars.



Ironing clothes led to this award-winning ad.

Teen passion warms Rubin shop

Jack Fund spent his wonder years hanging around the garage with his buddies.

"I had a '67 Mustang fastback and it was my pride and joy," he recalls. "I also had a '67 Shelby."

Then came college, and thoughts of cars got parked. He went into advertising, first with Gerber Advertising in Portland, Ore., for about three years. Now, at 31, he's working on cars again as senior copywriter at Rubin Postaer & Associates, Santa Monica, Calif., where he works on the American Honda Motor Co. account.

Fund

The grease that got under his nails as a teenager has been a plus. "It certainly helps to be able to get into the mindset of someone [who loves cars]," he says. "It's [also] nice knowing when people are talking about all this technical stuff you can go, 'oh, you mean it means this' and strip it down into something that someone can actually understand."

He didn't have cars on his mind when he left Portland.

"I finally just said I've got to get out of here, I've got to work on something high profile. So I came down to Los Angeles without a job and connected up with Larry [Postaer, agency principal and exec VP-creative director]. He had some good vibes for me and I from him. I've been working here for three years."

In retrospect, it seems fitting that he wound up at Rubin Postaer. "I always thought, 'I hope I can work in a place like that and do stuff like that.' "

He says his ideas for Honda commercials can come from anywhere. "They just come out of the ether. You'll get a strategy handed down for a certain car and you'll look at it and stare at your [art director] partner for days on end and out of nowhere it will just click and you'll go, 'What if we did this?' "

He says one great idea came to him when he was ironing. "My mind was wandering, and I just thought of something," he says. The campaign he thought of featured dozens of vanity license plates and later won several awards, despite coming out only weeks before a similar ad for Subaru of America.

Sometimes he gets inspiration on the road.

"We were working the Civic last year. I borrowed the car and put 900 miles on it." The weekend drive resulted in a spot that opened on a blacktop road. Toward the end, the car moves past and the voice-over says, "Feel free to hum along."

"Basically that one came from doing exactly that," he says. "Driving for six hours, just cruising along like at 65-70, putting your mind on hold and just the car was perfect. You could cruise all day like that." □

—Jon Lafayette

Regional tastes

(Continued from Page S-4)

the so-called national media to offer such things as split-runs in magazines and regional feeds for the networks. But there are ways to fine-tune even further today.

"Information today is so much better that you can go further than regionalize your message," says Vic Olesen, president of Vic Olesen & Partners, Los Angeles, a consultant to General Motors Corp. "Now you sectionalize, 'city-ize,' even 'block-ize.' "

Mercedes' split account

A recent dramatic example of the regionalization trend came this February when Mercedes-Benz of North America split its account, estimated at $130 million in combined national and regional spending. Scali, McCabe, Sloves, New York, was named to handle national, image-creating advertising while its affiliate, the Martin Agency in Richmond, Va., will handle regional, tactical-oriented work.

The Mercedes agency split follows a decision by the German importer in late 1990 to decentralize its U.S. operations, shifting most authority to four regional organizations.

Albert Weiss, general manager-marketing communications at Mercedes, says those regional organizations now control about half of Mercedes' total budget for ad spending, a percentage expected to grow over the next few years.

General Motors Corp.'s Chevrolet division and Nissan Motor Corp. USA already have extensive regional ad programs in place.

Chevrolet spends an estimated $75 million, or 20% of its ad budget, on regional ad efforts controlled by four area marketing managers, who focus their efforts on core products with volume and growth potential.

Chevy tailors product

"Different products appeal to different markets," says Richard O'Connor, chairman-ceo of Lintas:Campbell-Ewald, Warren, Mich., which handles Chevrolet's national advertising and oversees regional offices that work with Chevy's regional marketing teams.

"Texas is a huge market for Suburbans [Chevrolet's full-size sport utility truck]," says Mr. O'Connor. Regional advertising created for that market pitches the Suburban as "the national car of Texas."

"But if you go to the Northeast, you can just about forget selling Suburbans. You have to put your money where your prospective customers are," Mr. O'Connor says.

Regions choose media

At Nissan, fully 50% of its estimated $250 million ad budget is doled out to its seven regions. And each region carries autonomy in choosing media.

"This is designed to let us address problems or attack opportunities as locally as possible," says Earl J. Hesterberg, VP-general manager, Nissan division.

Despite higher costs per thousand, regional media programs become more efficient as they eliminate waste, Mr. Hesterberg says. "We need to spend more efficiently and we need to move quicker than the other guy."

Nissan effectively eliminated its regional dealer groups several years ago and consolidated the work at its national agency, Chiat/Day/-Mojo, Venice, Calif. The move was prompted primarily by the need to make sure regional campaigns dovetailed with national ads.

> "If you only had a dollar to spend, you'd go to the place you sell most of your cars."

Nissan and other Japanese import marketers learned to exploit nontraditional media strategies in part because of necessity. Their domestic competitors enjoyed well-established, national distribution and held long-term relationships with the national media. That left the imports locked out of many of the traditional network TV programs aimed at the prime car-buying demographics.

In many cases, the imports have found that spot TV allows them to direct their ad messages to where their distribution is strongest.

"The old 80/20 or 70/30 rule applies," says Tom Somerset, senior VP-director of marketing services, Foote, Cone & Belding, Santa Ana, Calif., agency for Mazda Motor of America. He points out that the majority of sales come from a fraction of the overall dealer body.

"If you only had a dollar to spend, you'd go to the place you sell most of your cars," he says.

Other marketers also are exploring regional strategies, even if they haven't decentralized their operations. GM's Pontiac division in the past has run California-only outdoor advertising, to reach the mobile West Coast crowd. Ford last year ran some Escort TV spots created specifically to boost California sales.

Three reasons

Ford's Mr. Magee lists three factors as driving regional marketing programs: a desire to test a particular concept before going national; a way to capitalize on a marketer's strength or adjusting to a particularly difficult competitor; or differences in weather that affect consumer preferences when it comes to choices, such as front-wheel drive vs. rear-wheel drive or two- vs. four-wheel drive.

"There are times when regionalization is not only economical, but the only logical thing to do" because of regional biases toward products, says Randy Schroeder, exec VP, management director-media at Campbell-Mithun-Esty, Southfield, Mich., which handles both national and dealer group advertising for Jeep/Eagle.

Jeep/Eagle dealer regional ad groups have taken the unusual step of pooling their funds a couple of times to buy network time, which is considerably less expensive than spot TV on a CPM basis.

Mr. Schroeder says the agency now is looking at ways of matching up Jeep or Eagle products with those of other Chrysler divisions.

Confusion factor looms

One pitfall to regionalization is the increased chance for producing confusing and conflicting brand images. Some marketers such as Nissan and Chrysler keep the conflict to a minimum because national agencies handle dealer marketing groups. But General Motors' dealer ad groups are virtually all handled by agencies other than the ones that create national advertising.

"The real issue in dealer marketing is to make sure the messages by the factory and dealer marketing group are complementary," says Philip Guarascio, GM's executive-in-charge of corporate marketing and advertising. "We make a lot of effort to make sure dealers understand the value of that." □

Who did that ad?

The young copywriters behind the agency wheels of some hot cars.

Treating cars like just another item

Phil Glist took a course at the Advertising Center and got lucky.

One of his teachers was Ed Cole, co-creative director at Foote, Cone & Belding, Santa Ana, Calif.

"I showed him my portfolio after I finished his class," Mr. Glist recalls. At the time, Mr. Cole was making changes in the agency's creative department, and Mr. Glist landed a job writing copy for the Mazda Motor of America account. "It's pretty unusual to get the kind of TV experience that I've been getting," says Mr. Glist, who had been tending bar and waiting tables.

"Jalapenos" helped make the Mazda MX-3 a hot commodity.

The 29-year-old copywriter says he isn't a car nut, but he's learning. "They weren't looking for people who were car nuts. It's easier for people like myself who just treat cars as another product to get inside the heads of people who look at them the same way, as pretty much a big-ticket purchase or an expensive thing to buy," he says.

Sometimes knowing details about the car is a must, so Mr. Glist is picking up expertise quickly. "I had to write an insert [for Mazda's RX-7] that is directed at car buffs—all about the rotary engine and power-to-weight ratio," he says.

His key project has been launching Mazda's MX-3.

"Since it was a new car, we thought the styling would stand out from the other cars, like the Paseo it was competing with. And it was the only one with a six-cylinder engine, so you had to communicate that.

"But we wanted to communicate that this was not a car that everybody was going to like," he says. "Mazda's in a unique position of being a niche marketer."

The result was the "Jalapenos" spot.

"We took a fairly loose storyboard to a fairly young director named Steve Chase, who did wonderful things with the visual side, as did my partner, [Art Director] Kevin Murphy," he says. "It's funny because Mazda's advertising is not the hippest generally. It's real emotion-oriented but it's not usually cutting edge. We got a lot of nice stuff in there. And from what I hear, the car's doing real well."

The campaign drew attention inside the ad world.

"Other people in the agency have come to me and said they've gotten calls from friends in the industry and in production and said, 'Who's the director?' 'Who's the editor?' Actually the best response was from an art director here who asked me, 'How do you get something like that past a client?' "

Even for a guy who's not a car nut, sometimes you've just got to get behind the wheel and put the pedal to the metal. "I drove the new RX-7. It was amazing—after researching it and writing it for a good eight months—to actually finally get in the car and drive it. Theory cannot do justice to it. It's really much more fun. I got it up to a hundred."

And what does he drive now? "I bought a year-old Miata from someone who had a baby and couldn't use a two-seater anymore." □

—Jon Lafayette

Ford explores teamwork

In the process, carmaker discovers mother lode

By Joseph M. Winski

Team marketing is proving successful at Ford Motor Co., which first used the market-driven approach, at least partially, with its "Team Taurus" program. Out of that came the stylistically bold and successful Ford Taurus and Mercury Sable midsize cars in 1985.

Ford refined the idea of teams working under strong managers in 1987 and credits this new approach for some of the success of its hot Ford Explorer sport utility vehicle.

Introduced in March 1990, the four-door, four-wheel-drive Explorer rapidly overtook Chrysler Corp.'s Jeep Cherokee to become the country's most popular sport utility vehicle. Its sales last year soared 37%, making it the seventh-best-selling vehicle, the first time a sport utility model has cracked the top 10.

Ford has created three so-called "world-class timing" teams to develop its next generation Probe, Thunderbird and Mustang. Designed to get vehicles from concept to market in about three years, they consist of designers, engineers, buyers, marketers and others who work at the same location and report directly to the product manager rather than their functional bosses.

Marketers on the teams "have a great deal of input into the design of the car," says Steve Odell, Ford Division marketing plans manager for specialty cars. They "constantly remind the team what the customer wants. That is their prime reason for being there." □

Listening

(Continued from Page S-8)

cess. When a second fuel crisis occurred in 1979, Japanese car sales spurted again.

This far and no farther, Detroit then said. GM introduced its downsized, front-wheel-drive X-cars; Ford launched its small Ford Escort and Mercury Lynx, which it billed as "world cars." Chrysler bet its future on the K-cars, of which Mr. Iacocca said in ads: "America's not going to be pushed around anymore."

Detroit also demanded, and got, "voluntary" import restrictions on Japanese autos.

The economy improved and the yen strengthened—making Japanese cars more expensive in dollars. The fuel crisis abated, big cars began to sell again and U.S. carmakers posted record profits.

Record losses

But by the end of the 1980s, with another recession looming, Chrysler was once again in deep trouble, GM was frantically paring excess capacity and the Big 3 were heading for record losses.

Detroit, it turned out, hadn't really changed at all. It still managed for short-term profits and still turned out cars through its vertical "chimney" system, in which each function, from design to marketing, operated in virtual isolation.

Marketing was a separate but hardly equal chimney. GM, long dominated by financial executives, didn't even have a consumer market research division until 1985, auto analyst Maryann Keller reported in her 1989 book on the automaker.

Historically, Theodor R. Cunningham, Chrysler exec VP-sales and marketing, admitted in a speech at the *Automotive News* World Congress in January, "marketing in Detroit has always focused on moving the 'iron' off the shelf, instead of deciding what to put *on* the shelf in the first place."

The Japanese take marketing much more seriously. Kim B. Clark, a Harvard Business School professor who has studied Japanese auto production, attributes Honda's success, for example, to project teams that "focus the whole [product] development organization on customer satisfaction."

Team members, chosen from all the disciplines involved, including marketing, work together under strong "product managers" on everything.

"Detroit has always focused on moving the 'iron.' "

Keeping an eye out

Marketing is hardly the sole province of marketing executives. Mr. Clark tells of Honda product managers who "spend hours watching people on the street, observing styles and listening to conversations. Department stores, sports arenas, museums and discotheques are all part of their 'market research' beat."

The Japanese strategy, says Mr. Kotler, was to establish a beachhead with high-quality small cars that built consumer loyalty and then move up-market with more expensive and more profitable larger cars.

Thus, for example, the Honda Civic was followed by the Honda Accord, then a larger Accord and, most recently, the Acura Legend.

Honda has been "absolutely brilliant" in moving with its market, FCB's Ms. Cutler says. "There's never been a reason to leave the franchise: If you're ready to move up, they've got it for you."

Detroit belatedly is conceding the Japanese know a thing or two. Ford Motor Co. partly embraced teams (*see accompanying story above*). General Motors unabashedly stole from the Japanese in setting up Saturn Corp. as an independent operation—in effect a large project "team."

Saturn, whose sales are soaring in a down market, kept its eye firmly on its target—buyers of inexpensive Japanese imports, interviewing thousands of them in developing the car.

Saturn also selected dealers carefully, saturating them with the gospel of customer satisfaction, including elimination of the price haggling that turns off many car buyers.

Walls tumble down

At the "reinvented" Chrysler, as touted in a current corporate ad campaign, the walls between functions have come down and marketers are being listened to, rather than talked at.

"That," says John Damoose, Chrysler VP-marketing, "is a very vital change at Chrysler Corp."

The company organized itself into four "platform teams"—for large cars, small cars, trucks and minivans—in January 1989. "The platform teams have allowed us to *truly* get the voice of the customer into the product development process," says Mr. Damoose.

Chrysler will tell you where it got the idea: from Honda. □

Encore possible for adman Iacocca

So intertwined with ad message, it appears hard to unhinge ceo from commercials too quickly

By Mary Connelly

Lee Iacocca has become so synonymous with Chrysler Corp. the company has found work for the chairman after he retires.

When he steps down as ceo at year's end, Mr. Iacocca will keep his hand on the wheel at Chrysler as chairman of the five-member executive committee. He says he will no longer be the corporate advertising spokesman, but he has said that before and been wrong.

The heavy use of Mr. Iacocca in this, his last year, indicates the automaker may have a difficult time breaking the marketing tie to the highly visible leader, who was swept into the role of public spokesman during the company's brush with bankruptcy in 1979.

This year, Mr. Iacocca will appear in campaigns for two crucial products: the 1993 Jeep Grand Cherokee and a new trio of 1993 mid-size sedans.

Lee Iacocca's ad importance will increase this fall when the Intrepid, Concorde and Vision sedans are launched.

The Iacocca advertising is part of an 18-month corporate campaign, created by Bozell, New York, that broke during the 1992 Winter Olympics in February.

Image booster

The initial effort in the drive was designed to improve Chrysler's image against foreign brands. In it, Mr. Iacocca stresses Chrysler's restructuring of its product development process, the construction of a $1 billion technology center and new products.

Appearing with three products—the Dodge Viper sports car, Grand Cherokee and Dodge Intrepid, one of the mid-size sedans—he acknowledges the foreign competition. While implying some consumers don't have a high opinion of U.S.-nameplate vehicles, he claims Chrysler vehicles can compete with the best in the world.

As the year goes on, his role will be even more important.

His TV spot for the launch of the Grand Cherokee is scheduled for spring. The vehicle is Chrysler's bid to regain dominance of the sport-utility market, lost to the Ford Explorer.

Later in the year, the Chrysler chairman will be seen in advertising for the Intrepid, Chrysler Concorde and Eagle Vision, the sedans the company maintains have reached standards of world-class manufacturing quality.

At the March 16 press conference where Mr. Iacocca announced that Robert Eaton, the former head of General Motors Corp.'s European operations, would succeed him as chairman, Mr. Iacocca said he had one additional commercial to shoot, presumably for the LH sedans.

"It's hard work," Mr. Iacocca said in explaining why he didn't want to be the corporate spokesman any longer. Referring to the shooting for the Grand Cherokee commercial, which he completed in March, he said: "This one was 100 takes and eight hours. I don't get paid for it."

"I'm outta here," he added.

The LH sedans are Chrysler's first all-new cars since 1980 and critical to the company's future in the car business.

And this yearlong buildup of Mr. Iacocca's image, culminating in his presence in the ads for the sedans, may make it especially difficult for Chrysler to drop him come December.

Indeed, his use this year, during a lengthy manufacturing launch for the sedans with initial limited vehicle supply, may almost ensure an encore performance in 1993, when production volume will increase.

Warning signs

But one observer warns against keeping Mr. Iacocca in front of the cameras for too long.

There are signs Mr. Iacocca's effectiveness is waning, says Steven Levitt, president of researcher Marketing Evaluations/TVQ.

In an annual evaluation of 1,474 American personalities in 1991, the researcher found Mr. Iacocca's positive rating dropped four percentage points from 1987 to 1991, while his negative rating rose six percentage points.

"I'd look at these numbers and I would worry," Mr. Levitt says. "I would wonder if there is a more effective way to advertise. Lee Iacocca is not generating the same response as he did four years ago."

But a Chrysler marketing spokeswoman says Chrysler's own research conducted prior to the creation of the new Bozell campaign disputes those findings.

"He is believable and sincere and he has high recognition numbers," she says.

He also he seems to satisfy what Chrysler considers an important goal of its current advertising.

Japan Inc.

"It used to be that all the Japanese car companies were perceived as one—Japan Inc. There was no real differentiation," says John Damoose, Chrysler's VP-marketing, in an internal company publication. "Today, the domestic Big 3 are seen as indistinct. Today, it's the Big 3 whose image has blended together as Detroit, which is often used as a term of derision. A big part of our goal is to separate Chrysler from the domestic Big 3."

Chrysler still seems to think Mr. Iacocca, today and maybe sometime into the future, can do that job better than anyone else. □

Green

(Continued from Page S-34)

closer to market. Their exhausts are considered less dangerous to the atmosphere than that of gas or diesel engines. "While [alternative] fuels have positive attributes, there are some trade-offs," says Ford's Mr. Fenstermacher.

Trade-off problems

"The principal trade-off is range and convenience. Alternative fuels are not widely available."

Flexible-fuel vehicles, which operate on a combination of fuels including gasoline, already are available in limited quantities to companies with private fleets.

Chevrolet is to deliver 1,200 1992 Luminas that operate on a mixture of 85% methanol and 15% unleaded gasoline.

"The lessons learned as consumers adapt to alternative-fuel vehicles will be invaluable," says Gery Jankovits, the fleet manager for alternative fuel vehicles at Chevrolet.

"This is uncharted territory. No one has a roadmap yet."

Summer tests

Chrysler plans to start general sales of methanol-burning Dodge Spirits and Plymouth Acclaims in California this summer. Its offerings are flexible-fuel vehicles because they can use M85, unleaded gas or any mixture.

The federal government has ordered 2,500 of the cars, but dealers in California will be able to sell them to anyone. Chrysler expects to sell 100,000 of the vehicles in the 1994 model year.

This week, Chrysler intends to deliver 50 full-size vans that run exclusively on compressed natural gas to a California fleet.

An issue beyond fuel is the ozone-depleting chlorinated fluorocarbon refrigerants used in auto air conditioners. The refrigerant usually known by its trade name Freon is being replaced with a CFC-free refrigerant.

Although the new refrigerant requires costly changes to air conditioning systems, automakers have been quick to accept it, well before a worldwide ban on CFC is scheduled to start in 2000.

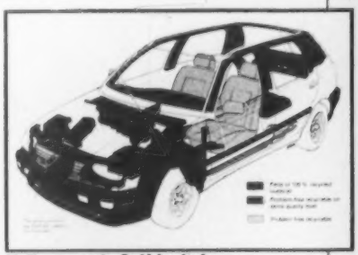
On March 2, Ford became the first U.S. manufacturer to build CFC-free Taurus models and plans to test-market the cars in Texas this year. Mercedes-Benz is also building CFC-free cars.

Manufacturers expect to bear more of the burden for recycling what they sell in the near future.

Volkswagen AG in Germany became the first automaker in the world to set up a pilot program to recycle scrap cars in 1990.

BMW of North America is leading the way in the U.S. It will start a pilot recycling program this spring with the Automotive Dismantlers & Recyclers Association.

The plan combines recycling with marketing incentives to sell new BMWs. During the first phase of the program, BMW will offer a $500 discount on a new BMW purchase when owners return their worn-out BMWs to authorized recycling centers.



Volkswagen's Golf includes recyclable parts, indicated by the shaded areas. Parts are coded to make the separation process easier.

Rich Brooks, a spokesman for BMW, says vehicle recycling isn't yet a popular buying consideration, but he notes that "people who buy our products are predisposed to environmental concerns and apt to do something about it."

Awareness ads

American Honda Motor Co. is among the few companies in the U.S. that created advertising devoted to raising awareness about the environment. It's marketing the 1992 Civic VX with a campaign that's literally green.

A print ad in the campaign is in green ink, right down to the Honda logo, which is usually blue. The headline, "Think of what you can save," refers to money, gasoline and the environment.

The corresponding TV spot shows the car with a forest glen growing up around it. □

Corporate ad spending and its efficiency

1991 vs. 1990 model years, ranked by lowest expenditure to unit sold

Company	1991 model year adv. exp. (in thousands)	Pct. change 91 vs. 90	1991 model year unit sales	1991 adv. exp. per unit sold	1990 adv. exp. per unit sold	Pct. change exp. per unit
Maserati	$17	-71.3	240	$71	$248	-71.3
Alfa Romeo	419	-34.9	3,478	121	185	-34.8
Ford	427,442	-5.6	2,907,113	147	136	8.0
Chrysler	349,276	-9.2	1,569,406	223	221	0.6
GM	1,046,777	8.7	4,392,402	238	197	21.2
Honda	222,608	0.9	815,542	273	260	5.1
Mitsubishi	66,008	-6.6	184,443	358	334	7.2
Suzuki	8,548	90.5	21,413	399	202	98.0
Mazda	139,834	-14.1	346,659	403	451	-10.5
Nissan	243,519	-25.2	583,933	417	508	-17.9
Toyota	430,588	10.7	1,011,755	426	373	14.1
Volvo	30,351	-4.3	71,100	427	332	28.5
Volkswagen	53,523	-48.1	119,148	449	641	-29.9
Isuzu	73,911	26.5	124,239	595	440	35.1
Subaru	67,842	-23.8	109,647	619	828	-25.3
Hyundai	83,312	-4.6	127,588	653	620	5.4
Daihatsu	6,448	-11.5	9,661	667	433	54.3
Saab	21,235	24.6	26,445	803	656	22.4
Porsche	5,337	-42.6	5,544	963	1,006	-4.3
BMW	70,069	4.2	55,736	1,257	1,092	15.1
Mercedes-Benz	91,777	8.7	66,158	1,387	1,124	23.4
Peugeot	10,672	38.7	4,211	2,534	1,662	52.5
Range Rover	16,296	-29.6	3,309	4,925	5,052	-2.5
Rolls-Royce	3,266	-4.5	610	5,355	2,849	88.0
TOTAL	**$3,469,076**	**-2.7**	**12,559,780**	**$276**	**$256**	**7.8**

Does not include dealership advertising.

Figures are for measured media only and include consumer magazine; newspaper-distributed Sunday magazine; newspaper; outdoor; network, spot and syndicated TV; cable TV networks; and spot and network radio. Also, figures represent ad spending for vehicles only.

Source: LNA/Arbitron Multi-Media Service and Automotive News Data Center.

Spending hits $3.5 billion

Maserati tops, Ford leads domestics in ad-to-sales ratio

For the 1991 model year, automobile marketers invested about $3.5 billion in U.S. advertising in the measured media monitored by LNA/Arbitron Multi-Media Service (October 1990 through September 1991).

The 24 marketers sold slightly more than 12.5 million vehicles, for an industry ad-to-sales ratio of $276 per unit (*see chart at left*).

Some marketers did better than others in the efficiency of their advertising buys. Maserati Automobiles was No. 1, with an ad-to-sales ratio of $71. But the importer's ad expenditure was a paltry $17,000, according to LNA.

Among the more mass-market car companies, Ford Motor Co. managed an efficient $147 in advertising per unit sold. Ford spent about $427 million on the measured media. Of the Japanese nameplates, American Honda Motor Co. followed No. 5 General Motors Corp. with $273 in ads per unit sold.

Below, the Top 5 spending nameplates in nine media are given for the '91 model year. □

Top 5 in Network TV spending

Brand	1991 model year (thousands)	Pct. change
Ford	150,417	-6.2
Chevrolet	128,765	-1.1
Toyota	119,304	13.1
Oldsmobile	94,193	18.3
GM corporate	94,031	20.6

Top 5 in Spot TV spending

Brand	1991 model year (thousands)	Pct. change
Toyota	99,975	-8.6
Nissan	86,811	16.2
Ford	49,359	30.3
Chevrolet	34,861	-7.5
Mazda	34,148	5.9

Top 5 in Syndicated TV spending

Brand	1991 model year (thousands)	Pct. change
Toyota	16,274	8.6
Hyundai	15,627	306.7
Ford	12,968	17.2
Nissan	12,782	-24.5
Oldsmobile	9,091	47.2

Top 5 in Magazine spending

Brand	1991 model year (thousands)	Pct. change
Ford	89,912	-13.1
Chevrolet	77,385	10.5
Toyota	67,045	50.5
Buick	44,636	29.1
Dodge	33,323	41.4

Top 5 in Newspaper spending

Brand	1991 model year (thousands)	Pct. change
Mercedes-Benz	27,359	35.6
BMW	18,805	18.3
Chevrolet	16,547	-12.5
Isuzu	12,308	975.3
Ford	12,276	-4.9

Top 5 in Network radio spending

Brand	1991 model year (thousands)	Pct. change
Volkswagen	12,662	3.4
Audi	10,112	-37.4
Dodge	9,909	49.2
Buick	7,819	-18.6
Subaru	6,165	75.5

Top 5 in Spot radio spending

Brand	1991 model year (thousands)	Pct. change
Chevrolet	11,022	4.1
Chrysler	10,763	-10.4
Mercedes-Benz	8,613	112.1
Acura	5,510	-15.2
Volvo	4,795	-36.4

Top 5 in Cable network spending

Brand	1991 model year (thousands)	Pct. change
Ford	10,508	63.1
GM corporate	6,294	53.1
Toyota	5,571	24.1
Volkswagen	5,433	24.4
Chevrolet	4,663	92.1

Top 5 in Outdoor spending

Brand	1991 model year (thousands)	Pct. change
Saturn	2,122	5,287.1
Chevrolet	1,622	-33.2
Nissan	1,238	59.1
Ford	1,164	-41.1
Toyota	803	42.8

Toyota takes bow

(Continued from Page S-14)

1 in promotions.

"They have many national sales events and spend gobs of-money supporting them," Mr. Hagelstein says. "They bang the hell out of key markets."

All of this helps to raise awareness.

"Toyota's marketing is extremely traditional, almost domestic," says Mark Gjovik, exec VP-group account director, D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich. "They do the basics well. They pre-plan their promotions."

Although Toyota's advertising is rarely cited for creative prowess, the company's competitors gave upscale Lexus the highest score in the survey.

"That's probably because of the introduction of the SC400," says Mr. Postaer. "That was a good campaign, the opening wave, including that double fold-out insert. Even I liked that."

Others praise the entire introduction of the new division. "They really left no stone unturned," says Mr. Peterson. "The launch of Lexus was textbook perfect."

Team One's advertising earned high praise for its restraint as well as its attention to detail.

"Lexus' creative is almost sublime," says Mr. Gjovik. "It communicates the idea that 'god is in the details,' and it tells it to you one detail at a time."

Many car commercials try to cram in as many details about the vehicle as possible, a temptation Lexus has avoided.

Having entered the U.S. in 1958, Toyota can now market its cars with American nostalgia.

"It is always tempting to try and put too much in a commercial," says Jay Qualman Jr., general director of advertising for General Motors Corp.'s Buick Division. "When you have 30 seconds, someone will say, "let's talk about four or five key product features."

Lexus tends to focus on a single attribute, such as smoothness of ride in its "Champagne Glasses" commercial or the sound system in its "Rain" spot.

"One exquisite detail after another," says Mr. Gjovik.

In the area of sports marketing, Toyota tied with Chevrolet for the highest score in the Power survey. Toyota's high ranking probably can be attributed to years of high-profile sponsorships.

Examples include the Toyota Grand Prix and its name recognition, as well as a $270 million, four-year deal with CBS for Major League Baseball and its support of the Skins Game golf tournament. The latter draws one of the biggest ratings of any golf event.

Toyota didn't score as well on the subject of green marketing, but another Japanese car company did: Honda.

Honda, which sells more cars in the U.S. than Toyota, has only produced one print ad (printed in green, including the traditionally blue logo) and one spot with environmental themes. However, it has consistently promoted high mileage for many years.

Honda's advertising also stands out because so few automakers in the U.S. currently use environmental themes in their advertising.

With much of the envy of Toyota stemming from its marketing war chest, and given that all the Japanese car companies now face significant profit reductions, Toyota's hold on the leadership marketing position probably will soon be put to the test. □

Raymond Serafin contributed to this story.

No waking up from nightmare

New England auto dealer: 'Next person to go is me'

By Jim Henry

Automobile dealers in the Northeast are using every club in the bag to drum up business.

Last year was the second year of a nationwide recession in auto sales, but many Northeast dealers were getting hammered for the third or fourth year.

"I lost money [in 1991] for the first time," says Robert Filardi, who owns Dor Porsche-Buick in Roslyn, N.Y. This happened despite cutting his payroll to 27 employees from a high of about 40.

Surviving dealers are

hanging on by unglamorous, tried-and-true methods—selling used cars, promoting service and parts and cutting advertising. (To save money, one dealer says he even cut his trash pick-up from twice to once a week.)

Such tactics might not seem big, but survival has replaced profit as the goal for many dealers.

"It was a horrible year," Mr. Filardi recalls. He sold only 35 new Porsches, compared with 175 in 1986.

He was encouraged that he sold seven Porsches and 32 Buicks this past January, the best month he's had for Buick since he picked up the franchise about a year ago.

Conditions have been particularly bad in New England because of banking and real estate crises on top of unemployment.

In Rhode Island, for instance, the private fund that insured the state's savings & loans was forced into bankruptcy in January 1990.

The state froze the bank accounts of about a third of the state's residents, and some still don't have their money back.

"It seems like everything is happening at the same time," says Aldo Sammartino, a dealer in East Greenwich, R.I. He has cut his staff to 16 from 25 two years ago.

"I got no place left to cut now," he says. "The next person to go is me."

Mr. Sammartino says selling program cars—cars previously in rental programs for up to about 15,000 miles—has helped him get by. He says his Bay Buick store used to average 480 new cars a year; 200 of the 444 cars he sold last year were used.

"I've become much more active in used cars. I go to the auction at least every other week to look at program cars. I fought it for three or four years, but I have to do it to survive," Mr. Sammartino says.

"I've been in the business 18 years, and I'm working harder now than when I started. You're seeing [dealers] who haven't worked in the business in 10 years back out on the showroom floor again. Guys are going to the auctions that haven't been to the auctions in 25 years," he says.

Many dealers aren't making it. From January 1989 to December 1991, the number of dealerships in the six New England states plus New York, New Jersey and Pennsylvania fell 7.4% to 5,067, according to National Automobile Dealers Association. The U.S. total fell 5.5% in the same period, while Massachusetts dealerships fell 11.5%, Rhode Island, 13.3%.

"I didn't make it," says a New York-area dealer who filed for Chapter 11 bankruptcy protection last year, after spending half his life working at the family dealership. "I'm still convinced we did everything right that we could control," says the dealer who asked not to be named.

"In the New York area, I don't see an end in sight," he says. "Things are so bad here, even the used-car business is hurting."

Some automakers have tailored their operations to help shore up the Northeast.

Subaru of America, for instance, has a pilot captive-financing arm in New England, in partnership with Nissan Motor Acceptance Corp. It's to help dealers with wholesale and retail financing.

Subaru of New England, an independent distributor, has a much higher percentage of exclusive Subaru dealers than the rest of the country, and the exclusive franchises don't have ready-made financing through other franchises.

Pontiac's New York-based zone started a low-cost lease program for the '91 model year that was so successful the idea was used nationwide.

The program has since been discontinued, but it was "probably the savior of Pontiac in this area" last year, says longtime dealer Eli Bloom, owner of Bloom Pontiac and Saturn of Long Island City (N.Y.).

Mr. Bloom says he still has faith a cyclical business like the auto industry is bound to come back—but says the cycles have gotten longer.

"To say it's the worst ever, I don't know about that; but it's as bad as I've seen it, and it's lasting longer," he says.

He says he has resorted to "very few" layoffs, and has cut, but not eliminated, advertising.

"You can't cut your insurance. You can't cut your heat and light and power . . . So you look at things you can control," Mr. Bloom says.

Is there an upturn in sight?

Mr. Bloom says showroom traffic picked up in January. "It didn't translate into sales to the extent I would like; people are taking longer to make a decision. But the encouraging thing is an awful lot of people are out there looking, and where there's smoke there's fire." □

Ford dealer spending leads pack

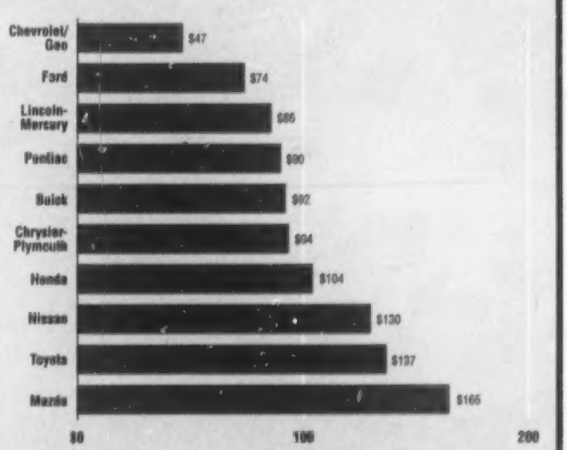
The vehicles of Ford Motor Co. top other automakers in ad support from local dealers and dealer association groups, according to figures from LNA/Arbitron Multi-Media Service, with a total of about $173 million (*chart below*).

In efficiency of dealer/-dealer group advertising, General Motors Corp.'s Chevrolet and Geo nameplates came out on top, with Ford No. 2 (*chart at right*).

National Automobile Dealers Association estimates dealers spent $3.6 billion on ads and promotions in 1990, using dealer-supplied figures. □

Local ad efficiency of top brands

Top 10 automotive lines by total measured dealer advertising in 1991 model year, ranked by spending per unit sold.



Source: LNA/Arbitron Multi-Media Service, Automotive News Data Center

Local dealer and dealer association ad spending

1991 vs. 1990 model years, ranked by total expenditure

Make	Local Dealer adv. spend. (in thousands)	Pct. change 91 vs. 90	Association adv. spend. (in thousands)	Pct. change 91 vs. 90	Total (in thousands)	1991 adv. exp. per unit sold	Pct. chg. adv. exp. per unit 91 vs. 90
Ford	$71,777	-28.6	$101,095	-14.6	$172,872	$74	-6.4
Toyota	50,899	-17.0	78,562	-6.2	129,462	137	-7.1
Chevrolet/Geo	57,706	-32.3	50,214	-37.5	107,920	47	-25.2
Nissan	36,640	32.1	35,500	255.0	72,140	130	114.8
Honda	18,668	2.1	51,576	-3.6	70,243	104	2.6
Mazda	9,893	39.2	47,375	-9.4	57,268	165	0.4
Buick	14,546	-17.2	35,305	12.3	49,851	92	-3.1
Lincoln-Mercury	16,911	-33.9	31,604	-35.1	48,515	86	-29.2
Pontiac	8,327	-24.1	39,908	-14.3	48,235	90	3.0
Chrysler/Plymouth	20,559	-18.6	27,484	-9.5	48,043	94	4.8
Dodge	17,773	-32.7	27,196	-15.3	44,969	54	-20.5
Oldsmobile	10,723	5.0	32,701	-14.3	43,424	91	-1.2
Jeep	6,496	-30.2	33,971	-2.8	40,467	230	7.4
Hyundai	7,992	-21.9	31,882	10.0	39,875	313	12.3
Cadillac	13,449	-32.9	23,058	-43.2	36,507	167	-29.2
GMC	6,881	-50.0	26,161	-19.4	33,042	114	-19.5
Lexus	15,439	28.1	16,735	82.8	32,175	492	25.9
Acura	10,934	0.1	19,045	1.0	29,979	216	1.8
Mitsubishi	6,936	17.5	20,209	-18.3	27,145	147	1.7
Infiniti	22,287	38.4	1,666	-73.1	23,953	829	-36.3
Isuzu	1,996	-24.6	14,875	-13.5	16,871	136	-9.2
Mercedes-Benz	4,166	-30.8	10,288	-11.0	14,456	219	-6.7
Volkswagen	8,399	84.2	5,592	-56.6	13,991	132	4.8
BMW	9,371	107.0	3,784	-61.4	13,155	236	1.4
Saturn	7,879	—	1,196	—	9,075	179	—
Volvo	3,533	-25.4	3,265	-68.8	6,797	96	-40.0
Subaru	3,217	-33.6	2,929	-9.3	6,146	56	-25.3
Saab	2,809	33.0	2,787	-50.7	5,597	212	-29.2
Jaguar	4,213	-8.2	1,040	-5.2	5,254	446	50.5
Audi	1,024	9.2	1,213	-63.3	2,237	170	-10.2
Peugeot	176	-71.8	716	-68.6	892	212	-66.2
Range Rover	—	—	689	-43.1	689	199	-24.1
Suzuki	360	-74.6	232	-79.8	592	28	-76.0
Porsche	253	-89.5	75	—	328	59	-34.2
Daihatsu	274	-12.6	—	—	274	28	52.3
Alfa Romeo	103	-78.4	—	—	103	27	-82.5
Sterling	—	—	80	-91.4	80	23	-89.0
Lotus	43	21.3	—	—	43	134	21.3
TOTAL	**$472,695**	**-14.6**	**$780,907**	**-13.7**	**$1,252,662**	**169**	**-13.6**

Figures are for measured media only and include consumer magazine; newspaper-distributed Sunday magazine; newspaper; outdoor; network, spot and syndicated TV; cable TV networks; and spot and network radio. Also, figures represent ad spending for vehicles only.

Source: LNA/Arbitron Multi-Media Service and Automotive News Data Center

Program cars turn quagmire

Carmakers' effort to control flow in Florida founders

By Lindsay Chappell

Florida is the center of a nettlesome problem for carmakers.

Last year, about 20 million tourists arrived in Florida by plane, many of them needing a car. As a result, Florida rental agencies purchased about 300,000 new cars. That's 3% of all the new-car sales in the U.S.

The automakers aren't complaining about sending that many cars into Florida, especially since Ford Motor Co., General Motors Corp. and Chrysler Corp. own pieces of major rental chains. The problem is getting the cars out of Florida four to six months after original delivery.

After a few months and a few thousand miles, these rental cars—and those in daily rental fleets elsewhere in the country—are returned to the retail market for resale as so-called "program" cars.

But a recent gambit by U.S. carmakers to gain better control of this huge fleet of program cars looks to be petering out.

GM, Chrysler and Ford all established factory-direct operations last year to move thousands of cars a week from daily rental companies to dealers for used-car sales.

But Chrysler shut its operation down early this year. Ford's effort could end by summer, and GM's attempt is hobbling along with a volume of about 2,000 cars a year.

That probably leaves the factories back where they started—letting national auction chains distribute the cars.

That's good news for the auctions, which derived about $5 billion from such cars last year. It's also an indication the program-car phenomenon has become too big for simple solutions.

Rental companies last year bought one-fifth of the nation's entire new-car volume, according to *Auto Rental News*, a trade magazine. Many dealers say the surfeit of low-mileage, good-condition used cars is luring buyers away from new cars.

If program-car mileage is too low, pricing on new cars can be undercut. If program cars aren't evenly redistributed around the country, used-car pricing can be undermined.

Although factories and auctions police the trade to prevent "unauthorized buying," it goes on anyway.

Chrysler last year opened an office in West Palm Beach, Fla., to establish dealer-direct sales. Chrysler contended dealers would find it more efficient to order the used cars from the factory than to travel to an auction. But lack of dealer interest caused its closing.

GM's dealer-direct operation also was launched in Florida. Unlike Chrysler's, it's still in business. Dealers phone or fax the office to find out what vehicles are coming back into the market. The dealers can buy the cars sight unseen at set prices before they're passed along to the auction companies.

These experiments raised eyebrows at the auctions, where the idea was apparently more threatening in theory than in practice. GM moved about 700,000 program cars through auctions last year, Ford moved 350,000, and Chrysler about 250,000.

Dale Hermiller, executive director of GM's fleet redistribution operation in Detroit, is quick to allay the auctions' concerns.

"It's not that we're trying to bypass the auctions and save a lot of money," he says. "The auctions will always be the major redistribution method. Our intention is to try to gain better control of what's happening out there."

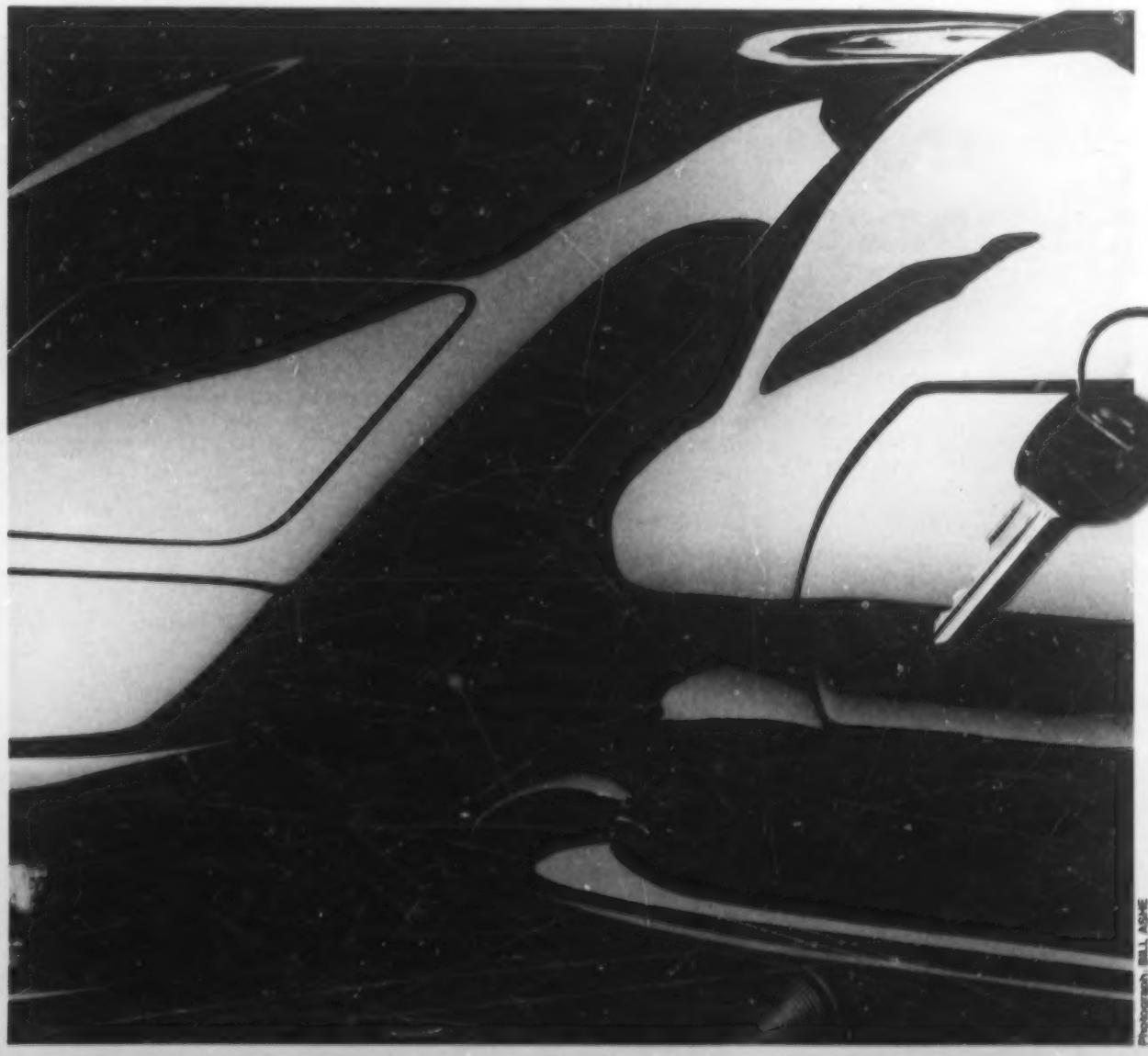
Ford took a different direction in its dealer-direct experiment by opening four "123 Ford" stores specializing in existing dealerships in different regions of the country to specialize in program cars.

Indications are sales at those stores have been disappointing so far, and Ford appears to be reconsidering the idea.

Carmakers now are looking for other means of regaining market control. They're reducing the overall program-car volume by selling the rental companies fewer cars during the year. In 1991, most rental agencies turned their fleets over three times, keeping cars an average of four months. Due to factory policy, many will cut back to a six-month cycle this year.

That also will push up the mileage on the average program car. Mr. Hermiller says the average GM program car showed about 10,000 miles at the beginning of 1991 but had increased to 13,000 by yearend.

Tom Cunningham, Ford's manager of vehicle remarketing, says his company's program cars are beginning to show up near the 20,000-mile level. □



Photograph BILL ASHE

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In Europe, image is key

As exec puts it, 'Lexus and Infiniti are fantastic cars but lack class'

By Diana T. Kurylko

Writing from Frankfurt

With the prospect of European Community quotas on Japanese cars being dropped in eight years, European manufacturers already are playing up an attribute those competitors won't be able to buy or build: heritage.

And that isn't necessarily the automaker's country of origin.

For a German manufacturer like BMW, it's superior engineering. A.B. Volvo of Sweden has a reputation for safe cars. Italian Alfa Romeo rides on the laurels of engines that won numerous races. The French Renault has savoir-faire.

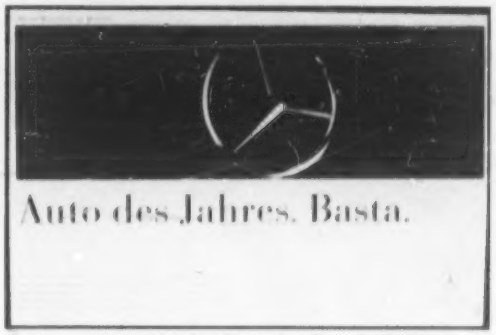
In that subtle European way, the major marques are solidifying images created over decades.

"The Japanese are creating an impetus to have traditional European car manufacturers look at what their cars stand for," says Douglas Thursby-Pelham, management supervisor at ad agency Publicis, London, which handles Renault. "The Japanese are advanced technologically. They are great copiers, but one thing they can't quickly appropriate is heritage. Lexus and Infiniti are fantastic cars, but they lack class."

German-based Volkswagen AG, Europe's No. 1 automaker, is stressing safety and environmental friendliness in its cars.

"As far as safety and the environment go, this is a differentiator. We will be more advanced than the Japanese and the competitors," says Hans Hungerland, member of the VW management board responsible for Volkswagen/-Audi sales worldwide.

Alfa Romeo is climbing upstream and counting on its performance image to lure buyers. It no longer is just building sports cars like the Spider or "pure Alfas" like the 75, high on performance but short on comfort. Alfa models are becoming bigger and more luxurious—competition for Audi, BMW, Mercedes-Benz and Volvo.



German commercial for Mercedes-Benz touts the nameplate as "Car of the Year. Period." European automakers are pushing image hard.

Philip Gamba, VP-marketing at Renault, believes Japanese brands lack the "French touch" of that automaker's designs and credibility. "We have culture and a touch at making cars the Japanese don't," he says.

The major difference between French and Japanese cars is cost, Mr. Gamba says. But he adds, "We have eight years to get on the same level with price and in our way of work."

These days, Renault is "building a car for the occupant with a lot of effort on comfort," he says. "We believe the car cannot be for status; we are not prestige-oriented."

BMW is trying to communicate not the prestige of owning a luxury marque but "the inner value" of its cars, says Richard Gaul, a company spokesman.

"In our price class, safety and comfort will be of more importance than the outlook and presence of being affluent," he says. "To communicate value in products will be of growing importance."

BMW's edge may be its German heritage, but it leaves itself room to assemble cars elsewhere. "BMW is engineering in our environment. Made in Germany or made in Europe will all be the same," he says.

Audi will play up the Germanness of its cars.

Neil Christie, account director on Audi at London agency Bartle Bogle Hegarty, says the Japanese are associated with value for money, high specifications and technical expertise.

"The [European] car market will have to be more focused about developing their individual [brand] images and reputations," he says.

But not every car company will want to stress its country of origin, Mr. Christie says.

"It would be much more difficult for a car company like Rover Group to emphasize its country of origin since the U.K. isn't an appealing country of car manufacturers."

Similarly, Mr. Christie says, Volvo probably will continue to advertise safety rather than its Swedish heritage.

Matsola Palm, exec VP of Volvo, says the company is focusing on four areas that have been key for the Swedish maker: "safety, environmental care, reliability and durability."

But as other carmakers stress these features, Volvo's fight to differentiate itself from the competition will become more difficult, he admits. "If you are in the forefront, the others have to pick up. You cannot stay and wait or you will be passed." □

Elena Bowes in London contributed to this story.

In Japan, Detroit dares to compare

By Mary Ann Maskery

Writing from Tokyo

U.S. automakers are trying to change the popular image of their automobiles here by using imported marketing tactics.

Comparative advertising, which General Motors Corp. is trying, historically hasn't gone over well in this country. Direct mail, a cornerstone of Chrysler Corp.'s plan, is expensive and difficult. And new-car showrooms were practically unknown until Ford Motor Co. and Mazda Motor Corp. started using them about a decade ago.

Comparison ads have been legal here since 1986, but GM is the first company to fully exploit the tactic. GM recently unveiled a new print ad from McCann-Erickson Hakuhodo that specifically compares the size, fuel efficiency, quality and price of Cadillac Seville STS with Nissan Motor Corp.'s Infiniti Q45.

"We have felt for a long time there are major misconceptions in Japan about American cars. We want to dispel them," says Jim Steinhagen, VP for General Motors Japan. GM is trying to change the image of American cars as big, expensive gas-guzzlers with inferior quality.

On the surface, the GM campaign is risky. Popular wisdom suggests Japanese consumers have never accepted comparative ads.

"I don't think comparison advertising will increase in Japan because it does not fit the Japanese culture and will not be accepted," says a Hakuhodo agency spokesman.

Yet two previous brushes with the technique suggest it could find some success.

Last May, Pepsi-Cola Co. pulled a TV commercial featuring rap star Hammer that showed a can of Coca-Cola after four Tokyo stations refused to continue running it. In August, two stations resumed play with the cans inked out and an audio reference to Coke bleeped.

Nissan Motor Sales broached the edge of discretion in 1988, when then-President Yutaka Kume named Honda's Prelude as the target for his company's Silvia coupe. Though Mr. Kume's comments at a press introduction were never part of advertising, they were criticized in the press.

Silvia sales overtook Prelude sales seven months after the car was introduced, but Nissan hasn't repeated any such similar move.

The new GM campaign has drawn widespread news coverage, but it's too early to determine how consumers here will react to it.

Yoshikazu Iino, deputy manager for PR at Yanase & Co., GM's distributor, says there has been no negative comment to date. And Hiroshi Kurebayashi, a manager at the Dentsu ad agency, which handles Ford Motor Co., says the GM ad "is done in a reserved tone and will be accepted favorably."

> "Comparison advertising . . . does not fit the Japanese culture."

Chrysler Japan Sales, which handles most Chrysler business in Japan with agencies Saatchi & Saatchi Advertising K.K. for Jeep and Bozell Meitsu for Chrysler passenger cars, is using another tactic that's not so controversial as it is difficult.

The marketer isn't running any TV commercials because of the high cost, says Izumi Kato, member of the liaison division for Chrysler Japan Sales, but it's supplementing its print advertising with direct mail.

"The direct mail concept is just beginning in Japan," GM's Mr. Steinhagen says, because many Japanese have a concern for privacy, making it difficult to compile an effective list.

Detroit's Big 3 have made major efforts to expand sales in Japan. GM sales grew 8.8% to 9,261 units in 1991, despite a 10.7% falloff in the import segment during the same period. Ford sold 2,959 imported units, down 50.9%, and Chrysler sold 1,491 cars and Cherokees, up 4.1%.

Ford executives applaud GM's approach. "We think [the campaign] is a very good thing to improve the image of American cars," says Hiroo Tanabe, manager of external affairs for the Ford importer.

Ford has made its own effort to make a dent in the popular image of American cars. Last year, it invited several Japanese journalists to the U.S. for a 1,000-mile test drive from Dearborn, Mich., to Atlanta.

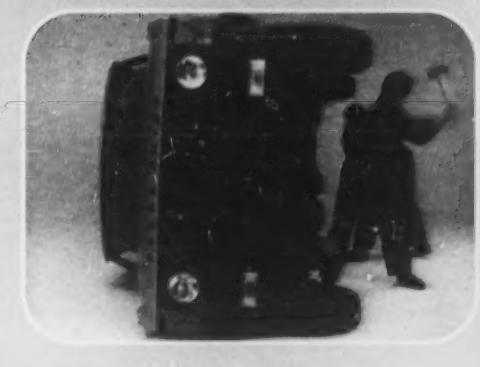
The resulting articles in Japanese car-enthusiast magazines were somewhat critical, says Mr. Tanabe. "But, overall, it was successful. At least they saw the vehicles as they are."

Ford Japan is discussing further ways to promote sales with Autorama, the sales channel jointly owned with Mazda that was set up to sell Ford imports and Ford-badged vehicles built by Mazda. Autorama introduced the concept of showroom sales to Japan when it was formed 10 years ago. □

GALLERY

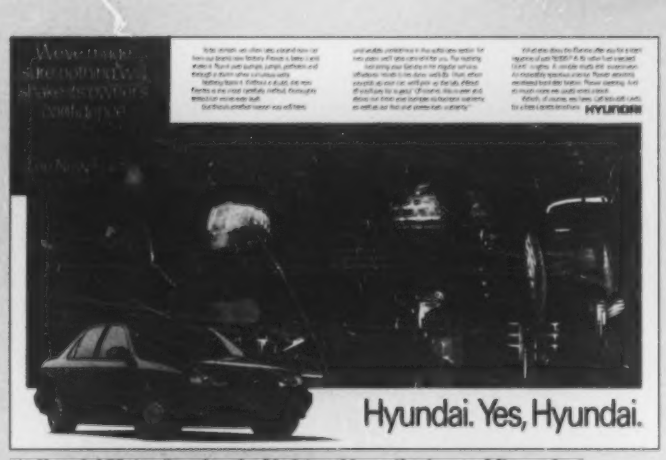
Quality, safety, durability and dash of style bring '92 advertising into focus

◀ Jeep claims the top of the mountain in a wry spot created for the Chrysler Corp. brand by Campbell-Mithun-Esty, Southfield, Mich. Ad executives for an unnamed auto company meet on a mountain with a TV commercial director to discuss a shoot that will demonstrate their product is as good as a Jeep. They solve the problem of how to get their vehicle to the top by agreeing to airlift it by helicopter. The executives then climb into Jeep vehicles to get down from the mountain, as one says, "This is going to be a great commercial."



Range Rover of North America's "Sledgehammer" TV spot for Land Rover stands out in a crowd. The commercial, created by Grace & Rothschild, New York, is set to "The Anvil Chorus" from Wagner's "Tannhauser." Two coverall-clad men use sledgehammers to pound on the underside of a Land Rover that's lying on its side, without damaging the vehicle. Voice-over then says, "Before investing in a luxury car, may we suggest you do slightly more than kick the tires." ▶

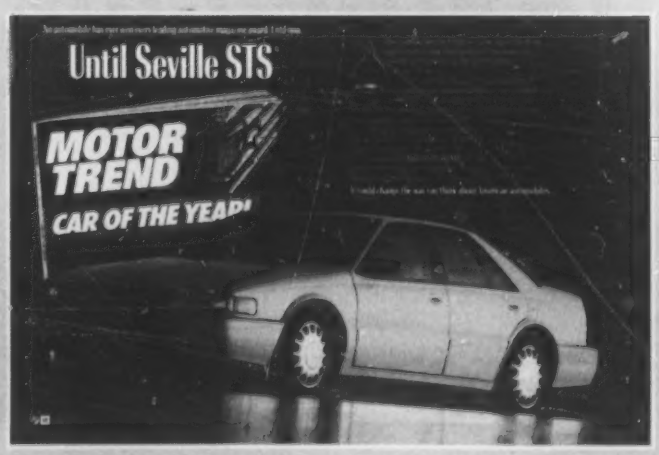
▲ Volkswagen of America broke new marketing ground with its "Payment Protection Plus" program for buyers of VW vehicles. The campaign sparked interest from recession-weary consumers after it was announced in January via TV spots and newspaper ads. Under the program, VW has offered to make up to 12 months of car payments for buyers who are later laid off from their jobs. Monthly payments, plus car insurance, will be paid up to $500. The strategy, developed by VW and DDB Needham Worldwide, Troy, Mich., was meant to restore consumer confidence.



▲ Hyundai Motor America decided to address the issue of its product quality during the introduction last fall of the Elantra subcompact sedan. This ad focuses on vehicle testing by Hyundai; a similar TV spot features the Jerry Lee Lewis classic "Whole Lotta Shakin' Goin' On." The ad also introduces Hyundai's ValueCare ownership program, in which all scheduled maintenance for two years or 24,000 miles is free. "About all you pay for is gas," the ad says. Backer Spielvogel Bates, Irvine, Calif., handles the account.

At Chrysler, air bags are only part of the safety picture.
ADVANTAGE: CHRYSLER
CHRYSLER PLYMOUTH DODGE DODGE TRUCKS JEEP EAGLE

◀ Chrysler Corp. staked out a position as a leader in safety, and now it's trying to expand that image by emphasizing a variety of vehicle safety features. The company was the first to offer an integrated child seat, beginning with its 1992 minivans, one of the items featured in this print ad. Bozell, New York, handles Chrysler corporate advertising.



◀ Cadillac's 1992 Seville and Eldorado advertising helped break down baby-boomer resistance to domestic cars. The General Motors Corp. division is capitalizing on press praise, such as being named car of the year by Peterson Publishing Co.'s *Motor Trend*. Such endorsements are important to skeptical baby boomers, according to marketing executives at Cadillac and its agency, D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.

For the 1992 model year, Ford Motor Co.'s Ford Division freshened up its nine-year-old theme line "Have you driven a Ford lately?" with new music and lyrics, still sung by vocalist Kacey Cisyk. A 90-second spot that launched the new style featured emotionally evocative visuals of Americans. J. Walter Thompson USA, Detroit, handles Ford. ▶

Super Bowl not so super

Viewership fell during commercials, study shows

By Joe Mandese

The Super Bowl might not be as strong an ad buy as game ratings indicate.

While CBS' coverage of Super Bowl XXVI delivered impressive ratings, new a Lintas:USA analysis of Nielsen Media Research data found wide fluctuations in audience levels.

"A clear pattern emerges: Commercial ratings are lower than program ratings," Lintas reported.

The agency estimated audiences during commercial breaks were 4% lower on average than audiences watching the game.

The largest gap came during the game's fourth quarter, with a 2.8 rating-point difference between program and commercial audiences. The narrowest gap was during the first quarter, a 0.4 rating-point difference.

"We have a great deal of concern regarding these differences," the Lintas report said. "They appear slight . . . but reflect a great number of commercial impressions not delivered."

MEDIA WORKS

In the national telephone survey of 500 adults conducted during the week after the Super Bowl, 64% said they watched at least part of the game. About 74% of those respondents said they watched at home; 24% at a friend's; and 2% at a bar, restaurant or hotel.

The study also confirmed the impact Fox Broadcasting Co.'s halftime counterprogramming had on CBS' halftime ratings (AA, March 2). Fox's live episode of "In Living Color" captured the "entire 15 share points lost by CBS" during its halftime coverage, Lintas reported.

Also, a significant portion of viewers tuned to CBS' halftime show weren't actually watching it, Lintas' survey found.

Only a third of respondents tuned to the halftime show were in the room and paying attention, giving CBS a 14 rating for commercial-attentive adults. The network's ratings average for the game was 40.3.

Lintas expects Fox and possibly others to repeat the grab for the halftime audience. □

Clutter suffers zap attacks

NEW YORK—Bozell has developed a model to determine the impact of increased TV clutter on channel switching.

A 10% increase in prime-time clutter spurs a 7% increase in channel switching on the Big 3 networks, Bozell reported. The model uses 1990 data from Nielsen Media Research and the Association of National Advertisers and American Association of Advertising Agencies' Commercial Monitoring Report.

Bozell is using a proprietary report with 1991 data for upfront negotiations.

Clutter is all non-programming time, including commercials, public service announcements, station identifications and promotions, and program credits.

The 10% increase in clutter didn't boost channel switching as much on independent stations and Fox Broadcasting Co., but prompted even more switching on cable networks.

While 10% is an arbitrary number for the model, John McSherry, senior VP-director of corporate media resources, said it's about the same level the Big 3 increased prime-time clutter in the year ended Nov. 30, 1991.

Existing non-programming time per hour averages 12 minutes, 35 seconds on the Big 3; 13 minutes, 50 seconds on five cable networks; 14 minutes, 16 seconds on Fox; and 14 minutes, 33 seconds on independent stations.

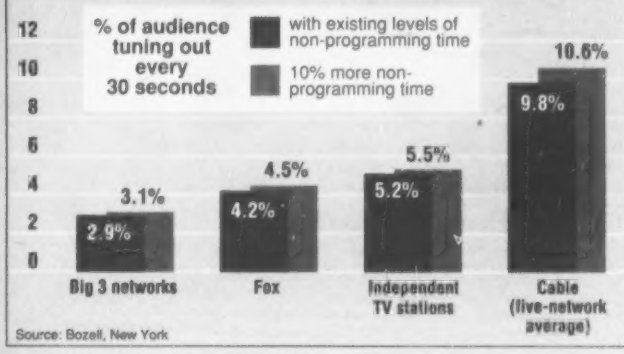
The projected switching levels show a best-case scenario; actual switching is probably higher, Mr. McSherry said.

Nielsen this month released new data on channel switching. Among its findings:

- Channel switching varies by daypart and demographic, with weekend sports highest and early morning lowest.
- Men switch more than women.
- Younger viewers switch more than older ones.
- Longer programs have the greatest channel switching; shorter programs have the least. □

Ad clutter spurs channel switching

Viewers are increasingly likely to change channels as clutter grows. With a 10% boost in non-programming time, channel switching jumps an average of 7% for broadcast and cable TV, according to a model using Nielsen Media Research data and the Commercial Monitoring Report from the Association of National Advertisers and American Association of Advertising Agencies.



Source: Bozell, New York

KIMBERLY MART

MEDIA MIX

News briefs on print, electronic and alternative media.

***Worth* more.** *Worth*, New York, will increase its rate base 25% to 250,000 with the August/September issue, its fourth. Ad rates will rise 25% to $9,625 for a b&w page, $14,375 for color. The April/May issue of the personal finance magazine carries 70 ad pages.

Kids guaranteed. While problems persist over Nielsen Media Research's measurement of children's TV viewing, it appears most upfront kids programming buys will get audience guarantees. Fox Broadcasting Co. recently concluded about $100 million in 1992-93 upfront kids deals, with firm guarantees for specific demographic groups. Most cable and syndication companies also are giving firm guarantees. And while many buyers had expected ABC to try to scrap the guarantees, network VP-Daytime Sales John Shanley said ABC probably will give guarantees when kids upfront sales start next month. "If everyone else is giving guarantees, we will too," he said.

Nickelodeon goes to press. Nickelodeon, New York, in March 1993 plans to launch an ad-supported magazine targeting 8-to-12-year-olds. The cable TV network said the magazine will "take the channel's exuberant attitude and irreverence" and will have a "slightly off-center perspective." The 10-times-yearly title will be distributed through newsstands and subscriptions; it won't be part of Nickelodeon's multimedia packages. Ad rates and rate base haven't been set.

Cooking up a spin-off. Rodale Press' *Prevention* distributed to newsstands 300,000 copies of its March test issue of *Prevention's Quick & Healthy Cooking*, a digest-size spinoff of the health magazine. A second issue will be published in September with newsstand distribution of 400,000. A color page is $5,000. Emmaus, Pa.-based Rodale plans to publish the recipe title as a quarterly starting next year.

***Seventeen* goes to college.** K-II Magazines' *Seventeen* will launch with its June issue a college column designed to strengthen its positioning as a bridge book between teen and young women's magazines. Publisher Janice Grossman said the monthly reaches 2.5 million women 18 to 24. She said other projects, including a broadcast venture and more editorial additions, are planned. □

Joe Mandese coordinates MediaWorks.

THE PRINTED WORD

Gay and lesbian publications have made inroads with national advertisers, but hope to attract more.

Gay titles chase mainstream ads

By Janice Kelly

Advertising and circulation performance of publications

Gay publications are increasing their bid for national advertising from mainstream marketers.

Titles targeting gay and lesbian readers have traditionally relied on sexually oriented advertising, but a handful of mainstream marketers have been regular advertisers there, too.

Now, a new crop of publications, including *BLK* and *Genre*, are attracting new national advertisers such as Carillon Importers' Absolut vodka and Columbia House records, while turning down sexually explicit ads.

Still, many advertisers are reluctant to use gay publications, said Doug Alligood, VP-special markets for BBDO Worldwide, New York.

"The gay press is cutting out sex ads to make the titles more appealing to mainstream marketers," he said. "They got away from offending mainstream sensibilities; that had to happen before advertisers could take the medium seriously. But mainstream advertisers are now wondering who will be the first to advertise in these magazines."

"Mainstream advertisers are now wondering who will be the first to advertise."

Still, "advertisers can't ignore the growing market," said Michael Gravois, president of Rivendell Marketing, Plainfield, N.J., which represents 175 lesbian and gay publications. "The gay press is receiving a lot more support from Madison Avenue because the idea and word 'gay' are becoming more visible."

Twenty-two gay and lesbian magazines were introduced last year, according to Samir Husni's Guide to New Magazines. At least two national gay magazines are slated to make their debut this year. New York-based *Out*, which bills itself as "a gay and lesbian *Mirabella* or *Esquire* with a little bit of gay and lesbian *Cosmopolitan* thrown in," will appear in June. Los Angeles-based *Puhleeze!*, a gay humor magazine, hits newsstands in May.

Here's how some of the top titles are performing:

- **Genre**, Los Angeles (Genre Publishing): The national lifestyle magazine celebrates its first anniversary with the April/May issue, when it will step up publication to every other month from quarterly. *Genre* targets men, describing itself as a cross between *Esquire* and *GQ*. About 75% of ad pages are from national advertisers.

1991 ad pages: 126. **Circulation:** 100,000. **Ad rates:** b&w page: $3,780; color page: $4,600.

- **The Advocate**, Los Angeles (Liberation Publications): The 25-year-old every-other-weekly is the dominant national title, carrying 147.91 pages of national advertising last year, up 103% from 1990. *The Advocate* plans to switch to glossy paper with its June 5 issue.

1991 ad pages: 2,107.22. **Circulation:** 75,000 paid. **Ad rates:** b&w page: $1,830; color page: $3,161.

- **NYQ**, New York (NYQ Publishing): The gay and lesbian general newsweekly is testing national subscription for a possible roll-out; 30% of its subscription base is scattered across the U.S.

1991 ad pages: 211. **Circulation:** 15,000. **Ad rates:** b&w page: $650; color page: $1,350.

- **BLK**, Los Angeles (BLK Publishing Co.): This monthly news magazine targets the black gay community. Editorial includes features, news, reviews of the arts and coverage of politics and health. Attracting advertising has been a problem, so the publication relies on volunteer labor to meet its budget. *BLK* shifted to paid circulation of 11,000 from controlled circulation of 37,000.

1991 ad pages: 360. **Circulation:** 11,000. **Ad rates:** b&w page: $475; color page: $875. □

Stoli budget boost aimed at Absolut

By Gary Levin

PepsiCo Wines & Spirits will double spending behind Stolichnaya vodka this year in a bid to match the ubiquitous advertising for Carillon Importers' leading import Absolut.

The company will spend about $14 million in 1992, expanding both frequency and media schedule by adding more magazines and more back-cover placements, as well as outdoor and transit advertising.

PepsiCo Wines & Spirits hopes to fund the spending increase with what it says is the U.S. government's imminent award of a most-favored-nation trading status with Russia. That would eliminate an average $1.25-per-bottle penalty tax on Russian vodka imports.

"It will enable us to grow Stoli faster [because] we'll be able to promote it more heavily," said Gary Matthews, VP-marketing at PepsiCo Wines & Spirits.

Tagline for the brand's current campaign is "the Russian phenomenon. Calet, Hirsch & Spector, New York, is the agency.

The budget increase "should firm up the brand in '92," said Frank Walters, director of research for *Impact*, an industry publication.

Absolut spends about $25 million a year through TBWA, mostly in magazines.

Stoli is hiking ad spending to rival leading import Absolut.

Separately, Pepsico Wines & Spirits last week broke a whimsical print and outdoor campaign for Priviet vodka in its Boston, Chicago and Dallas test markets. Ads tout the "amazing Russian vodka's" ability to "change color when mixed with fruit juices" and to "take on the shape of any glass."

Impact figures show No. 2 Stoli's sales fell 10% last year, while Absolut held steady, Heublein's No. 3 Finlandia rose 4.6% and Schieffelin & Somerset Co.'s Tanqueray Sterling dropped 22%. Stoli sold 1.03 million cases in the U.S. □

Top-selling liquor brands

Domestic depletions of brands selling more than 1 million cases. Units in thousands of 9-liter cases.

1991	1990	Brand	Company	1990	Market share	1991	Market share	% chg
1	1	Bacardi	Bacardi Imports	7,903	4.8%	7,115	4.6%	−10.0
2	2	Smirnoff	Heublein Inc. (IDV/GM)	6,264	3.8%	5,844	3.7%	−7.0
3	6	Seagram's gin	Seagram Co.	3,900	2.4%	4,100	2.6%	5.1
4	4	7 Crown	Seagram Co.	4,150	2.5%	3,900	2.5%	−6.0
5	5	Bacardi Breezer	Bacardi Imports	3,945	2.4%	3,880	2.5%	−1.6
6	7	Jim Beam	James Beam (AB)	3,760	2.3%	3,610	2.3%	−4.0
7	3	Popov	Heublein Inc. (IDV/GM)	3,627	2.2%	3,543	2.3%	−2.3
8	9	Jack Daniel's	Brown-Forman Corp.	3,391	2.1%	3,301	2.1%	−2.7
9	8	Canadian Mist	Brown-Forman Corp.	3,420	2.1%	3,173	2.0%	−7.2
10	10	Absolut	Carillon Importers (IDV/GM)	2,730	1.7%	2,800	1.8%	2.6
11	11	Canadian Club	Hiram Walker (AL)	2,365	1.4%	2,355	1.5%	−0.4
12	12	V.O.	Seagram Co.	2,350	1.4%	2,330	1.5%	−0.9
13	14	Gordon's gin	Schenley (G)	2,325	1.4%	2,250	1.4%	−3.2
14	12	Gallo brandy	E&J Gallo	2,350	1.4%	2,200	1.4%	−6.4
14	15	Gordon's vodka	Schenley (G)	2,300	1.4%	2,200	1.4%	−4.3
15	16	Dewar's	Schenley (G)	2,215	1.4%	2,000	1.3%	−9.7
16	13	Jose Cuervo	Heublein Inc. (IDV/GM)	1,922	1.2%	1,974	1.3%	2.7
17	17	Windsor Supreme	James Beam (AB)	2,055	1.3%	1,950	1.2%	−5.1
18	18	Black Velvet	Heublein Inc. (IDV/GM)	2,003	1.2%	1,903	1.2%	−5.0
19	19	Kahlua	Hiram Walker (AL)	1,760	1.1%	1,760	1.1%	—
20	20	J&B Rare	Paddington (IDV/GM)	1,750	1.1%	1,750	1.1%	—
21	22	Crown Royal	Seagram Co.	1,530	0.9%	1,530	1.0%	—
22	26	Ancient Age	Ancient Age	1,360	0.8%	1,400	0.9%	2.9
23	21	Kamchatka	James Beam (AB)/Heublein*	1,553	0.9%	1,385	0.9%	−10.8
24	28	Gilbey's vodka	James Beam (AB)	1,300	0.8%	1,340	0.9%	3.1
25	25	Early Times	Brown-Forman Corp.	1,383	0.8%	1,318	0.8%	−4.7
26	24	Tanqueray	Schiefflin & Somerset	1,392	0.9%	1,250	0.8%	−10.2
27	27	Southern Comfort	Brown-Forman Corp.	1,349	0.8%	1,217	0.8%	−9.8
28	33	Christian Bros. brandy	Heublein	1,145	0.7%	1,213	0.8%	5.9
29	29	Skol	Glenmore Distillers	1,200	0.7%	1,200	0.8%	—
30	23	Kessler	James Beam (AB)	1,500	0.9%	1,180	0.8%	−21.3
30	30	Gilbey's gin	James Beam (AB)	1,200	0.7%	1,180	0.8%	−1.7
31	31	Stolichnaya	Monsieur Henri (PepsiCo)	1,170	0.7%	1,115	0.7%	−4.7
32	32	Lord Calvert	James Beam (AB)	1,150	0.7%	1,020	0.7%	−11.3
33	34	Johnnie Walker Red	Schiefflin & Somerset	1,085	0.7%	1,000	0.6%	−7.8
34	36	Wolfschmidt	James Beam (AB)	1,000	0.6%	970	0.6%	−3.0
35	35	Bailey's Irish Cream	Paddington (IDV/GM)	1,010	0.6%	920	0.6%	−8.9

*Kamchatka vodka shows combined sales, with James Beam (AB) accounting for 1,010,000 cases and 940,000 cases in 1990 and 1991 respectively, and Heublein accounting for 543,000 cases and 445,000 cases in 1990 and 1991 respectively. Key to parent corporations: **(AB)** American Brands; **(IDV/GM)** IDV/Grand Metropolitan; **(G)** Guinness; **(AL)** Allied Lyon. Source: John C. Maxwell Jr.

Liquor sales drop 4% in '91

By John C. Maxwell Jr.

MAXWELL REPORT

In a year hard hit by recession, the liquor industry declined an estimated 4% to 4.5% in 1991. However, some of this decline relates to inventory-building in 1990 in anticipation of federal excise tax increases, and subsequent liquidation in 1991.

Other problems hampering growth included state tax increases, the war in the Middle East, industry consolidation, the health and fitness movement and a general consumer resistance to price increases.

All industry categories declined in volume last year. Brown goods again turned in a weaker performance than white goods. The whiskey category declined an estimated 6.3%, primarily due to the drop in scotch sales. Brandy showed an estimated decline of 7.8%.

The No. 1 brand remained Bacardi Imports' Bacardi with 4.6% share of market, topping the 3.7% of Heublein's Smirnoff brand. House of Seagram's Seagram's gin, one of the few to gain sales in 1991, moved to third place from sixth in 1990.

Jim Beam Brands Co. took over the No. 1 position among liquor companies from Heublein, helped in large part by the acquisition of seven brands from Seagram. □

Mr. Maxwell is an analyst with Wheat, First Securities, Richmond, Va.

Phillips Petroleum brings back 'performance company' tag

BARTLESVILLE, Okla.—Phillips Petroleum Co. is returning to its "The performance company" tagline, not used since the mid-1980s.

The tag replaces "Good things for cars and the people who drive them" and is being used in cable TV spots that broke this month. The commercials from Tracy-Locke, Dallas, spotlight product development, education and protection of the environment. Magazine and newspaper advertising will also support.

Texas Rangers baseball star Nolan Ryan will pitch Phillips 66 Co. gasoline in two 15-second TV spots set to break May 9 in the Dallas-Fort Worth area. Eight 15-second retail gasoline spots support in other markets.

Ad spending in 1992 is expected to be flat. Phillips spent $8.8 million in the first nine months of 1991, according to LNA/Arbitron Multi-Media Service. □

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Area sports cable scores ad deals

By Alison Fahey

Regional sports cable TV networks are looking to make big gains in the ad sales game this year as they adopt more sophisticated marketing techniques.

Several are now trying to lure advertisers with customized promotional and value-added sponsorship packages not unlike those offered by ESPN.

Prime Ticket Network, a regional network serving about 4.2 million subscribers in southern California, Arizona, Nevada and Hawaii, recently signed John Paul Mitchell Systems to a $1 million, two-year package deal.

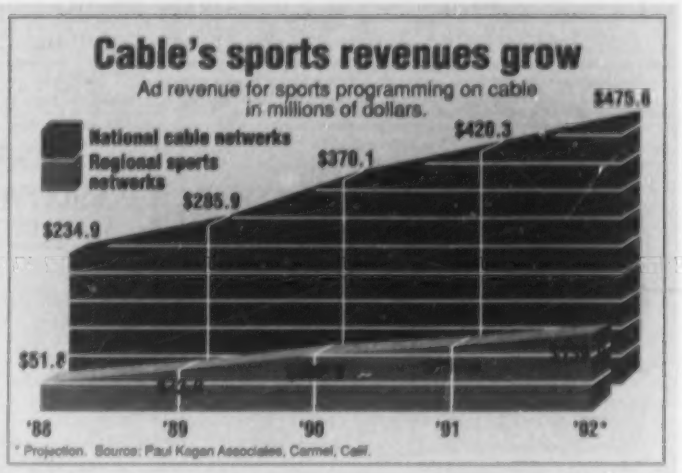
The agreement calls for the haircare product marketer to sponsor some programs and help underwrite others, in addition to regular ad time.

The deal is indicative of the network's new philosophy of seeking out "advertising partners" rather than simply selling marketers the traditional 30-second spot, said Don Corsini, Prime Ticket's exec VP-programming and production.

"Packaging programming with sales allows us to tap marketing and promotional dollars that weren't in the marketplace," Mr. Corsini said.

The John Paul Mitchell deal is the biggest one completed by Prime Ticket's sports marketing division, a new unit designed to create value-added marketing opportunities.

Madison Square Garden Network, the largest regional sports network, reaching 4.6 million homes in some Northeastern markets, started selling packages about a year ago. Some of the deals struck include arena signage, event sponsorships, TV time on the cable network and merchandising opportunities.



John Hall

Advertisers that have bought packages include American Express Travel Related Services Co., General Motors Corp.'s Chevrolet Division, 7-Eleven Stores and Benjamin Moore & Co.

"Our relationship with our advertisers has never been better," said Douglas Moss, former head of ad sales at the cable network, who last week was named president.

With increasing ad sales effort and the local marketing edge, regional networks are poised for ad sales growth in 1992, industry observers say.

"I think they are one of the most, if not the most, important programming [venues] locally," said John Mansell, senior analyst at Paul Kagan Associates.

For 1992, Kagan projects ad revenue on regional sports networks to grow 18.7% to $139.6 million.

Last year, the 27 regional sports networks tracked by Kagan combined generated $117.6 million in ad revenue, a healthy 14.3% increase over 1990. □

Petersen mulls new titles

By Bradley Johnson

LOS ANGELES—When Robert Petersen turned 65 last fall, he didn't collect a gold watch. He already owns a Rolex, thank you. The founder, chairman and sole shareholder of Petersen Publishing Co. has no plans to leave, nor is he worrying much about succession.

Petersen

"I don't intend to go," he said with a chuckle.

In fact, the publisher of 15 monthly specialty titles—including *Motor Trend, Guns & Ammo* and *'Teen*—and three dozen every-other-monthlies and annuals is looking to the future after a down year in 1991.

In a wide-ranging interview in his Sunset Strip office, Mr. Petersen spoke about a publishing rebound, plans for new titles and whether there's a difference between *Motor Trend's* Car of the Year and advertiser of the year.

"The adversity in publishing that we're having now is bad and good," he said. "A lot of people that are in the business are going to go out, and I think it's going to be better for the people that are left. You'll see a cleaning out of books. Then I'll be ready to launch some new ones."

Mr. Petersen said he's reached no final decisions on new magazines.

"We've got two or three [fields] we're looking at," including general-interest men's magazines, bicycling and a *'Teen* spinoff, he said. "We could launch a new magazine this year. We're looking at some starts or possibly purchasing some."

The company in the mid-'70s folded an acquired general-interest men's title, *True*, but Mr. Petersen said the crowded market still has room for "the right magazine."

Mr. Petersen started the company with *Hot Rod* in 1948 after being fired as a Metro-Goldwyn-Mayer publicist, and he still relies largely on gut instinct in picking new titles. Like many of his readers, he's an avid sportsman and car enthusiast, though on a grander scale. His lobby is decked out with a 12-foot stuffed polar bear he bagged with a revolver, and he commutes to work in a bright red Bentley.

Petersen Publishing blossomed in the magazine boom of the '80s, with its ad pages growing 45% to 11,352 from 1981 to 1991. Reported ad revenues for that decade nearly tripled to $138.5 million, and circulation revenues grew threefold to $147.5 million.

The company came close to holding its own last year despite the recession. Ad pages fell 4.5% from the record 1990 level, while ad revenues dipped 1.5%. Two marginal titles, *Petersen's Fishing* and *Hot Truck*, closed.

Mr. Petersen anticipates a small, single-digit increase this year in ad pages, putting Petersen Publishing back where it was two years ago.

He hotly defended the editorial integrity of *Motor Trend's* Car of the Year award. The winning car marketer usually promotes the award heavily, and some outsiders and competing magazines periodically allege the award is influenced by advertisers.

"We do it by the numbers, and we do it with everybody looking on," he said. Competing magazines "don't like us having a car recognize us and us recognize a car, but I think it's a damn good promotion, a damn good test."

Mr. Petersen is the only Petersen at Petersen Publishing; his two sons died in a plane accident in the 1970s. The question of succession is unanswered, and Mr. Petersen said he has no interest in selling the company.

"Why would I sell it?" he said. "I don't need any money. We don't owe any money. We don't have any problems. That's a good way to be." □

Mideast satellite TV has strong start

By Stephen Downer

LONDON—After seven months on the air, the Middle East Broadcasting Center, the first international satellite TV service in Arabic, is airing about 12 minutes of advertising each evening and well on its way to breaking even in 1994.

Its potential audience consists of 5 million Arabic speakers in Western Europe and 100 million from Morocco to the borders of Iran and Pakistan.

As of early March, orders for some 150 commercials had been submitted through U.K. ad representative International Publicity Services, said Nick Pearse, managing director of the ad rep company.

Advertisers have included auto marketers Toyota Motor Corp., BMW and Ford Motor Co.; oil companies Mobil Oil Co. and Castrol; soft-drink marketer Coca-Cola Middle East; and toiletries giant Gillette Co., promoting its Sensor razor.

The network claims to have attracted its first program sponsor, but Mr. Pearse wouldn't disclose the name.

The network emphasizes news, rounding out programming with movies, miniseries, cultural programs and network-produced magazine shows.

Programming doesn't include Western soap operas, "but there is Arabic light entertainment," said Bob Kennedy, deputy chief executive of Middle East Broadcasting, based in the network's London studios.

Broadcast time has risen to 12 from 6 hours a day since its launch last September.

The network won't air more than 11 minutes of ads per hour and no more than 3 minutes during a single break. A 30-second prime-time spot ranges from $750 up to $2,000 for the evening news.

GLOBAL NEWS

"What we are looking for is the advertising that can be considered pan-Arab," Mr. Kennedy said.

Research for the network has made it clear "there are many more pan-Arab than pan-European advertisers," he said.

The broadcaster says its goals are being met so far. "We set a target for the first year, and if we continue at the present rate, we will very soon hit it. I would guess we will exceed our first year's expectations," Mr. Kennedy said. He wouldn't elaborate on those expectations.

The broadcaster is owned by a consortium of Middle East entrepreneurs, including Walid al-Ibrahim, a brother-in-law of Saudi Arabian King Fahd. □

Keebler bites on new products

By Julie Liesse

Keebler Co. has hit the sweet spot.

Recently named the American Marketing Association's New Product Marketer of the Year, Keebler is unleashing a spring new-product barrage.

The cookies and cracker are telling retailers that three new products will get more than $50 million in support.

First off the bat is Toffee Toppers, a shortbread cookie with toffee bits, enrobed in chocolate and drizzled with toffee.

The new product will be promoted as part of a repackaging of Keebler's other chocolate-enrobed cookies under the new Fudge Shoppe umbrella name. A March 22 free standing insert introduced Toffee Toppers.

A second new cookie product is Sweet Spots, bite-size shortbread cookies each topped with a fudge drop. Sweet Spots is sold in single-serving packs of four cookies, with 18 servings in a box.

"This is a totally new kind of packaging for us—the convenience, lunch-bag type of package," said Keebler VP Stuart Greenblatt. "You'll see us doing even different things with Sweet Spots in convenience stores, too."

A TV campaign featuring the omnipresent Keebler Elves will break in April to introduce Sweet Spots; couponing and sampling will also support. Leo Burnett USA, Chicago, handles Keebler's consumer advertising account.

New Quangles is a multigrain salty chip directly aimed at Frito-Lay's SunChips, which racked up $100 million in sales last year. Quangles comes in two flavors, original and Monterey ranch. TV from Burnett, couponing and a broad sampling program will support the late spring launch. The round chips are being promoted as "a new angle on snacking."

Sweet Spots is a new cookie from the Keebler Elves.

Keebler hopes Quangles can build on its recent success in the salty snack market. The marketing association cited Keeblers' Pizzarias chips, which chalked up $75 million in first-year sales, and Munch'ems crackers, at $85 million, as two of the reasons the company was being honored.

"Keebler has developed a good sense at identifying trends and matching those trends with innovative new products," Mr. Greenblatt said. □

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Smaller is beautiful in '90s fight for accounts

Hunt for creativity lures marketers from big shops

An Advertising Age roundup

Smaller shops have got the Big Mo.

Routinely ignored by major marketers in the past, small and midsize ad agencies are winning more large accounts, gaining momentum on their much bigger brethren.

In recent months, major assignments snared by shops with billings of less than $500 million include the $80 million American Isuzu Motors account won by Goodby, Berlin & Silverstein, San Francisco; the $35 million Nutri/System account won by Lotus Minard Patton McIver, New York; a substantial chunk of the $45 million Pearle account won jointly by GSD&M, Austin, Texas, and Wyse Advertising, Cleveland; and the $35 million Compaq Computer Corp. account won by Ammirati & Puris, New York.

In many of the recent account switches, the smaller agencies have gone head-to-head against big-name shops—like Pearle incumbent Foote, Cone & Belding and Compaq incumbent Ogilvy & Mather—and come out victorious.

The small and midsize agencies, moreover, are getting into a lot more competitions than they were just a year ago.

An informal tracking of agency reviews by *Advertising Age* found 46—or 72%—of the 64 agencies participating in 24 reviews identified through mid-March of this year were small to midsize shops.

That's up from the same period last year, when 37—or 56%—of 66 agencies that competed in 22 re-

(Continued on Page 14)

Time Inc. 'floats' rate idea

Publisher mulls seasonal changes in reader guarantees

By Scott Donaton

NEW YORK—Time Inc. is exploring the concept of "floating" rate bases for its mass-market magazines and could start testing the idea this fall.

Under the plan, the magazines' rate bases, or circulation guarantees, and ad rates would be moved up or down during the year to reflect seasonal trends in circulation.

Magazines would be able to charge advertisers for higher circulation and avoid rebates to advertisers during weaker sales periods. Under the current system, if a magazine sells more copies than it guarantees in the fixed rate base, advertisers aren't charged for the bonus circulation; if it misses that rate base, rebates are given in the form of cash or space.

Although the floating rate base idea isn't completely new to the magazine industry, it's never been put into wide practice or used at subscription-driven magazines.

"We'd like to be the first," said S. Christopher Meigher, president of Time Inc.'s New York-based magazines and a former circulation executive. "We're going to try to figure out if there's something there."

The company has no solid plans to test floating rate bases at this time, he said, but is actively exploring the idea and might test it this fall.

Mr. Meigher declined to speculate on which Time Inc. titles would par-

(Continued on Page 38)

Opening Day, and the Bunny goes up to bat

By Julie Liesse

The Energizer Bunny will deliver the first "pitch" of the 1992 baseball season.

Major League Baseball kicks off its season today, and a live version of the ubiquitous pink bunny will be covering the bases from Seattle to Philadelphia, making on-field, Opening Day visits.

During the next nine days, he will interrupt the Phillie Phanatic, stalk the outfield at Seattle's Kingdome and be crossing the mound at the Cubs' Wrigley Field.

Eveready Battery Co. has negotiated the on-field appearances in conjunction with a major radio buy. In the deal, Energizer has become a sponsor of the seasonlong radio broadcasts for all 24 U.S. Major League Baseball clubs.

The on-field appearances are an adjunct to the radio deals, and Eveready last week was scrambling to line up a bunny/actor to be at each team's home opener.

The deal wasn't easy to snare. Most teams balked at Eveready's original idea: to have the bunny on the pitcher's mound as the home

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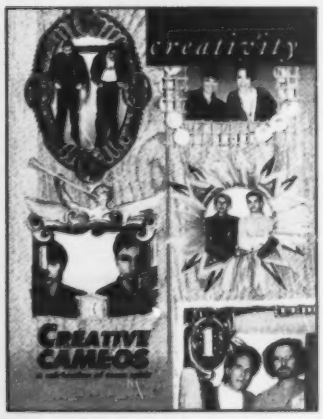
INSIDE



Team spirit: Examining what it takes to make the hot teams click. **After Page 30.**

("Creativity" is available on request; call 1-800-678-9595.)

James blasts promotions

Incoming 4A's chief to fight trade spending

By Pat Sloan

NEW YORK—Bob James wants the ad industry to fight back against the inclination to redirect advertising money to trade promotion.

The McCann-Erickson Worldwide chairman, who will be elected chairman of the American Association of Advertising Agencies at its annual convention this week, said he's not opposed to consumer-oriented promotion like couponing. His concern is certain trade incentives like slotting allowances, which he views as a dangerous consequence of the retail trade's "inexorable appetite."

"I think it has taken the industry a long time to realize money is not going for promotional purposes at all," Mr. James said. "It's really going for retailers."

Mr. James said recent revelations that H.J. Heinz Co. and others are cutting ad spending but increasing promotional spending "bespeaks the need to take overt action."

"It's time to shake people by the lapels," he said, "to call attention to the problem and come up with solutions. To find another way to satisfy the trade.

"Where I intend to focus my time and effort with the Four A's is making sure our people are able to convince clients the most effective way they can spend marketing money is through the medium of advertising.

"When you let this go for a quick fix, you can get away with it in the short term, but eventually it catches up. It kills the goose that lays the golden egg."

Mr. James maintained that with less advertising and innovation, brand value erodes.

"As soon as people easily accept substitutes for a product, you know the cancer is proceeding," he said. "The next step is they are unwilling to pay the price, the next step is store brands and the next step is commodities."

This, he argued, isn't good for the trade either, because stores then become commodities themselves.

"Tiffany's vs. Fortunoff [a jewelry chain] is a graphic example of the value of the brand," he

(Continued on Page 37)

LAST MINUTE NEWS

'Men's Journal' to get quick start

NEW YORK—The launch plan for *Men's Journal* is being accelerated even before the first issue reaches newsstands April 14. Straight Arrow Publishers Chairman Jann Wenner said there will be two issues this year; then next year, the magazine for active men will go every-other-monthly rather than quarterly as first planned. The launch issue carries 83 paid ad pages from a wide variety of categories.

Omnicom rumors swirl

NEW YORK—Rumors were rampant at press time that Omnicom Group was on the verge of a merger of its Goodby, Berlin & Silverstein and Tracy-Locke units or a new acquisition. One potential acquisition mentioned was McCaffrey & McCall; an executive at McCaffrey denied that, as did Omnicom Chief Financial Officer Fred Meyer, who had no comment on other possible acquisitions. An Omnicom spokesman knew of no plans to merge Goodby and Tracy-Locke, though an Omnicom insider maintained such a move could be an-

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Sega is game for review of $65M unified account

By Cleveland Horton

Sega of America has opened its consolidated $65 million videogame account to a full-blown agency review.

A limited number of West Coast agencies this week will get packages from the No. 2 videogame marketer. The account is now split between Bozell, Los Angeles, which handles the Genesis home console, and Della Femina, McNamee, which has the portable Game Gear account.

The review follows the arrival earlier this year of Edward A. Volkwein as senior VP-marketing. He said both incumbents are included in the review.

In addition to the agency review, Mr. Volkwein has switched public relations agencies—to Manning, Selvage & Lee, Los Angeles, from Ketchum PR, San Francisco. Other specific marketing assignments have gone to a variety of agencies.

Mr. Volkwein assigned sales promotion to the Strottman Group, Irvine, Calif.; sports promotion to deGroot & Carlucci, White Plains, N.Y.; and licensing to Scanlan-Drosnes, Westport, Conn.

Mr. Volkwein said he isn't opposed to using a media buying service, allowing smaller agencies to participate in the review for creative. Buying is currently handled by the incumbents.

Four or five finalists will be asked for creative presentations (for which the agencies will be compensated) in June, with a decision scheduled for early July, he said. □

Y&R media chief departs

Farella's exit adds to questions on agency's direction

By Joe Mandese

NEW YORK—The sudden departure of Steve Farella as media director at Young & Rubicam is the most recent change in a series of lurches and false starts for the agency's media department.

Y&R issued a terse, four-paragraph statement last week that said the agency and Mr. Farella "would part company by mutual agreement."

But Mr. Farella's departure, coupled with a series of recent management shifts and power struggles throughout Y&R, have executives inside and outside the agency wondering about the shop's overall direction.

Another senior Y&R executive, Vice Chairman-Worldwide Director of Marketing George Guimaraes, 47, left the agency last week to join Bloom FCA as chairman-ceo of the New York office, a vacant post.

Mr. Guimaraes, who spent more than 20 years at Y&R, had lost much of his new-business responsibilities to New Business Director James Hood following a management restructuring earlier this year.

But Mr. Farella isn't leaving for another position.

Several Y&R executives said Mr. Farella, 36, was frustrated by a lack of support from agency management, who refused to back him on some key changes he proposed for the media department.

Mr. Farella was hired by the agency last July from Wells Rich Greene BDDP, where he was exec VP-director of media services.

He succeeded Gary Pranzo, who was named deputy worldwide media director of Y&R but was recently forced out of that role and is now serving as a consultant to the agency.

Mr. Farella "didn't mesh with the culture," said a former Y&R media executive. "It was a palace revolution, where the people reporting to him really did not want to report to him. And some of the people who brought him in were not there anymore or in the same positions."

Steve Farella is out after less than a year at Y&R.

Mr. Farella was hired by Joseph De Deo and John McGarry, who at the time were president of Y&R Advertising USA and president of Y&R's New York office, respectively.

In January, Mr. De Deo was moved to chairman-chief creative officer of Y&R Inc. and Mr. McGarry to president-ceo, Y&R Advertising North America.

Mr. Farella is said to have had conflicts over the department's operations with Frank Anfield, who succeeded Mr. McGarry as president of Y&R New York and to whom Mr. Farella reported.

"There was an incredible amount of tension there," said a publishing executive who requested anonymity.

The agency said all media planning, buying and research department heads will report to Mr. Anfield on day-to-day operations and to Worldwide Media Director Chris Dickens on media matters until Mr. Farella's successor is named. □

Jon Lafayette and Scott Donaton contributed to this story.

MasterCard seeks soccer shop

By Gary Levin

MasterCard International is seeking an agency to handle a global campaign promoting its 1994 World Cup soccer sponsorship.

President-CEO Alex W. "Pete" Hart described the search as a "separate but concurrent activity" with the credit card marketer's review of its $60 million U.S. account, now at Lintas:New York.

But the World Cup assignment could be nearly as lucrative, at least in the short term. MasterCard last week signed Brazilian soccer star Pele as part of a $75 million worldwide package that includes the cost of advertising, promotions, publicity and event marketing support through 1994.

"I don't know who else is known worldwide by a four-letter word; it's not George" Bush, Mr. Hart said, explaining the Pele endorsement. Under terms of the contract, Pele can't endorse any other World Cup sponsor.

The World Cup championship will be played in the U.S. for the first time in 1994, with 52 matches scattered among nine major markets. But MasterCard's sponsorship is most valuable overseas, where the brand lacks the awareness it enjoys in the U.S. and where soccer is most popular.

"Pele internationally is very recognizable," said Mava Heffler, U.S. VP-promotions. "The impact of the association is less here" and will be promoted in the U.S. through ads prepared by the winner in the current domestic agency review.

World Cup ads that prominently feature Pele will be prepared by the winner in the overseas review and are expected to break during the third quarter of this year in Latin America, Europe and possibly other regions. Lintas:Worldwide handles MasterCard's European account, which isn't up for review and won't be affected by the World Cup assignment.

In 1994, MasterCard will promote its World Cup sponsorship both locally and nationally as part of a strategy to increase event marketing. Here, MasterCard enjoys greater awareness but is a perennial also-ran to Visa International, which invested $20 million in an Olympic sponsorship this year.

So MasterCard executives say their challenge in the U.S. is to build a leadership position by promoting the soccer sponsorship to bank issuers and using it to boost card use.

Toward that end, MasterCard plans local versions of its 2-year-old MasterValues promotion in several of the host cities. □

Suiting Dems to a T

'Rolling Stone' hits GOP in title's 1st political ad

By Steven W. Colford

WASHINGTON—The Democratic National Committee may have struck youth-market gold with a page ad in an unlikely place, *Rolling Stone*.

The committee paid about $37,000 for the ad in the April 16 issue, offering readers a chance to buy anti-Republican T-shirts for $25 each by calling an 800 number. It's the first time the magazine has ever run a political ad.

Preliminary returns were "through the roof," said Kent Brownridge, *Rolling Stone* senior VP-general manager, but he wouldn't give specific numbers.

"We approached the DNC . . . after I read about Jerry Brown, with his 800-number promotions in the first Democratic debate, raising $150,000," said Mr. Brownridge, who calls himself a political independent with a distinct dislike for the Bush-Quayle duo. "I thought that even if he didn't raise that much, there was a lot of response to a single ad, and given the right mechanism, there might be a way to tap into a big market."

POLITICS ★★★★ 92

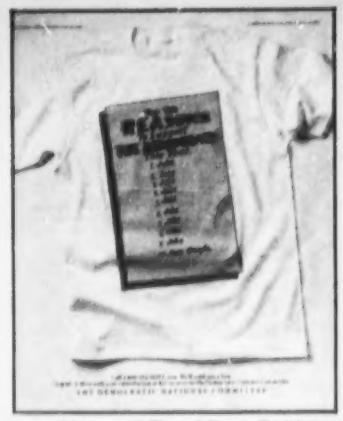
■ Jerry Brown tries TV in New York —Page 41.

The Democratic committee, meanwhile, had extracted considerable press and a few dollars—without advertising—from 1991 sales of a T-shirt similar to one offered in *Rolling Stone*. It was looking for an effective follow-up.

"The matchup made sense," said Ginny Terzano, the committee's press secretary. "Their readership is the 'boomer' generation that we're trying to attract and that has grown frustrated with George Bush. They're potential voters who want to be active but don't know the means."

Bill Miller, a copywriter at *Rolling Stone* agency Fallon McElligott, Minneapolis, created the two T-shirts and the ad. Two variations of the ad ran, each featuring one of the shirts.

The shirt that resembles the committee's 1991 offering features the slogan "George Bush. The Anywhere But America Tour," playing off criticism of the president's frequent travels. The other shirt has a David Letterman-like list of 10 reasons to support the Democrats ("Jobs" makes up the first nine reasons and Vice President Dan Quayle the 10th).



A page ad in *Rolling Stone*, featuring one of two anti-Republican T-shirts, is paying off for the Democratic National Committee.

"We didn't do this to make a political statement, although I don't think we'd do the same thing for the Republican National Committee," Mr. Brownridge said. "The magazine just endorsed Jerry Brown for president; we are not fans of George Bush."

Ms. Terzano said no decision had yet been made as to when or whether another ad will appear.

Mr. Brownridge has hopes, though: "We probably could do it in the fall and probably will." □

K-Swiss' TV debut

Athletic shoe marketer K-Swiss last weekend broke its first-ever TV commercials, two classy b&w executions that set athletic competition to an operatic score. "What you feel for the sport, we feel for the shoes" is the theme of the 30-second spots, which will run on cable and network sports programming including Major League Baseball, America's Cup '92 and tennis coverage through June. The campaign is K-Swiss' first from Kresser/Craig, Santa Monica, Calif., which picked up the small but high-profile $5 million account in September.

Chrysler sedan launch plan seen as brand-blurring

By Raymond Serafin

Lee Iacocca's "exit" advertising this fall will help polish the departing Chrysler Corp. chairman's image, but there's debate over whether it will provide the right launching pad for the company's critical new line of midsize sedans.

Mr. Iacocca, scheduled to retire at yearend, will appear in a corporate TV spot introducing the Chrysler Concorde, Dodge Intrepid and Eagle Vision, three similar models.

But a major concern of those developing launch plans for the individual models is that the corporate effort will blur brand distinctions. Chrysler has often saved money with multibrand advertising.

Chrysler will spend an estimated $100 million to launch the models, including the corporate effort. Bozell, New York and Southfield, Mich., handles Chrysler corporate and Chrysler/-Plymouth division, while BBDO Worldwide, Southfield, handles Dodge and Campbell-Mithun-Esty handles Jeep/Eagle.

The Dodge Intrepid, lowest-priced of the three models, will be aimed at the youngest target and compete with the Ford Taurus.

"The Chrysler name completely overpowers everything they do."

Chrysler will position the Eagle Vision against import competitors such as the Nissan Maxima, while the Chrysler Concorde will go up against upscale competitors such as the Oldsmobile Eighty Eight Royale and Lexus ES300.

Much of Chrysler's marketing in the past several years has gone into developing corporate images on quality and safety, but some say that has come at the expense of brand building.

"The Chrysler name completely overpowers everything they do," said Jim Wangers, senior managing partner of Automotive Marketing Consultants. "What the company did with the minivan was a dramatic success, yet one of the nameplates that carries the minivan is about to die," referring to reports Chrysler will drop the Plymouth brand by the end of this decade.

Detroit automotive watchers say Mr. Iacocca has been concerned with how his legacy will be perceived. That's said to be a reason he won't retire until after the launches this year.

"A final Iacocca corporate effort isn't a bad thing, if it's used to pass the baton on to the new leaders," Mr. Wangers said. "If he does it right, it will give [designated successor Robert] Eaton and [President Robert] Lutz a real send-off." □

Psst: Marketers, Youngstown is waiting

By Bradley Johnson

The nation's media capital, it turns out, is Youngstown, Ohio.

Yes, adults in Youngstown spend nearly 9 hours a day watching TV, listening to the radio and reading newspapers and magazines, making them the biggest per-capita consumers of media, according to a Young & Rubicam survey of media habits in the U.S.' 209 areas of dominant influence.

Ad and media executives should be grateful for such a receptive market, says survey author Ken Sacharin, VP-media director of Y&R's San Francisco office.

On average, the survey suggests, U.S. adults devote as much time to media—about 8 hours—as they do to sleeping and working.

TV is the prime medium, getting 3 hours, 48 minutes; radio garners 3 hours, 21 minutes; and newspapers and magazines get 34 minutes and 20 minutes, respectively.

But "if there's an implication for this study, it really does just underscore that you can't approach the U.S. as a mass market," Mr. Sacharin said.

Media usage varies from 8 hours, 50 minutes in Youngstown to 6 hours, 23 minutes in Lafayette, Ind., home of Purdue University.

Why Youngstown? Mr. Sacharin speculated the old Ohio steel town's high unemployment and aging population leave residents with lots of time for media.

The study, extrapolated from such sources as Arbitron Co., Standard Rate & Data Service and the Newspaper Advertising Bureau, supports some common preconceptions.

Most notably, Mr. Sacharin said, people in the South prefer watching TV to reading. Eight of the top 10 markets for per-capita TV use are in the South and Southwest. Adults in the Greenwood/-Greenville, Miss., ADI are on top, devoting 4 hours, 39 minutes daily to TV.

Media capitals

Market rankings based on average hours spent by adults daily with TV, radio, newspapers and magazines.

	Hrs.	Min.
THE BEST:		
Youngstown, Ohio	8	50
W. Palm Beach/Fort Pierce/Vero Beach, Fla.	8	44
Las Vegas, Nev.	8	44
Fort Myers/Naples, Fla.	8	44
Wilkes-Barre/Scranton, Pa.	8	42
THE WORST:		
Lafayette, Ind.	6	23
Gainesville, Fla.	6	50
Victoria, Texas	6	54
Salt Lake City	6	57
Ottumwa, Iowa/Kirksville, Mo.	7	09

Source: Young & Rubicam

At the bottom is Lafayette, where residents tune in 2 hours, 53 minutes a day.

Los Angeles, the capital of TV production, is a below-average TV market. Adults watch 3 hours, 37 minutes daily, the same as in New York.

The least variation is in radio listening, Mr. Sacharin said, varying from 3 hours, 43 minutes a day in Miami/-Fort Lauderdale to 2 hours, 34 minutes a day in Gainesville, Fla.

The South and Southwest are home to the 10 markets that devote the least time to magazines and nine of the 10 markets that spend the least time with newspapers. Adults in McAllen and Brownsville, Texas, average just 19 minutes a day with newspapers.

The top newspaper town is also in the South—Charlottesville, Va., home of the University of Virginia, where adults average 53 minutes reading papers. The market ranks second to last in TV, with 2 hours, 56 minutes.

Top magazine markets tend to be cities with a comparatively educated, affluent population. In Boston, adults spend 29 minutes a day reading magazines. But Boston's No. 1 selling magazine is *TV Guide*, Mr. Sacharin says. □

Cable TV's packaging, viewership prove tasty to fast-food

McDonald's leads way in cable

Top 10 brands by cable TV network dollars (millions)

Rank	Brand	Jan.-Dec. 1991	% change from 1990
1	McDonald's restaurants	$16.2	84.1
2	Budweiser	8.8	7
3	Bud Light	4.1	17.8
4	Levi's jeans	4.1	4.9
5	*Sports Illustrated* subscriptions	3.7	11.7
6	Burger King restaurants	3.6	1.8
7	Upjohn Co.	3.6	1,072.0
8	AT&T long distance	3.4	10.3
9	Miracle-Ear hearing aids	3.3	161.5
10	AT&T international long distance	3.2	1.8
11	Bud Dry	3.0	456.0
12	Sears, Roebuck & Co.	2.9	13.0
13	Kodak film	2.8	248.4
14	National Dairy Board	2.8	65.5
15	Eveready Energizer batteries	2.8	40.4

Source: LNA/Arbitron Multi-Media Service. Includes spending on CNN, ESPN, Family Channel, MTV: Music Television, WTBS and USA Network.

Fast-food chains are nibbling at cable's affinity to work with advertisers. FSIs from Pizza Hut and Long John Silver's tie in with WTBS' "movie menu" and Nickelodeon show "Eureeka's Castle."

Mary Hanahy

Though late to the party, chains savor what's on table

By Scott Hume

Ronald McDonald is leading a fast-food parade into cable TV advertising.

With McDonald's Corp.'s help, the restaurant industry is discovering cable, albeit somewhat belatedly. Although still making a small commitment to the medium, fast-food's embrace of cable appears strong and growing.

This change comes during a difficult period for the restaurant industry, when the economy has dampened its overall ad spending.

■ **Procter & Gamble heads Top 15 parent company advertisers on cable nets in 1991—Page S-2.**

During 1991, total measured media spending by the restaurant industry was $1.72 billion, unchanged from 1990. But spending on cable TV by the restaurant industry was up nearly 40% for the year, topping $45 million.

When broken down by brand, McDonald's topped all cable spenders for full-year 1991, spending $16.2 million, according to LNA/Arbitron Multi-Media Service. That was an 84.1% increase over its 1990 spending.

Many other restaurant chains also are putting faith and money into cable. Burger King cut total media spending by 25%, but increased its cable bill 5%. Long John Silver's media total was off 6%; its cable spending more than doubled. Pizza Hut increased total spending 11%, but increased cable spending at a faster rate, upping it by 18%.

Cable is still a new medium for an industry that has built its growth primarily through network, spot and syndicated broadcast TV advertising. But in 1991, restaurant industry spending on cable for the first time surpassed the amounts accorded to newspaper and outdoor advertising.

Restaurant chain and cable executives point to several reasons for the growth of cable expenditures.

One is that the tough economy has put more pressure on chains to stretch marketing budgets and find ways to differentiate themselves to consumers.

Cable offers a lower or competitive cost per thousand and has aggressively courted restaurant business with advertising/promotion packages providing that differentiation.

But the most important change has been cable's increased household penetration. Most restaurant chains are comprised of dozens of operator co-ops, and national franchisors have been unwilling to—or contractually prevented from—buying ad space that doesn't equally benefit all franchisees in all markets.

That isn't a major problem for McDonald's and other national powerhouses. But it has made cable a problematic buy for regional chains. That's changing.

"We've made increased use of cable in the past year by meeting the difficulties of doing that," says Tony Lavely, exec VP-marketing for Long John Silver's parent Jerrico. The chain is large but not national; all its systemwide advertising has to help all markets.

"We don't buy network TV because we're not really national, so some portion of the impressions are wasted," he says. "We had a fling with 'regional network' buying in 1986, but that wasn't an answer. What's attracted us to cable are its strong efficiencies vs. spot and network buys."

That efficiency allows Long John Silver's to buy a "diversified portfolio" of cable networks to cover its markets. One of its biggest deals has been with Turner Broadcasting System. In exchange for a lower cost on its buy on Turner networks, Long John Silver's restaurants have in-store displays listing the month's movie schedule on TBS.

The same schedule is included on the chain's couponed newspaper inserts. Bozell, Dallas, handles Long John Silver's advertising. "It's a pure media value for us, but our consumer research has shown very high awareness levels for the TBS listings," says Mr. Lavely.

Still, Long John Silver's has had to work to sell cable to operators.

"An absolute, fundamental tenet of our operation is that with anything we do on a systemwide basis, we guarantee to our company-owned and franchised operators more measured-media benefit than they can spot buy on their own," he says.

"Our reason for being [as a franchisor] is to offer economies of scale, and we've worked hard to document the efficiencies [of our cable buys]. We think we've put in place a cable measurement system as good as anyone's."

Fast-food chains also are heavy users of in-store premium promotions, and as the economy has slumped they have become even more important ways to differentiate and draw customers. The cable networks' willingness to package in-store promotion programs with ad sales has helped make the medium more attractive.

Pizza Hut has become a major cable buyer and a frequent user of

(Continued on Page S-2)

Inside

Spending shift sends P&G soaring atop cable list

Total ad spending in medium up 9% to $1.2 billion

By Alison Fahey

Despite reducing total media spending last year, Procter & Gamble Co. made cable TV one of two measured media to get an increase in advertising.

That boost from the nation's No. 1 advertiser helped overall ad spending on cable TV networks register a healthy 9% increase in 1991, to $1.2 billion.

Budget hikes from General Motors Corp. and General Mills—which with P&G make up cable's Top 3 advertisers as ranked by parent company rather than brand—also played a big role in that overall performance.

According to new figures reported by LNA/Arbitron Multi-Media Service, P&G in 1991 retained its top position as cable's biggest advertiser, investing $67.8 million into the six ad-supported networks monitored by LNA—Cable News Network, ESPN, Family Channel, MTV: Music Television, WTBS and USA Network.

In addition to its 17.1% hike in cable, P&G also increased Sunday magazine spending 63.9% to $4.3 million.

Moreover, the new spending figures show cable TV now holds a 5.8% share of P&G's total media budget, representing a 23% gain over the package-goods giant's share in 1990.

Indicative of P&G's commitment to cable is a deal struck in 1991 to co-produce and sponsor a new parenting series called "Your Baby and Child with Penelope Leach," which runs on cable's Lifetime network.

Under the deal, P&G spots fill half of the program's available commercial time with four of its brands getting category exclusivity as the show's official sponsors. Lifetime sells the remaining commercial time to non-competing brands.

"Clearly, we have hundreds and hundreds of hours of first-run programming [in conjunction with P&G], so there is a long-standing and increasing commitment from Procter," says Douglas McCormick, exec VP-Lifetime Television. "We seemed to have found the right formula."

Mr. McCormick says advertisers are being drawn into cable "for our enhanced value" and because cable traditionally delivers a more upscale audience than other mass media, particularly network TV.

USA Network also benefited from P&G's cable spending. "I saw a lot of increases from P&G," says John Silvestri, exec VP-ad sales for USA Network, noting that P&G and advertisers in general "were looking for efficiency and targeting and making their dollars go farther."

Mr. Silvestri says the network's ad revenue rose about 18% in 1991, about double the 9% reported by LNA. Growth came both from new dollars infused by existing clients and new advertisers, he says.

Cable sales executives are also quick to point to cable's increasing penetration levels—it's now available in more than 60% of all U.S. households—the medium's competitive pricing and the increase in quality programming as the driving forces of new business.

"With the plethora of violence, exploitation and sensationalistic [fare] there becomes an increased demand for clean-cut, advertiser-friendly programming," says Bill McGowan, senior VP-ad sales at Discovery Networks.

"Cable was insulated to a certain degree in 1991 from some of the economic softness because our [costs per thousand were] less expensive," he adds.

Among other top spenders, General Motors nudged out General Mills for the No. 2 spot, putting $32.4 million into cable, up 24.6%.

General Mills devoted $31.8 million to cable, a 16.1% gain.

Among advertisers showing significant growth in LNA tabulations were those in the entertainment and amusement category, which raised overall cable spending about 32%, to $82 million.

Haircare and snack food categories also show growth in the LNA reports. For example, the confectionery, snack and soft drink category boosted cable spending about 34% to $71 million. Another big showing came from food and food product marketers, which spent $142 million on cable in 1991, up about 15%.

Breathing a sigh of refief coming out of a tough 1991, cable sales executives say 1992 looks brighter, mostly because of an expected economic turnaround and a rebound of a depressed TV marketplace.

Already, signs of renewed life are emerging as advertisers are actively committing to the TV scatter market. In addition, cable networks fared well during the kids' upfront market, which broke early this year. In the upfront selling season, advertisers buy time as much as a year in advance to lock in prices, programs and CPM guarantees.

"The kids' market is atypical, but a very good signal," says one cable sales executive. "We've definitely gotten past the bottom."

"1992 has started out as a strong year and will continue to get stronger," says Mr. McGowan. "The second-quarter scatter marketplace is tight, virtually sold out. There will be even higher demand in the third and fourth quarters. I'm very bullish on the scenario for the rest of the year." □

Cable doubly appreciated at P&G

Top 15 companies ranked by cable TV network dollars (in millions)

	Jan.-Dec. 1991	% change from 1990
1. Procter & Gamble Co.	$67.82	17.1%
2. General Motors Corp.	32.35	24.6
3. General Mills	31.84	16.2
4. Anheuser-Busch Cos.	31.49	17.5
5. Time Warner	29.30	–41.5
6. Philip Morris Cos.	24.01	– 9.9
7. Sears, Roebuck & Co.	20.32	2.8
8. AT&T Co.	19.31	26.4
9. Eastman Kodak Co.	19.09	51.6
10. American Home Products Corp.	19.09	76.3
11. RJR Nabisco	17.79	–17.9
12. Mars Inc.	16.59	59.5
13. McDonald's Corp.	16.22	84.3
14. Hasbro Inc.	15.56	100.5
15. PepsiCo	15.12	15.2

Note: Includes spending on CNN, ESPN, Family Channel, MTV: Music Television, WTBS and USA Network.
Source: LNA/Arbitron Multi-Media Service. Advertising Age graph: John Hall

Chains savor what's on table

(Continued from Page S-1)
in-store marketing programs tied to cable. In 1990, Pizza Hut signed a multiyear agreement with Nickelodeon and made the channel one of its chief marketing partners.

The chain is a charter advertiser in Nickelodeon's magazine and will distribute the premiere issue free in its stores next year.

1The PepsiCo fast-food division also is a presenting sponsor of Nickelodeon Studios at the Universal Studios Florida complex in Orlando.0

Pizza Hut's most recent promotion, which began in January, offers kids meals that include a plastic cup bearing characters from the network's "Doug," "Rugrats" and "Ren & Stimpy" programs.

There's also a cup of "green slime pudding," a bright green treat that looks like the slime used to douse Nickelodeon game-show contestants.

"Kids are a very important part of our market, and our relationship with Nickelodeon has brought kids into our stores," says Pizza Hut Senior VP-Marketing Bob Perkins.

"An integral part of any media budget is that no one medium is bought to the exclusion of all else. Putting a certain percentage into cable is a sound media buy, and we've been very pleased with the results," he adds.

"You can say cable still doesn't reach everywhere . . . but network TV viewership is dropping, too."

The promotions and premiums are important, but "cable programming and reach are the most important factors, with the packaging secondary," Mr. Perkins says.

"It has helped us reach targets that are otherwise difficult to reach."

> "We're bringing added edge in the marketplace."

According to Heidi Diamond, Nickelodeon VP-marketing, "We're helping in delivering a demo they're seeking, but I think we're doing more.

"We're bringing added edge in the marketplace, and that's important.

"The difference between the chains is in the food or the price/value or the experience," she says.

"We [think] there's an added benefit to Pizza Hut in having parents and children say, 'That's the Nickelodeon restaurant. Let's go there.' "

Ms. Diamond predicts Nickelodeon and other channels will be courting the restaurant industry with opportunities for local co-ops as well as national franchisors.

Pay-Per-View Network and the 39-store Pizza Hut co-op in San Diego ran a three-week cross promotion Nov. 18 through Dec. 4 tied to the Viewer's Choice telecast of "The Judds' Farewell Concert."

Pizza Hut placed $5 coupons for the Judds telecast on 100,000 pizza boxes delivered during the promotion.

A 30-second spot promoting the telecast and Pizza Hut's local sponsorship aired 300 times on cable.

Print ads ran in local newspaper TV supplements, in *TV Guide* and *TV Time Cable Guide*.

"This was our first effort in the [restaurant] category, really a test, but we're already talking to Pizza Hut and others about similar sponsorships for movies, concerts and other events," says Hilda Chazanovitz, Viewer's Choice VP-marketing.

"The marriage of PPV and home delivery of pizza is a natural. PPV telecasts are really social occasions. Friends and families tend to gather for them," she says.

Results surpassed expectations for both partners, she says, with Pizza Hut's delivery orders above average during the three weeks before the telecast and Viewer's Choice participation in San Diego 37% above the national average. □

Who's watching what and where

Household viewing breakdown for major cable TV networks (prime time, fourth-quarter 1991)

Territory	A&E	BET	CNN	ESPN	TBS	Discovery	The Weather Channel	CTNN	TNT	VH1	Comedy Central	MTV	Nickelodeon	Nick at Nite	USA Network	Lifetime
Northeast	30%	19%	21%	21%	18%	23%	23%	13%	23%	29%	21%	27%	20%	21%	24%	25%
East Central	15	15	13	14	15	14	15	15	16	14	NA*	14	14	18	15	14
West Central	14	9	17	13	14	13	16	18	14	12	15	11	18	18	12	13
Southeast	20	29	21	23	28	22	26	35	21	17	20	17	21	22	23	19
Southwest	8	20	11	12	12	9	14	15	12	11	16	12	14	9	10	10
Pacific	14	8	18	17	13	19	6	5	15	17	26	18	14	12	15	19
Household size																
1 person	20%	11%	26%	12%	14%	17%	20%	28%	14%	13%	15%	12%	13%	18%	15%	21%
2 person	40	23	40	36	35	35	28	45	33	21	38	21	22	41	36	37
3 person	40	56	34	52	52	47	52	27	53	56	47	57	56	41	48	42
4+ person	22	45	20	32	32	30	31	13	32	45	30	42	40	24	29	22
Household income																
Under $20 ,000	16%	46%	25%	19%	29%	19%	26%	44%	25%	17%	NA*	24%	29%	41%	33%	25%
$20,000-$30,000	16	16	16	16	17	19	14	14	16	15	15	16	13	19	18	15
$30,000-$40,000	15	13	13	17	15	16	21	12	16	15	NA*	14	15	13	15	15
$40,000-$60,000	27	12	21	23	19	21	19	11	20	24	33	18	23	13	18	23
$60,000+	26	13	25	25	20	25	20	7	23	29	27	26	20	14	16	22
Education of household																
No college	49%	66%	50%	51%	62%	60%	53%	84%	58%	53%	40%	53%	59%	69%	65%	57%
4+ years college	30	15	30	24	19	20	28	8	22	23	34	24	21	14	16	23

Note: *Deemed too small for statistical significance. **Source:** Bozell analysis of Nielsen Media Research data

Advertising Age graph: John Smither

IN CASE OF EMERGENCY CALL 465-2

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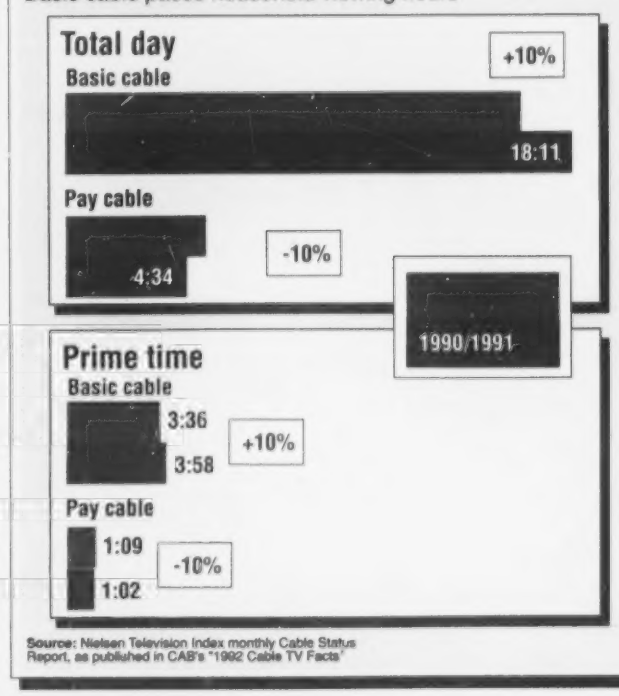
Live wire

Basic cable paces household viewing hours



Source: Nielsen Television Index monthly Cable Status Report, as published in CAB's "1992 Cable TV Facts"

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AGE AGENCIES RANK IN U.S. & AROUND THE WORLD

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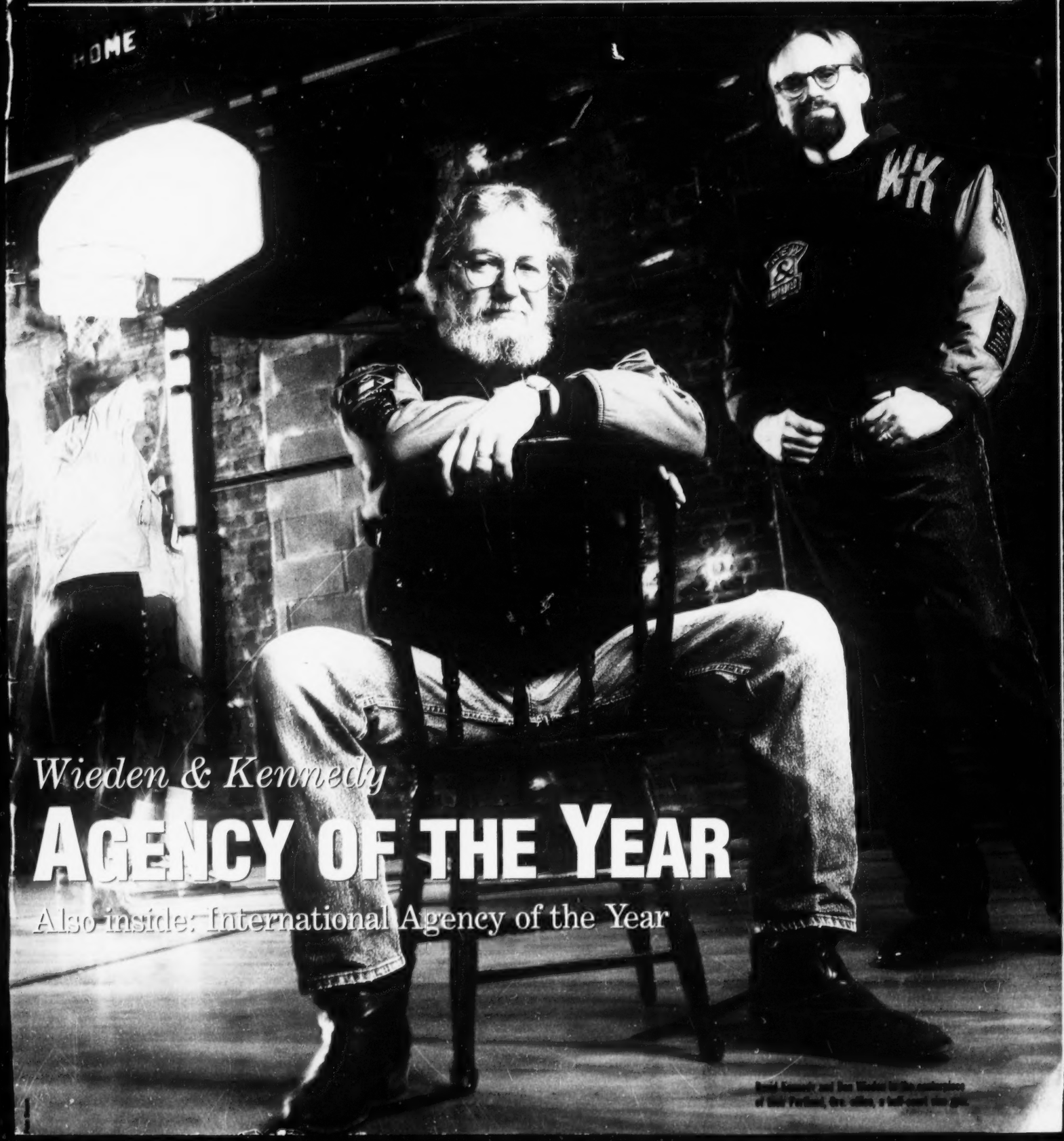

Wieden & Kennedy

AGENCY OF THE YEAR

Also inside: International Agency of the Year

David Kennedy and Dan Wieden of the namesakes of their Portland, Ore. office, a half-court shot pro.

NEWS SUMMARY

- **Charlotte Beers,** former head of Tatham/RSCG, was named chairman-ceo of Ogilvy & Mather Worldwide. 1
- **General Motors'** marketing tactics will shift if board member John Smale exerts more control over its operations. 1
- **Andy Berlin** left Goodby, Berlin & Silverstein to become president of DDB Needham Worldwide, New York. 1
- **Four A's** leaders at the association's annual meeting blasted the growth of trade promotion spending. 1
- **Trade promotions** now account for almost half of respondent companies' marketing budgets, a study found. 3
- **CBS'** victory in the prime-time ratings race is credited in part to the network's strong marketing effort. 3
- **Philip Morris USA** gave new tobacco marketing assignments to Young & Rubicam. 3
- **Martin Puris,** ceo of Ammirati & Puris, is expected to head the Bush/Quayle re-election media team. 3
- **Highland Superstores** named Lois/USA for broadcast creative as the electronics retailing field faces a shakeout. 4
- **ABC** cut 15 seconds from its prime-time commercial load. 4
- **'Time'** unveils its major redesign today. 6
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- **Outdoor** ad spending was off only 0.7% in 1991. 45
- **H. Ross Perot** and his advisers are discussing a possible presidential bid with media and advertising consultants. 53
- **Magazine publishers** are stiffening in their opposition to sequential liability proposals, an industry group said. 59

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Trone wins Salem

Small shop steals RJR cig from Leber Katz

By Judann Dagnoli

Trone Advertising, R.J. Reynolds Tobacco Co.'s behind-the-scenes agency, upstaged giant FCB/Leber Katz Partners last week by winning Salem, its first major national RJR account.

The move was announced last Friday and also includes the shift of Winston Select, a new line extension previously at Trone, to Leber Katz, New York.

While Salem spent only $10 million in 1991, according to LNA/Arbitron Multi-Media Service, RJR has promised to restore the brand's spending to traditional levels of about $40 million.

Leber Katz is agency of record for Winston, which was supported with $45 million in measured media spending last year. The moves are effective July 1 and "consolidate individual brand assignments," RJR said in a statement.

RJR Senior VP-Marketing David Iauco said the realignment "will help the agencies better focus on the brand for which they have primary responsibility: Camel with Mezzina/Brown, Winston with FCB/Leber Katz and Salem with Trone."

As reported, RJR has been testing ad efforts from both Trone and Leber Katz since early this year (AA, Feb. 3).

Lee Trone, president of the $70 million Greensboro, N.C., shop bearing his name, said the agency was "extremely pleased" to have won Salem.

"We've worked really hard on great creative that seems to have moved the needle for RJR," he said.

RJR has been testing ad efforts from Trone and Leber Katz since early this year.

The win is a significant boost for Trone, a major RJR resource in such projects as Camel's 75th anniversary campaign in 1988. Until now, the shop had failed to secure agency of record status for a national RJR brand.

Trone was named to handle Uptown, RJR's cigarette for blacks, until the controversial brand was pulled following a limited test in Philadelphia. The shop was also assigned Dakota, a brand said to be targeted to young females, but RJR has apparently abandoned advertising for that brand after a year in a two-market test. Spending last year was less than $1 million on Dakota.

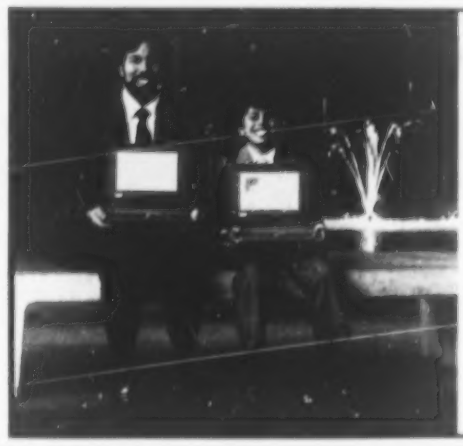
The shifts leave unchanged the $50 million assignment of Camel at Mezzina/Brown, New York, and the combined $10 million Doral, Magna, Sterling and Century business at Long, Haymes & Carr, Winston-Salem, N.C.

Vantage, RJR's other major brand, isn't being advertised and is instead supported with sales promotion efforts from Robinson & Maites, Chicago.

Initial advertising for Winston Select, now at Leber Katz, was created by Trone. It will break later this spring.

Mr. Iauco said last week's agency shifts "will put an end to speculation about what our agency plans were for our core brands."

But the retirement last year of Leber Katz chairman Stanley Katz, who has close ties to top RJR executives, is known to have diminished the agency's role at RJR. □



The Apple of dad's eye

Steve Wozniak, co-founder of Apple Computer, and his 9-year-old son, Jesse, will be seen holding Macintosh PowerBook portable computers in a magazine campaign breaking next month. Apple doesn't identify the duo, and that's just fine with Mr. Wozniak, who cut off his ponytail for the shoot. BBDO Worldwide, Los Angeles, created the ad and shot some footage for a TV commercial, though it hasn't decided whether to produce a spot.

U.K. election elates admen

By Stephen Downer and Laurel Wentz

GLOBAL NEWS

LONDON—Ad executives were relieved by the surprise Conservative Party victory last week after bracing themselves for a Labor government that would have raised taxes and increased restrictions on advertising.

Agency executives were so panicked by the income tax increases outlined in the Labor Party's budget that some rushed to pay key employees a full year's salary in advance before the U.K. tax year ended April 5 to avoid the anticipated hike.

Such deals generally would involve the employee agreeing to stay for the full year and lend the money back to the company interest-free so that salary checks continue as usual.

Abbott Mead Vickers/BBDO reportedly paid salaries in advance to about 35 senior executives earning $100,000 or more. Joint Chairman-Creative Director David Abbott wouldn't confirm the reports, saying, "I'm not commenting on internal accounting."

"It's a mixture of corporate, industrial and personal relief," said Martin Smith, deputy chairman of Bartle Bogle Hegarty, after election results were in. "Personal relief because we're exactly the kind of people they were going to hit for tax. Industrial because in a recession, things are tough enough without having money taken out of the economy. Advertising is legal and appreciated by the Conservatives, but within the Labor ideology, it is viewed with considerable suspicion."

"Labor has a very prudish, almost Calvinistic, attitude toward advertising as such," said John Ritchie, deputy chairman of Collett Dickenson & Pearce, agency for Gallaher Tobacco (U.K.)'s Benson & Hedges cigarette and Hamlet cigar brands.

Labor offered national health initiatives that included banning tobacco advertising, imposing tighter controls on ads aimed at young people, toughening food labeling laws and restricting speed claims in car ads.

"From the tobacco industry's point of view, the present government has consistently opposed the proposed European Community ad ban" on tobacco advertising, said Chris Bullock, director of public affairs at the Tobacco Advisory Council.

Labor and the unions that supported the party spent an estimated $6 million on newspaper ads during the campaign's last week, almost twice the estimated Conservative spending.

Richard Hammond, VP at Bozell Europe, estimated that 80% of the U.K. business community was opposed to a Labor government.

Polls had put Labor ahead throughout the campaign. However, it appeared the Conservatives would retain a 17-seat majority in Parliament despite falling to 321 seats, a loss of 48, while Labor won 269 seats in Parliament, a gain of 38.

"Polls are better at predicting who will drink Heineken than whether people will vote Labor or Conservative," Mr. Smith said. □

Trade promotion ups its take
Product marketers spent half their marketing budgets on trade promotion programs in 1991, a substantial increase over 1990's 44.3%. Media advertising and consumer promotion were left to divide evenly the remaining half of marketers' budgets.
Percentage of total budgets
39.3%
35.2%
49.5%
25.1%
25.5%
25.4%
Trade promotion
Media advertising
Consumer promotion
1987
Source: Donnelley Marketing

JOHN SMITHER

Trade promos devour half of all marketing $

By Scott Hume

The shift in marketing dollars to trade promotion from media advertising appears to be real and deep.

The question now is whether it will continue.

Donnelley Marketing this week releases its 14th annual Survey of Promotional Practices, which tracks how product marketers spend their marketing dollars.

The survey's most shocking statistic is the portion of dollars channeled last year to trade promotion. Respondents said nearly half (49.5%) of their marketing budgets went to promotions and programs targeted to trade, up from 44.3% in 1990.

The rest was almost evenly split between consumer promotion programs (25.4%) and media advertising (25.1%).

That means trade promotion's growth last year came almost totally at the expense of media advertising, which in 1990 accounted for 30.6% of spending. Consumer promotion's 1990 share was 25.1%.

Trade promotion passed media advertising as the leading spending category in 1984, according to the Donnelley survey, and has steadily increased its importance since. But last year's gain was the largest percentage-point increase for any one year.

McCann-Erickson Worldwide Chairman Bob James, elected last week as this year's chairman of the American Association of Advertising Agencies, has said he intends to lead a counterattack against wasteful trade spending

(Continued on Page 53)

Y&R cops smoke biz from PM

By Judann Dagnoli

Young & Rubicam rode into Marlboro Country last week, lassoing tobacco assignments from food client Philip Morris Cos. and leaving lead tobacco agency Leo Burnett USA riding a little less tall in the saddle.

Y&R's New York office, which already handles $210 million in food billings for Philip Morris, said it was assigned "new responsibilities in the tobacco area," including "consumer and trade promotions, special products and new-product development."

Until now, Y&R hasn't handled any Philip Morris tobacco business. Chicago-based Burnett has $120 million in U.S. tobacco business, all but the $7 million Parliament account handled by Backer Spielvogel Bates, New York.

Y&R's Hispanic unit, Bravo Group, is included in the assignments.

The Y&R tobacco assignment comes six months after Y&R lost R.J. Reynolds Tobacco Co.'s $50 million Camel account.

While neither the agency nor Philip Morris would specify the nature of the new projects, it's believed one assignment is a youth-oriented, no-smoking campaign tied to Philip Morris' sponsorship of the Marlboro Grand Prix auto race in June 1993 in New York.

As part of its Grand Prix sponsorship agreement with the city, Philip Morris said it would devote one-third of its outdoor ad

(Continued on Page 59)

How CBS got to be No. 1

By Joe Mandese

NEW YORK—When CBS teamed with mass retailer Kmart Corp. to launch its new fall season three years ago, the critics laughed and headlines smirked: "Tiffany network shops at Kmart."

But CBS executives are getting the last laugh this week as the network finishes its first prime-time season in seven years in first place.

The network's remarkable turnaround is a testament not only to CBS' strong programming but to a marketing effort that generated an unusually high level of awareness and sampling of prime-time programs.

In one year, CBS moved to first place from last in the Big 3's prime-time ratings race, finishing the 1991-92 season by a margin of 1.5 rating points over No. 2 NBC.

Though the season didn't officially end until Sunday, CBS' season-to-date prime-time ratings average through April 5 was a 13.8 vs. 12.3 for NBC and 12.2 for ABC. If anything, CBS' National Collegiate Athletic Association basketball championship coverage last week was expected to boost its prime-time average an additional 0.1 rating point.

"It's clear that CBS' marketing strategy played a significant role in attracting audiences to its programming," said Jack Myers, president of Myers Marketing & Research, which researches advertisers' perceptions of the media. "What we saw, in progressive stages over the three years of this strategy, was that the sampling was there. It grew year to year, because the promotions got more and more sophisticated. And CBS' programming held the audiences this year."

In much the same way that sophisticated consumer-product companies promote and advertise their brands, CBS used an elaborate marketing plan to position its "brands"—programs like "Murphy Brown," "Designing Women" and "Northern Exposure."

The plan began four years ago when former VP-communications of CBS George Schweitzer returned to the network after a one-year sabbatical at Young & Rubicam as VP-director of cor-

George Schweitzer's marketing plan for "brands" like "Murphy Brown," "Designing Women" and "Northern Exposure" led to CBS' prime-time payoff.

(Continued on Page 60)

HOT STUFF!

"I think I used too much water," deadpans Wendy's International founder Dave Thomas in a network TV spot introducing Fresh Salads to Go prepared salads. TV, breaking April 19, will be supported with an extensive print campaign. Backer Spielvogel Bates, New York, handles.

Country singer Dwight Yoakam (l.), Olympic star Bonnie Blair, Bob "Captain Kangaroo" Keeshan and comic Howie Mandel appear in new McDonald's Corp. spots from Leo Burnett USA, Chicago. Gospel stars BeBe and CeCe Winans sing in a spot from Burrell Advertising; Ricardo Montalban is featured in a Spanish-language spot from Castor Advertising, New York.

Bush ad team wish list

Puris wants to re-enlist colleagues from '88

By Steven W. Colford

WASHINGTON—The Bush/Quayle re-election ad team will include some familiar faces if Martin Puris gets his way.

The Ammirati & Puris ceo is expected to be named soon as director of the media team that will create and place about $30 million in ads before Election Day Nov. 3 (AA, March 2).

Unlike 1988, when Roger Ailes was responsible for all campaign media—including ads, speeches and interviews—the 1992 campaign will see those responsibilities dispersed among several advisers. Mr. Puris, along with Robert Teeter, the campaign's chairman and chief political strategist, will have input on selection of those who will actually produce ads for the president.

POLITICS 92

Martin Puris: A "fan" of Roger Ailes.

Among those Mr. Puris said he'd like to see on the ad team: Helayne Spivak, exec VP-creative director of Young & Rubicam, New York; Dennis Frankenberry, chairman of Frankenberry, Laughlin & Constable, Milwaukee; and Ted Shayne, Ms. Spivak's one-time partner and currently exec VP-director of creative services for new business at Hill, Holliday,

(Continued on Page 53)

NEWSPAPE

Advertising Age

Crain's International Newspaper of Marketing

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Tokyo supplants N.Y. as ad capital

Slow growth trips up U.S. shops; top 500 revenue up only 2.9%

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By R. Craig Endicott

Hello, Tokyo!

The recession of 1991 that derailed the nation's economy and the U.S. advertising agency business managed to demote New York—with its fabled Madison Avenue—as the world's advertising capital.

According to *Advertising Age's* 48th annual Agency Report, covering more than 1,600 agencies, Tokyo agencies accounted for $24.5 billion in billings last year, up 8.4% from 1990, while New York totaled $24.1 billion, up only 3.2%. London finished third at $12.1 billion, followed by Paris at $9.7 billion and Chicago at $7.1 billion.

The slump affecting New York also left the Top 500 U.S. agencies with revenue gains of only 2.9%, to $7.7 billion on $56.2 billion in U.S. billings, actually a decline when inflation is factored in. Additionally, the figures are well off the pace of 1990's 6.2% advance from the same Top 500.

Other telltale signs of low growth at home are seen in the 3.2% reduction in the agency workforce, translating into a loss of 2,108 full-time jobs to 70,200 for the Top 500 agencies, and declining volumes in billings for each of the top five ad media.

It was on the worldwide side of the ledger that the totals showed more life. For these same agencies, worldwide gross income, the industry's terminology for revenue, improved 4.7% to $13.6 billion on billings of $96.3 billion. The worldwide total was aided by 7% growth outside the U.S., where just 21 agencies produced virtually all the group's international tally of $5.9 billion in gross income. But even this growth paled when compared with the 24.9% gain recorded in the previous year.

Advertising, like its media cousin, is making the world a global village.

Among the world's leading advertising organizations—a ranking that includes the full spectrum of agency and holding company activities—leader WPP Group, London, mixed a 2.8% gain from its largely three-tiered ad side with an 8.5% decline from the rest of its business to record a 2% drop to $2.66 billion gross income. *(See chart on Page S-10.)*

Interpublic Group of Cos. amassed $1.8 billion in gross income from agency networks McCann-Erickson Worldwide, Lowe Group and Lintas:Worldwide, to finish second.

Leo Burnett Co. clung to its leading position as top U.S. agency brand with domestic gross income of $299.1 million, down 0.1%. "Branding" peels away specialty businesses and autonomous subsidiaries from the conglomerate parent in order to identify the core agency pitching most accounts.

Saatchi & Saatchi Advertising Worldwide remained a close second in the brand race at $286.3 million, up 3%. The agency vies for accounts independently of subsidiaries Klemtner Advertising, Rumrill-Hoyt, Cliff Freeman & Partners, Conill Advertising and Cadwell Davis Partners.

Dentsu, the world's largest single agency, generated gross income of $1.45 billion (90% of that from Japan), a strong 15.6% gain enhanced by a 7.2% rise in the yen against the U.S. dollar—the strongest growth of a major currency. Japan's 42 reporting agencies pushed gross income to $3.6 billion, up 11%, or nearly two-thirds the U.S. total, on billings of $26.6 billion, according to the international tables in this report charting activity in 46 countries.

AA does not apply current-year exchange rates to prior-year numbers, a procedure that unavoidably lowers international returns when the dollar is on the rebound as it was in 1991.

In Europe, the lira fell 2.2%, the French franc 1.6% and the deutschmark 1.3%. Using the franc as an example, a French agency's year-to-year returns had to improve 1.6% in francs to break even in dollars.

The French couldn't clear this minor hurdle, although the Germans and Italians could. The 51 French agencies posted gross income of $1.45 billion, down 4.7%, on billings of $9.4 billion. France's top three agencies each reported declines; the 54 German agencies totaled gross income of $1.07 billion, up 7.6%, on billings of $7.3 billion; 31 Italian agencies amassed gross income of $662.9 million, up 8.7%, on billings of $4.9 billion.

The 63 reporting British shops turned in gross income of $1.7 billion, up 2.2%, on billings of $12.1 billion. This growth reflected the struggling British economy and a favorable exchange rate.

Collectively, 1,110 foreign agencies from 80 countries (only 46 countries were charted) had gross income of $13.3 billion on billings of $91.2 billion. A reflection of the power of the U.S. agencies abroad is that they account for about one out of every three dollars spent by agencies.

These foreign billings in general sustain the huge U.S.-based consolidated networks led again by Young & Rubicam with gross income of $980.8 million worldwide, down 2.1%, on billings of $7.3 billion.

Consolidated agency McCann-Erickson Worldwide got 7.4% growth from its international sector; BBDO Worldwide, 13.4%; DDB Needham Worldwide, 19.7%; Foote, Cone & Belding Communications, 23.7%; Leo Burnett Co., 19.4%; Lowe Group, 20.1%; Bozell, 13.6%; and J. Walter Thompson Co., 12.1%.

The trend wasn't favorable to all. Saatchi & Saatchi Advertising Worldwide's non-U.S. results actually declined by 1.4%, largely from a 4.6% slide in its London

(Continued on Page S-12)

INSIDE

Pete Stirnal

With David Kennedy (l.) and Dan Wieden providing the creative momentum, Wieden & Kennedy has been selected as *Advertising Age's* Agency of the Year for 1991. See Page S-3.

Leigh Clapham (from left), Geoff Wingett and Max Gosling are all smiles as their shop, Lintas:Australia, has been chosen as the 1991 International Agency of the Year. See Page S-4.

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Who's on top in 1991 gross income

Top 10 advertising organizations

Rank	Agency	Worldwide gross income	% chg
1	WPP Group	$2,661.8	-2.0
2	Interpublic Group of Cos.	1,798.9	3.6
3	Saatchi & Saatchi Co.	1,705.5	0.3
4	Omnicom Group	1,471.2	9.1
5	Dentsu	1,451.0	15.6
6	Young & Rubicam	1,057.1	-1.5
7	Euro RSCG	1,016.3	-5.1
8	Grey Advertising	659.3	6.9
9	Hakuhodo	655.6	11.8
10	Foote, Cone & Belding Communications	616.0	13.4

(See Page S-10 for a ranking of 50 ad organizations)

Top 10 U.S.-based consolidated agencies

Rank	Agency	Worldwide gross income	% chg
1	Young & Rubicam	$980.8	-2.1
2	Saatchi & Saatchi Advertising Worldwide	829.2	1.8
3	McCann-Erickson Worldwide	811.6	7.2
4	Ogilvy & Mather Worldwide	794.9	2.5
5	BBDO Worldwide	772.8	6.8
6	Lintas:Worldwide	729.7	-0.9
7	J. Walter Thompson Co.	727.0	5.3
8	DDB Needham Worldwide	698.4	11.7
9	Backer Spielvogel Bates Worldwide	630.4	1.9
10	Foote, Cone & Belding Communications	616.0	13.4

(See Page S-12 for a ranking of consolidated agencies)

Top 10 U.S. agency brands

Rank	Agency	U.S. gross income	% chg
1	Leo Burnett Co.	$299.1	-0.1
2	Saatchi & Saatchi Advertising Worldwide	286.3	3.0
3	Grey Advertising	269.9	5.3
4	J. Walter Thompson Co.	234.0	-3.6
5	Foote, Cone & Belding Communications	228.9	3.2
6	Ogilvy & Mather Worldwide	224.8	2.0
7	McCann-Erickson Worldwide	212.5	6.3
8	Young & Rubicam	212.4	-1.9
9	BBDO Worldwide	211.4	1.8
10	D'Arcy Masius Benton & Bowles	202.2	-1.0

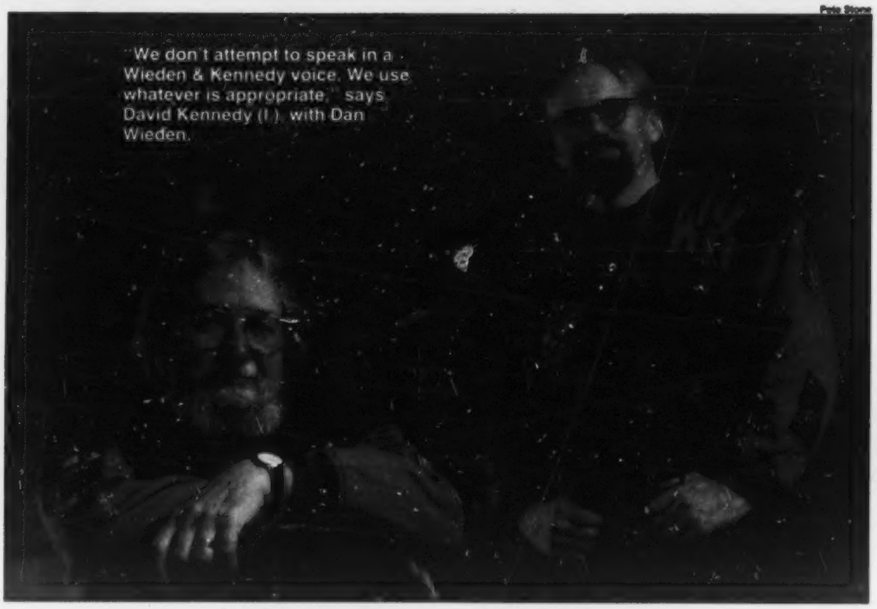
(See Page S-16 for a ranking of more than 500 agency brands)

Notes: Dollars are in millions

AA chart: Kevin Brown

Nike challenges fitness fans in this spot, featuring images superimposed on buildings, noting that "there is no finish line."

Subaru commercials show the voice-over script scrolling up the right side of the screen to emphasize the message.



"We don't attempt to speak in a Wieden & Kennedy voice. We use whatever is appropriate," says David Kennedy (l.) with Dan Wieden.

Pete Stone

A Pepe jeans spot features a Wieden & Kennedy trademark: getting two concurrent messages on the screen at the same time.

Pacific First Bank spots detail in humorous fashion the expenses for weddings and other major events.

U.S. Agency of the Year

Wieden & Kennedy: Keeping ad game fresh

By Cleveland Horton

For its artistry in generating and maintaining creative momentum during an economic recession, Wieden & Kennedy has been selected *Advertising Age's* Agency of the Year for 1991.

In honoring the breakthrough creative work produced by this 10-year-old Portland, Ore.-based agency, *Ad Age* returns to its Agency of the Year annual tradition. A year ago, when *Ad Age's* editors felt there was no "clear superiority" or a "dominant 'creative breakthrough' for all to gawk at and admire," there was no Agency of the Year for 1990.

Wieden & Kennedy—the third consecutive West Coast agency to win *Ad Age's* top creative honor—goes to great lengths to promote an anti-establishment image. And in a year when few blockbuster campaigns flickered across TV screens or leaped off the printed page, the agency was able to manifest that same quality in the brilliant campaigns it produced.

It seems as though 1991, with its recession-riddled ad budgets, corporate downsizing and grim, fight-for-survival mood, served to highlight Wieden's special creative "voice" and helped build among consumers a special appreciation of its fresh work.

This small, independent shop continued its tradition of delivering fresh, innovative campaigns throughout 1991, raising the creative bar yet another notch. In some ways, it beat its own creative high marks by extending campaigns thought to have peaked.

For example, there's the agency's work for Nike, which from day one has been primarily responsible for Wieden's rapid growth. The Nike work has earned the agency many accolades, particularly for spots featuring two-sport phenomenon Bo Jackson.

But when Mr. Jackson injured his hip and found his athletic career in jeopardy, the agency came up with a credible way to incorporate the superstar's physical rehabilitation: It created a compelling piece for Nike cross-training shoes.

Meanwhile, Wieden won the Subaru of America account last year, and its first campaign for this highly visible client brought a refreshing new voice and a knowing, candid premise to automotive advertising. With the Subaru work, Wieden laid to rest any lingering notion it was a one-trick pony.

The body of its work has, to be sure, given rise to suggestions that there's now a Wieden & Kennedy "brand" of advertising. But this seeming put-down draws objections from both partners.

First, the principals refer to their work not as "advertising" but as "communication." Second, they insist each campaign is tailored to the advertiser.

"We try to communicate on behalf of all our clients," says David Kennedy, chairman and art director of the founding creative team. "We don't attempt to speak in a Wieden & Kennedy voice. We use whatever is appropriate."

However, Dan Wieden, president and copywriter, acknowledges there may be a common thread, though not a formula, to the agency's work.

"I suppose, like any good actor or actress, you end up leaving a signature on work—that is unintentional—just because of who you are," he says.

One aspect of that "signature" may be a very busy screen in TV advertising. The agency split the screen in campaigns for both Pepe Sportswear and Anne Klein's A Line clothing.

In a Pepe jeans spot, one-fourth of the screen features a spigot dripping water, while on the rest of the screen viewers see teen-agers dancing, intercut with the company's logo on a background of stylized water.

Similarly, the A Line spots divide the screen, with the voice-over's words printed in the smaller portion.

Meanwhile, in Wieden's early Subaru TV work, the voice-over scripts scroll up the right side of the screen, with certain words duplicated in larger type for emphasis.

In print, that signature may be a tone of voice accompanying an image, spoken in the language of the prospective customer.

A Nike spread, for example, shows a photo of a freckle-face teen-ager on the left page, opposite a copy block on the right.

"This is a picture of a 40-year-old woman," begins the copy in oversize type. Smaller type follows. "or perhaps just a picture of the way a 40-year-old woman feels . . . If you believe your age you might not climb whatever hills you are supposedly over. If you believe 25 or 30 or 48 or 62, you might believe it is time to stop. When you are really [then in large type] just beginning to go."

No picture of a sneaker. No reference to footwear. Just a small Nike logo in the upper right corner.

Neither partner admits to a favorite medium, but Mr. Kennedy acknowledges: "We've never been a real strong radio agency."

When pressed, Mr. Kennedy defines the agency's advertising as "having some honest, startling, refreshing communication with someone we're talking to in whatever medium. I think that's always going to be relevant. This is not about one brand or style. It's about a basic respect you have for the people you're talking to."

That sentiment is also apparent in the agency's work for Pacific First Bank, whose slogan is "We fund reality."

To dramatize that idea, Wieden created a TV spot that shows a couple in bed, the husband kept awake by the noisy party next door. As his frustration grows, video billboards, each suggesting a solution and its cost, appear: "Earplugs, $1.90," reads the first. "Sominex, $3.75." "Shotgun, $550." And finally: "New house, new neighbors, $144,800."

Whatever the agency's doing, it's working. Billings at Wieden & Kennedy keep climbing—up 63% to $165 million in 1991—and the agency, now numbering about 200 people, keeps adding staff. The Subaru win forced Wieden to open a 35-person East Coast office in Cherry Hill, N.J., bringing with it the difficulties of transporting agency culture 3,000 miles.

To make sure a certain measure of the Wieden culture would travel well, the partners sent two senior executives, David Luhr and Scot Butler, from Portland to run the office.

"We periodically do 20-minute or half-hour mini-video movies from one office to the other as a way of spreading the weirdness," Mr. Wieden says.

Future growth may come from expansion overseas, in large part to service Nike's international needs. Nike is now at the stage where it examines each campaign for its global applications. In fact, the Air 180 shoe introduction premiered worldwide last spring.

"Before I leave this place, I'd love to see us somehow successfully integrated into the small group of international advertising agencies," Mr. Wieden says. He wouldn't elaborate on how that would take place. But the partners firmly oppose any thought of selling the agency.

"After we're gone, the name of the agency's going to be Wieden & Kennedy, not Omnicom," Mr. Kennedy says. "We're trying to pass it on to the people who work here."

Mr. Wieden, 47, and Mr. Kennedy, 52, are thinking about succession within the agency, but "I don't want to talk about it in the press," Mr. Wieden says. Currently, only three people hold equity in the shop. Apart from the named partners, Dennis M. Fraser, a founder and currently director of print production, is the only other shareholder.

But as the agency has grown from a creative boutique, it's added non-creative services, as demanded by clients.

Unlike most entrepreneurs, who always knew what business they had to be in, Messrs. Wieden and Kennedy never set out to become agency executives.

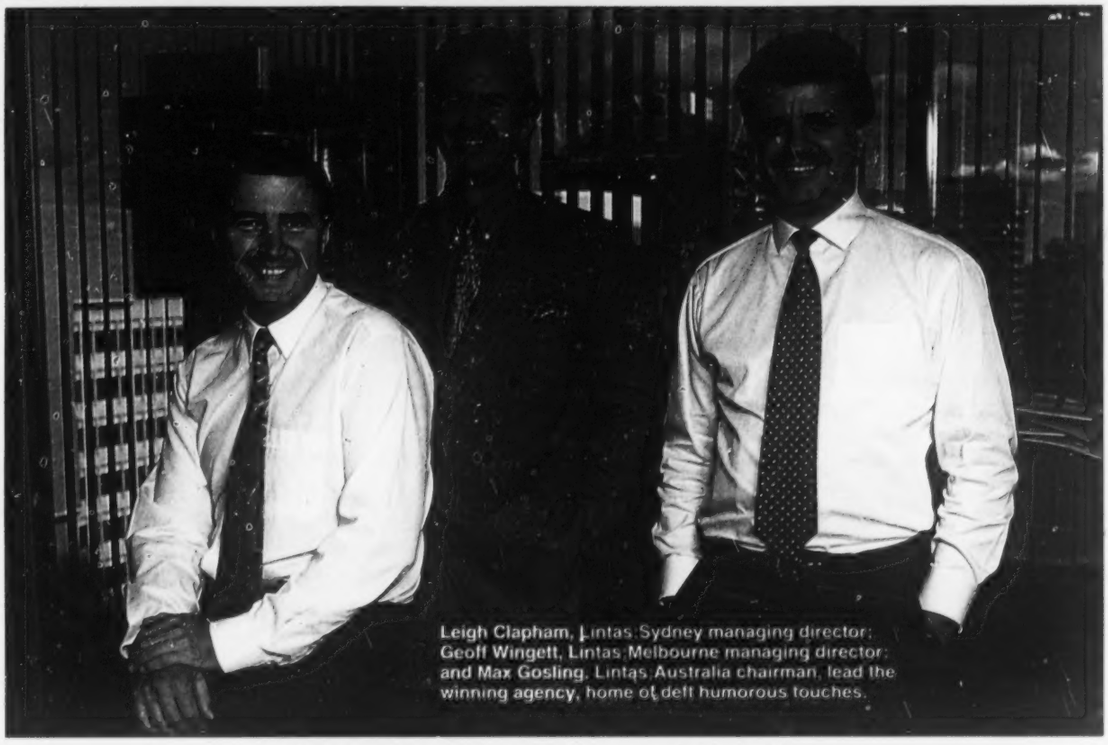
"I don't think I ever wanted to be an adman," Mr. Wieden says. "My dad was

(Continued on Page 50)

Past winners: U.S.

1990 (No award given)
1989 Goodby, Berlin & Silverstein
1988 Chiat/Day
1987 Leo Burnett Co.
1986 Foote, Cone & Belding
1985 Hill, Holliday, Connors, Cosmopulos
1984 BBDO
1983 Fallon McElligott Rice
1982 Ogilvy & Mather
1981 Ally & Gargano
1980 Chiat/Day
1979 Henderson Advertising
1978 (tie) N W Ayer
Young & Rubicam
1977 Needham Harper Worldwide
1976 DKG Advertising
1975 Leo Burnett Co.
1974 Scali, McCabe, Sloves
1973 Cunningham & Walsh

Ad Age's annual selection of Agency of the Year is based on evaluation, by a committee of the publication's editors, of the creative product of the nominated agencies. Creativity, rather than size or business success, is given primary consideration to allow agencies of all sizes to compete. While nominations are made by *Ad Age* staff members, consideration is also given to nominations put forth by others, including the agencies themselves.



Leigh Clapham, Lintas:Sydney managing director; Geoff Wingett, Lintas:Melbourne managing director; and Max Gosling, Lintas:Australia chairman, lead the winning agency, home of deft humorous touches.

International Agency of the Year

Fresh, attention-grabbing, clear: Lintas:Australia top int'l shop

By Geoffrey Lee Martin

SYDNEY—The toddler in the crumpled green jumpsuit rolls over the edge of the couch as his feet urgently feel for the carpet. "Tranquility Base here . . . the Eagle has landed," says the teasingly familiar voice-over, recalling the first moonwalk.

The baby lets go and triumphantly staggers a few steps. "OK, Neil, you're looking good . . ." "That's one small step . . ."

Each significant move of the child is frozen for a second as a shutter whirs. Then the punch line: "Would the greatest event in the world be quite as great on anything less than Fuji film?"

Advertising such as this—fresh, attention-grabbing, compelling—is why Lintas:Australia has been chosen as *Advertising Age's* 1991 International Agency of the Year. The winner of the eighth annual contest was chosen from entries representing 72 agencies from 23 countries. Judging was based on creative work for campaigns breaking in calendar 1991.

Many of Lintas:Australia's ads are notable on two counts: They feature a lot of copy, reminiscent of legendary adman David Ogilvy's type-packed print ads of the 1960s, and there's often a light, deft touch of humor, almost used as a footnote.

"We consciously create advertising that includes dialogue," said Allan Crew, the agency's national creative director. "Yes, it's one of the hardest forms to get right, but when you do, it is one of the most effective."

Sophisticated yet dollar-conscious consumers in recession-weary Australia are hungry for information, Mr. Crew said.

"But in today's world, you also need to lighten up a bit, and if your message is going to be noticed, then humor is a proven, very powerful advertising tool," he said. "If you go for the gut laugh, I believe you are going to fail. What we try for is that little wry smile."

The agency doesn't set out to be the exponent of any particular style.

"There has been a trend to go toward art-directed spots by some agencies. I think we have gone the other way. We look for the story into which we can place the product," Mr. Crew said.

Two 1991 campaigns prove his point: Johnson & Johnson's Sure & Natural sanitary napkins and Honda Motor Co. cars. Both rely on strong, finger-clicking rhythm with women's bodies and cars moving in swirls of color and a touch of sex—and no words at all, just captions.

"There happens to be a similarity in the use of music and rhythm in the J&J and Honda spots, but they were done by totally different teams: J&J in Sydney, while I worked with our Melbourne team on Honda. There are people who want to turn the J&J spot into a disc, and that might well happen," Mr. Crew said.

Lintas opened in Australia in 1931 and now has 223 employees in six offices. The *Ad Age* accolade may surprise local competitors who still recall the mid-1980s, when the agency's reputation was in the doldrums, surviving only because of internationally aligned accounts.

Even today, Lintas' more myopic international peers talk condescendingly of the shop, 100% owned by Interpublic Group of Cos., as "a good solid agency."

But the Lintas turnaround is undeniably impressive. In a severe recession, while others stumbled, Lintas' 1991 billings jumped 9.3% to $122.1 million. Gross income rose 9.3% to $18.3 million.

The agency jumped to No. 6 last year from 10th in 1990 in national rankings, racing past other international rivals that dropped in billings or rank: Saatchi & Saatchi Advertising and Lintas' sister agency, McCann-Erickson. Lintas also passed Neville Jeffress Armstrong's.

Max Gosling, chairman of Lintas:Australia, said the "good and solid" industry reputation sits comfortably with him. "Our creative work is very good too, a lot better than some will concede—it's just overshadowed by our performance."

The agency's resurgence began about 1987, after a shakeout moved up Mr. Gosling from managing director of the Sydney shop to his current post. About the same time, Leigh Clapham joined Lintas:Australia as managing director.

"We were a new wave, very much so," Mr. Gosling said. The agency gradually built a fresh creative team and bought the majority of McSpedden Carey, a Sydney creative shop.

Mr. Clapham added: "We are committed to long-term, brand-building advertising. Too many agencies have gone for short-term fixes, especially in the '80s, trying to be dynamic and forgetting the core value of brands. But Lintas has been able to sustain long-running campaigns."

He cited Rexona and especially the sports personality campaign originated 20 years ago and now running in 25 countries. Others that are international clients with local campaigns include Unilever's Impulse body cologne and Surf laundry detergent, Sterling Winthrop's Panadol, Flora margarine and even Nestle's "Moments like these" campaigns for Minties.

International alignments are often a sensitive topic when an agency doesn't grow in the local marketplace as well.

Mr. Gosling, who's also vice chairman of Lintas:Asia Pacific, is slightly defensive: "They're important. They allow us to go and talk with possible clients, but it doesn't win us the business. You win business on your own performance."

A key example of the advantage of being strong internationally but even stronger locally is Lintas' work for Nestle Confectionery, he said.

"Lintas has business with [Nestle] worldwide, but in the past two years we in Australia have renewed our association and the relationship has become very strong," Mr. Gosling said. "We hold all the discretionary local brands . . . Nestle is giving the business to what they believe is a strong local agency."

Mr. Clapham said: "If we have an edge in the marketplace, it is our long-term commitment and passion for understanding the consumer."

Clients agree. John Creagh, marketing manager for the Australian Pork Corp., said the agency's food research work has resulted in ads producing strong results.

"In spite of the recession, we finished the year 6% up in retail sales for fresh pork," he said.

Alison Dummett, Prudential Assurance's divisional manager of marketing services, said Lintas "did a lot of work investigating the financial services field, including qualitative research."

She praised the agency's work and perceptiveness in the finance field.

Said Jon Platt, a senior writer at Lintas:Australia: "The highest-rating programs on television involve human drama . . . not special effects or clever camera work. If you take that on board and put some human warmth into your advertising, create empathy with your characters, then you will succeed.

"We are simply trying to create the best ad in each category."

That Lintas:Australia does. No accident about it. □

A toddler seems to defy gravity in this Fuji film TV spot.

Striking creative has helped Unilever's Rexona grow in Australia and globally.

Snappy rhythms, swirls of color and a touch of sex drive Honda's spots home.

Nestle's "Moments like these" Minties spots are out of this world.

Strong local flavor is brewed into Nestle's Coffee-mate ads.

Felicity Kendall shows a lobster its "Jacuzzi" in a Flora margarine ad.

Past winners: International

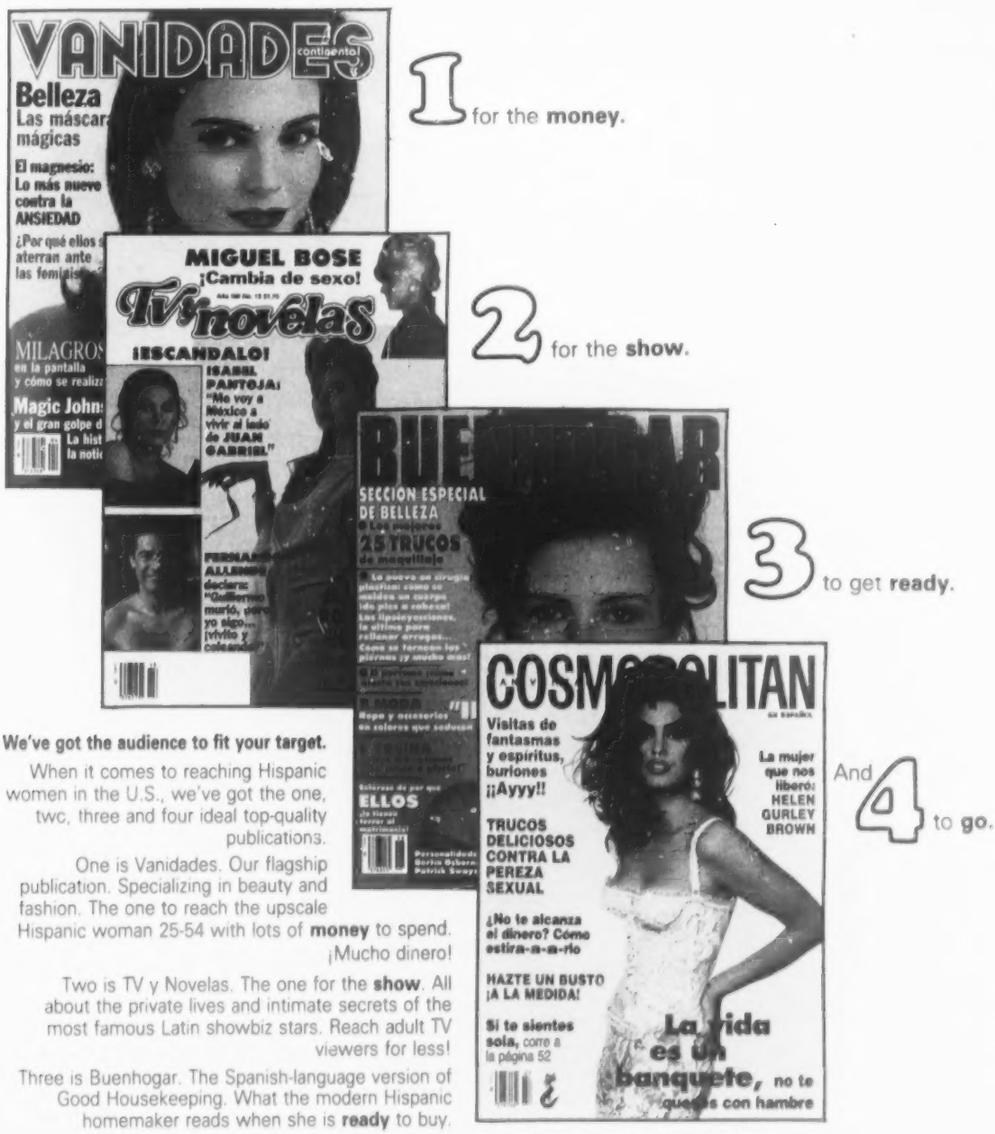
1990 Baker Lovick, Canada
1989 Contrapunto, Spain
1988 DDB Needham, U.K.
1987 Dentsu, Japan
1986 Mojo MDA, Australia
1985 Lowe Howard-Spink, U.K.
1984 Prins, Meijer, Stamenkovits & van Walbeek, Netherlands

Independent Agency Networks

Independent Agency Network, headquarters	Gross income 1991	Gross income 1990	Gross income % chg	Billings 1991	Billings 1990	Billings % chg	Agency members Worldwide	Agency members U.S.
Advertising & Marketing International Network, Cleveland	$180	NA	NA	$1,200	NA	NA	41	26
Affiliated Advertising Agencies International, Denver	480	$360	33.3	3,200	$2,400	33.3	88	55
Alliance International Group, London	106	147	-27.7	703	968	-27.4	18	1
Business-to-Business Network Ltd., Macclesfield, U.K.	28	17	60.8	183	114	60.5	11	1
ComVort GmbH, Berlin	44	NA	NA	295	NA	NA	18	1
Crossworld International Advertising Partnership, Paris	36	30	20.0	200	170	17.6	15	1
Dialogue International S.A., Brussels	53	45	17.8	350	300	16.7	15	1
Dorland Europe Continental S.A., Berlin	21	NA	NA	140	NA	NA	9	0
Group '92, London	48	NA	NA	323	NA	NA	8	0
Intermarket Association of Advertising Agencies, Dayton, Ohio	34	32	7.2	228	212	7.3	19	19
International Federation of Advertising Agencies, Schaumburg, Ill.	195	165	18.1	1,297	1,098	18.1	45	17
Interpartners Communications, Brussels	97	93	4.9	647	616	5.0	24	2
Mutual Advertising Agency Network, Cleveland	58	56	3.2	380	370	2.7	33	31
North American Advertising Agency Network, New York	132	126	4.9	878	837	4.9	66	40
Transworld Advertising Agency Network, New York	90	92	-1.6	600	610	-1.6	42	22

Notes: Gross income and billings are in millions of U.S. dollars.

AA Chart: Kathy Weiyu



1 for the **money.**

2 for the **show.**

3 to get **ready.**

And 4 to **go.**

We've got the audience to fit your target.

When it comes to reaching Hispanic women in the U.S., we've got the one, two, three and four ideal top-quality publications.

One is Vanidades. Our flagship publication. Specializing in beauty and fashion. The one to reach the upscale Hispanic woman 25-54 with lots of **money** to spend. ¡Mucho dinero!

Two is TV y Novelas. The one for the **show**. All about the private lives and intimate secrets of the most famous Latin showbiz stars. Reach adult TV viewers for less!

Three is Buenhogar. The Spanish-language version of Good Housekeeping. What the modern Hispanic homemaker reads when she is **ready** to buy.

And four is Cosmopolitan en Español. Reach "La Chica Cosmo" —that 18-34, independent Hispanic woman on the **go.**

So get ready, get set and go... Call any of our three regional sales offices and ask to set up a meeting with one of our sales representatives.

America Publishing Group

SPANAMERICA

The National Hispanic Magazine Network

Regional Sales Offices: New York: (212) 687-8760 • Los Angeles: (213) 937-2500 • Miami: (305) 871-6400, ext. 181

Independent shop networks catching on in Europe

Expansion and growth in the number of independent agency networks has paralleled the buyout frenzy that reshaped the agency and marketers' universe in the past decade.

Nowhere is this more apparent than in Europe.

Half the independent networks included in *Ad Age's* first listing of such global operations were formed since the mid-1980s, all Europe-based. The 15 networks in this survey comprise 452 small agencies of which 217 are in the U.S. Those agencies had collective gross income of $1.6 billion in 1991 on billings of $10.6 billion.

Independent networks provide members, generally small local shops, with broader coverage for their clients and improve their chances of sharing multinational clients that become part of the network's client pool.

U.S.-based independent networks have been around since the 1930s. In Europe, however, the growth of newly formed networks is motivated by a need to counter the consolidation taking place in the agency and advertiser communities as Europe moves closer to one market.

Mega-agency mergers that gave local advertisers a window to other national markets put pressure on the local agency without pan-European connections. At the same time, the mega-agencies also began to serve a widening number of multinational clients who bought out local clients to target new markets, according to Norval Stephens, International Federation of Advertising Agencies executive director.

Independent networks position themselves as an alternative to the bureaucratic, costly mega-agency networks.

"Local people also have equity in their agency and the agency has equity in its international network, so there is at least twice the motivation to ensure that our clients' campaigns travel well," said Berry Gelder, ceo of Interpartners Communications in Brussels.

Structures of the independent networks run the gamut. The network may be in name only with no central executive and no financial participation other than initiation fees and annual dues. Others are financially owned by members through a share structure. Some indies are known well enough among advertisers to be included in account pitches, although most are involved only peripherally through the support services they provide a member agency. □

World's Top 50 advertising organizations

Ranked by equity gross income

Rank '91	Rank '90	Advertising organizations, headquarters	U.S.-based agency brands included	Worldwide gross income 1991	Worldwide gross income 1990	% chg	Worldwide capitalized volume 1991	Worldwide capitalized volume 1990	% chg
1	1	**WPP Group**, London	**Ogilvy & Mather Worldwide**; Thomson-Leeds; Cole & Weber; Ogilvy & Mather Direct; Ogilvy & Mather Yellow Pages; A. Eicoff & Co.; **J. Walter Thompson Co.**; J. Walter Thompson Direct; J. Walter Thompson Healthcare; Thompson Recruitment; Brouillard Communications; **Scali, McCabe, Sloves**; Fallon McElligott; Morton Goldberg Associates; The Martin Agency; Stenrich Group	$2,661.8	$2,715.0	-2.0	$17,915.8	$18,095.0	-1.0
2	2	**Interpublic Group of Cos.**, New York	**McCann-Erickson Worldwide**; McCann Direct; McCann Healthcare; **Lintas:Worldwide**; Lintas Marketing Communications; Dailey & Associates; Fahlgren Martin; GS&B Lintas; Long, Haymes & Carr; **Lowe Group**; Lowe & Partners; Laurence, Charles, Free & Lawson	1,798.9	1,735.6	3.6	12,100.8	11,684.9	3.6
3	3	**Saatchi & Saatchi Co.**, New York/London	**Saatchi & Saatchi Advertising Worldwide**; Cadwell Davis Partners; Conill Advertising; Cliff Freeman & Partners; Klemtner Advertising; Rumrill-Hoyt; Team One; **Backer Spielvogel Bates Worldwide**; AC&R Advertising; Kobs & Draft; **Campbell-Mithun-Esty**	1,705.5	1,700.5	0.3	11,663.4	11,637.4	0.2
4	4	**Omnicom Group**, New York	**BBDO Worldwide**; Baxter, Gurian & Mazzei; Frank J. Corbett Inc.; Doremus & Co.; Lavey/Wolff/Swift; Tracy-Locke; **DDB Needham Worldwide**; Bernard Hodes Group; Kallir, Philips, Ross; Rainoldi Kerzner Radcliffe; Rapp Collins Marcoa	1,471.2	1,349.0	9.1	10,442.9	9,813.2	6.4
5	5	**Dentsu**, Tokyo	Dentsu America	1,451.0	1,254.8	15.6	10,680.1	9,671.6	10.4
6	6	**Young & Rubicam**, New York	Young & Rubicam; Calo Johnson Worldwide; Chapman Direct; Sudler & Hennessey; Wunderman Worldwide	1,057.1	1,073.6	-1.5	7,840.1	8,000.7	-2.0
7	7	**Euro RSCG**, Paris	Della Femina, McNamee; Lally, McFarland & Pantello; Messner Vetere Berger Carey Schmetterer; Tatham/RSCG	1,016.3	1,071.4	-5.1	6,955.7	6,894.8	0.9
8	8	**Grey Advertising**, New York	Grey Advertising; Gross Townsend Frank Hoffman	659.3	617.0	6.9	4,437.4	4,135.2	7.3
9	9	**Hakuhodo**, Tokyo	Hakuhodo Advertising America	655.6	586.3	11.8	4,686.7	4,529.4	3.5
10	10	**Foote, Cone & Belding Communications**, Chicago	Foote, Cone & Belding Communications; FCB Direct/U.S.; IMPACT; VICOM-FCB; Wahlstrom & Co.	616.0	543.4	13.4	4,651.0	4,390.1	5.9
11	12	**Leo Burnett Co.**, Chicago	Leo Burnett Co.	576.6	531.8	8.4	3,890.6	3,585.4	8.5
12	11	**D'Arcy Masius Benton & Bowles**, New York	D'Arcy Masius Benton & Bowles; Medicus Intercon International; Clarion Marketing & Communication	534.6	532.5	0.4	4,509.3	4,406.7	2.3
13	13	**Publicis-FCB Communications**, Paris	Publicis	512.8	438.1	17.0	3,433.7	2,962.7	15.9
14	14	**BDDP Worldwide**, Boulogne, France	Wells Rich Greene BDDP	277.0	236.0	17.4	1,941.3	1,625.4	19.4
15	15	**Bozell, Jacobs, Kenyon & Eckhardt**, New York	Bozell; Poppe Tyson	221.0	213.4	3.6	1,660.0	1,570.0	5.7
16	17	**Tokyu Agency**, Tokyo	NA	176.9	170.3	3.9	1,482.4	1,387.0	6.9
17	19	**Daiko Advertising**, Osaka, Japan	NA	174.3	159.5	9.3	1,278.1	1,199.3	6.6
18	16	**N W Ayer**, New York	N W Ayer	171.3	185.9	-7.9	1,361.1	1,469.2	-7.4
19	20	**Asatsu**, Tokyo	Asatsu America	166.2	140.7	18.1	1,194.0	1,018.0	17.3
20	24	**Dai-Ichi Kikaku Co.**, Tokyo	Krasser Craig D.I.K.	159.9	133.8	19.5	1,113.1	916.2	21.5
21	22	**TBWA Advertising**, New York	TBWA Advertising	144.8	137.8	5.1	1,001.3	919.0	9.0
22	21	**Chiat/Day/Mojo**, Venice, Calif.	Chiat/Day/Mojo; Anderson & Lembke	141.1	139.2	1.4	1,022.6	1,006.7	1.6
23	25	**Dentsu, Young & Rubicam Partnerships**, New York	Lord, Dentsu & Partners; Bowes Dentsu & Partners	129.2	128.0	1.0	935.9	924.9	1.2
24	23	**Ketchum Communications**, Pittsburgh	Ketchum Communications	127.2	134.2	-5.2	978.8	1,030.4	-5.0
25	18	**Lopex**, London	Warwick Baker & Fiore	124.0	163.3	-24.1	818.4	1,077.9	-24.1
26	28	**Yomiko Advertising**, Tokyo	NA	110.8	102.9	7.7	889.6	795.6	11.8
27	27	**I&S Corp.**, Tokyo	NA	108.1	104.1	1.9	849.0	833.0	1.9
28	26	**Ross Roy Group**, Bloomfield Hills, Mich.	Ross Roy Inc.; Calet, Hirsch & Spector; Griswold	105.1	106.0	-0.9	700.5	707.0	-0.9
29	32	**Cheil Communications**, Seoul	NA	101.6	73.1	39.1	315.8	274.1	15.2
30	29	**Asahi Advertising**, Tokyo	NA	96.7	88.9	8.8	582.1	522.7	11.4
31	30	**Man Nen Sha**, Osaka, Japan	NA	91.1	87.0	4.7	588.0	566.0	3.9
32	31	**Gold Greenlees Trott**, London	Babbis & Reiman Advertising; GSD&M; Martin-Williams Advertising	87.0	86.3	0.8	629.4	628.0	0.2
33	34	**FCA Group**, Suresnes, France	Bloom FCA	79.0	66.1	19.7	615.5	510.7	20.5
34	38	**Sogei**, Tokyo	NA	68.4	57.8	18.3	433.0	364.6	18.7
35	35	**Armando Testa Group Worldwide**, Milan	NA	67.1	64.3	4.3	515.0	481.8	6.9
36	33	**Clemenger/BBDO**, Melbourne	NA	66.0	67.1	-1.7	391.2	399.0	-2.0
37	40	**TMP Worldwide**, New York	TMP Worldwide	65.3	55.8	17.0	435.3	371.9	17.0
38	36	**Nihon Keizaisha Advertising**, Tokyo	NA	63.6	62.5	1.8	389.8	366.3	6.4
39	37	**GGK International**, Zurich	NA	61.3	61.9	-1.0	398.2	377.5	5.5
40	39	**Orikomi Advertising**, Tokyo	NA	58.7	57.5	2.0	487.6	440.0	10.8
41	41	**Earle Palmer Brown Cos.**, Bethesda, Md.	Earle Palmer Brown Cos.	57.2	54.1	5.7	454.7	415.6	9.4
42	44	**Hill, Holliday, Connors, Cosmopulos**, Boston	Hill, Holliday, Connors, Cosmopulos	55.0	50.1	9.9	367.0	333.9	9.9
43	45	**Chuo Senko Advertising Co.**, Tokyo	NA	52.6	50.0	5.8	382.9	369.2	3.7
44	50	**DIMAC Direct**, Bridgeton, Mo.	DIMAC Direct	52.5	44.9	16.9	138.8	107.8	28.8
45	43	**CDP Europe**, London	NA	51.0	50.5	1.1	378.6	354.2	6.9
46	46	**Admarketing**, Los Angeles	Admarketing	50.8	48.5	4.6	317.2	277.2	14.4
47	42	**W.B. Doner & Co.**, Southfield, Mich.	W.B. Doner & Co.	49.8	51.4	-3.1	395.3	395.4	-0.0
48	49	**Hal Riney & Partners**, San Francisco	Hal Riney & Partners	48.8	45.0	8.3	325.0	300.0	8.3
49	47	**Ally & Gargano**, New York	Ally & Gargano; Dugan/Farley Communications	44.6	46.6	-4.4	363.7	383.1	-5.1
50	48	**Oricom**, Seoul	NA	43.8	46.2	-5.1	147.9	174.0	-15.0

Notes: Gross income and billings are in millions of U.S. dollars. Rank for '90 reflects advertising organization's current composition. The U.S.-based agency brands, in boldface, present only among multi-tiered holding companies, are major divisions. Companies in the Top 50 hold minority equity in each other as follows: Foote, Cone & Belding Communications owns 49% of Publicis-FCB Communications; Omnicom Group owns 46.67% of Clemenger/BBDO; Young & Rubicam and Dentsu each own 50% of Dentsu, Young & Rubicam Partnerships; Dai-Ichi Kikaku Co. owns 10.69% of FCA Group. Profiles of the Top 50 and their holdings begin on Page S-24. See Page S-20 for methodology.

Slow growth

(Continued from Page S-1)
operation, the network's second-largest shop. International results improved 1.3% at Lintas:Worldwide, which got flat returns from the U.K., France and Germany and a 14.6% decline from Brazil where it bought MPM Propaganda, that country's largest agency. The new cruzado's decline of 74.9% against the dollar wreaked havoc on returns of many of the large multinational agencies in Brazil.

The composition of agencies on the consolidated chart, AA's traditional chart for ranking agencies, differs from that of the Top 50 advertising organizations in that the consolidated agencies are individual segments of these advertising organizations.

Agency struggles in the U.S. have centered more on the large than the small shop. Gross income among the Top 50 U.S. brand agencies (those billing $200 million or more) grew only 1.9%, while the remaining shops increased an aggregate 4.7% (AA, April 6).

U.S. media volumes, dominated in most cases by the big shops, have taken a beating. Network TV, the leading recipient of agency billings, pulled $10.3 billion from brand agencies, down 0.8% from these agencies in the prior year. Saatchi supplanted Burnett as the No. 1 buyer, spending $809.4 million, up 3%, to Burnett's $800 million, down 10.5%.

Saatchi also remained on top in spot TV buying by spending $515.5 million, up 3%, and in consumer magazines, spending $297.8 million, up 3%.

Foote, Cone & Belding Communications wrestled the spot radio crown from D'Arcy Masius Benton & Bowles despite being down 13.2% to $111.5 million.

Cable TV grew 11.2% and farm publications 12.1%, the only two among the 14 media monitored to gain more than 10%. □

Discs open up agency database

CHICAGO—*Advertising Age* has created two new software data packages for information-hungry marketing and media professionals.

Based on data compiled for this Agency Report, the discs contain domestic and international agency databases.

Agency billings figures, media breakdowns, gross income, volume, employee data, etc., covering more than 500 U.S.-based agencies are available for $600.

A database on more than 1,000 non-U.S. shops includes gross income, billings and equity investments by multinational agency networks. It also is being offered for $600. When purchased together, the total cost is $1,000.

The packages are available in popular spreadsheet and database formats.

To obtain additional information, or to place an order, contact Greg Bauer, Midwest sales manager, *Advertising Age*, at (312) 649-5304 or Kevin Brown, associate editor, at (312) 649-5272 in Chicago. □

U.S.-based consolidated agencies

Subsidiary returns in parent totals

Rank 1991	Rank 1990	Agency, headquarters	Total consolidated gross income 1991	Total consolidated gross income 1990	% chg	Total consolidated capitalized billings 1991	Total consolidated capitalized billings 1990	% chg
Agencies ranked by worldwide gross income								
1	1	**Young & Rubicam**, New York	$980.8	$1,001.4	-2.1	$7,331.4	$7,519.3	-2.5
2	2	**Saatchi & Saatchi Advertising Worldwide**, New York	829.2	814.6	1.8	5,665.7	5,566.0	1.8
3	4	**McCann-Erickson Worldwide**, New York	811.6	757.0	7.2	5,413.5	5,049.4	7.2
4	3	**Ogilvy & Mather Worldwide**, New York	794.9	775.3	2.5	5,520.7	5,374.8	2.7
5	6	**BBDO Worldwide**, New York	772.8	723.8	6.8	5,408.7	5,221.7	3.6
6	5	**Lintas:Worldwide**, New York	729.7	736.2	-0.9	4,887.2	4,937.4	-1.0
7	7	**J. Walter Thompson Co.**, New York	727.0	690.7	5.3	5,048.8	4,852.3	4.0
8	8	**DDB Needham Worldwide**, New York	698.4	625.2	11.7	5,034.3	4,591.5	9.6
9	9	**Backer Spielvogel Bates Worldwide**, New York	630.4	618.9	1.9	4,266.3	4,200.6	1.6
10	11	**Foote, Cone & Belding Communications**, Chicago	616.0	543.4	13.4	4,651.0	4,390.1	5.9
11	10	**Grey Advertising**, New York	615.1	583.3	5.5	4,142.7	3,910.4	5.9
12	13	**Leo Burnett Co.**, Chicago	576.6	531.8	8.4	3,890.6	3,585.4	8.5
13	12	**D'Arcy Masius Benton & Bowles**, New York	534.6	532.5	0.4	4,509.3	4,406.7	2.3
14	14	**Bozell**, New York	221.0	213.4	3.6	1,660.0	1,570.0	5.7
15	15	**Lowe Group**, New York	220.4	196.5	12.1	1,551.4	1,392.3	11.4
16	16	**N W Ayer**, New York	171.3	185.9	-7.9	1,361.1	1,469.2	-7.4
17	19	**TBWA Advertising**, New York	144.8	132.6	9.2	1,001.9	919.0	9.0
18	17	**Chiat/Day/Mojo**, Venice, Calif.	137.7	137.0	0.5	999.9	992.0	0.8
19	18	**Ketchum Communications**, Pittsburgh	127.2	134.2	-5.2	978.8	1,030.4	-5.0
20	20	**Campbell-Mithun-Esty**, Minneapolis	122.2	120.3	1.6	906.8	892.5	1.6
21	21	**Ross Roy Group**, Bloomfield Hills, Mich.	105.1	106.0	-0.9	700.5	707.0	-0.9
22	22	**Wells Rich Greene BDDP**, New York	105.0	105.0	0.0	923.7	845.0	9.3
23	23	**Scali, McCabe, Sloves**, New York	91.1	102.5	-11.1	631.1	694.8	-9.2
24	24	**Della Femina, McNamee**, New York	85.6	94.2	-9.2	713.0	782.0	-8.8
25	25	**TMP Worldwide**, New York	65.3	55.8	17.0	435.3	371.9	17.0
Agencies ranked by U.S. gross income								
1	1	**Young & Rubicam**, New York	$425.3	$450.6	-5.6	$3,464.8	$3,696.4	-6.3
2	2	**BBDO Worldwide**, New York	371.9	370.4	0.4	2,716.8	2,672.8	1.6
3	3	**Saatchi & Saatchi Advertising Worldwide**, New York	371.6	350.5	6.0	2,566.1	2,420.5	6.0
4	4	**Ogilvy & Mather Worldwide**, New York	322.4	321.7	0.2	2,242.5	2,219.7	1.0
5	6	**DDB Needham Worldwide**, New York	306.4	297.8	2.9	2,452.5	2,407.9	1.9
6	7	**Foote, Cone & Belding Communications**, Chicago	299.6	287.6	4.2	2,536.3	2,539.3	-0.1
7	5	**Leo Burnett Co.**, Chicago	299.1	299.3	-0.1	2,040.3	2,035.2	0.3
8	9	**D'Arcy Masius Benton & Bowles**, New York	276.6	276.7	0.0	2,611.4	2,510.9	4.0
9	8	**J. Walter Thompson Co.**, New York	272.5	285.2	-4.5	1,919.0	2,010.7	-4.6
10	11	**Grey Advertising**, New York	269.9	256.3	5.3	1,800.2	1,710.0	5.3
11	10	**Lintas:Worldwide**, New York	254.8	267.3	-4.7	1,719.6	1,810.0	-5.0
12	13	**McCann-Erickson Worldwide**, New York	224.2	210.1	6.7	1,495.1	1,401.4	6.7
13	12	**Backer Spielvogel Bates Worldwide**, New York	205.1	213.0	-3.7	1,407.0	1,460.1	-3.6
14	14	**Bozell**, New York	164.8	163.9	0.5	1,285.0	1,240.0	3.6
15	16	**Campbell-Mithun-Esty**, Minneapolis	122.2	120.3	1.6	906.8	892.5	1.6
16	15	**Ketchum Communications**, Pittsburgh	112.2	121.3	-7.5	878.5	944.0	-6.9
17	17	**Ross Roy Group**, Bloomfield Hills, Mich.	105.1	106.0	-0.9	700.5	707.0	-0.9
18	18	**Wells Rich Greene BDDP**, New York	105.0	105.0	0.0	923.7	845.0	9.3
19	21	**Chiat/Day/Mojo**, Venice, Calif.	91.8	91.1	0.8	704.9	697.0	1.1
20	20	**Della Femina, McNamee**, New York	85.6	94.2	-9.2	713.0	782.0	-8.8
21	19	**N W Ayer**, New York	80.2	99.4	-19.3	754.4	892.2	-15.4
22	22	**Lowe Group**, New York	79.2	79.0	0.3	610.3	609.0	0.2
23	24	**TMP Worldwide**, New York	61.4	52.8	16.3	409.1	351.7	16.3
24	23	**Scali, McCabe, Sloves**, New York	58.5	66.4	-11.9	409.6	454.2	-9.8
25	28	**Hill, Holliday, Connors, Cosmopulos**, Boston	53.6	46.1	16.2	357.3	307.5	16.2
Agencies ranked by Non-U.S. gross income								
1	2	**McCann-Erickson Worldwide**, New York	$587.5	$546.9	7.4	$3,918.4	$3,648.0	7.4
2	1	**Young & Rubicam**, New York	555.5	550.8	0.9	3,866.6	3,823.0	1.1
3	3	**Lintas:Worldwide**, New York	474.9	468.9	1.3	3,167.6	3,127.4	1.3
4	5	**Ogilvy & Mather Worldwide**, New York	472.5	453.6	4.2	3,278.1	3,155.1	3.9
5	4	**Saatchi & Saatchi Advertising Worldwide**, New York	457.6	464.1	-1.4	3,099.6	3,145.5	-1.5
6	6	**J. Walter Thompson Co.**, New York	454.5	405.5	12.1	3,129.8	2,841.6	10.1
7	7	**Backer Spielvogel Bates Worldwide**, New York	423.6	404.3	4.8	2,896.2	2,729.6	6.1
8	8	**BBDO Worldwide**, New York	400.9	353.4	13.4	2,691.9	2,548.8	5.6
9	9	**DDB Needham Worldwide**, New York	391.9	327.4	19.7	2,581.8	2,183.6	18.2
10	10	**Grey Advertising**, New York	345.2	327.0	5.6	2,342.5	2,200.4	6.5
11	12	**Foote, Cone & Belding Communications**, Chicago	316.4	255.8	23.7	2,114.7	1,850.8	14.3
12	13	**Leo Burnett Co.**, Chicago	277.5	232.5	19.4	1,850.3	1,550.3	19.4
13	11	**D'Arcy Masius Benton & Bowles**, New York	258.0	255.9	0.8	1,897.9	1,895.8	0.1
14	14	**Lowe Group**, New York	141.2	117.5	20.1	941.1	783.3	20.1
15	15	**TBWA Advertising**, New York	99.2	90.4	9.7	698.1	637.7	9.5
16	16	**N W Ayer**, New York	91.1	86.5	5.3	606.7	577.0	5.1
17	17	**Bozell**, New York	56.3	49.5	13.6	375.0	330.0	13.6
18	18	**Chiat/Day/Mojo**, Venice, Calif.	45.9	45.9	0.0	295.0	295.0	0.0
19	19	**Scali, McCabe, Sloves**, New York	32.6	36.1	-9.6	221.5	240.7	-8.0
20	20	**Ketchum Communications**, Pittsburgh	15.0	13.0	16.1	100.3	86.4	16.1

Notes: Dollars are in millions. Rankings in 1990 reflect agency's current composition. Total agency gross income and capitalized billings include returns from the following:
Backer Spielvogel Bates Worldwide: AC&R Advertising; Kobs & Draft.
BBDO Worldwide: Baxter, Gurian & Mazzei; Frank J. Corbett Inc.; Doremus & Co.; Lavey/Wolff/Swift; Tracy-Locke; Rapp Collins Marcoa (50%).
D'Arcy Masius Benton & Bowles: Medicus Intercon International; Clarion Marketing & Communications; Manning, Selvage & Lee (public relations).
DDB Needham Worldwide: Bernhard Hodes Group; Kallir, Philips, Ross; Rapp Collins Marcoa (50%).
Foote, Cone & Belding Communications: IMPACT; Vicom/FCB; FCB Direct/U.S.; Wahlstrom & Co.; Publicis-FCB Communications (49%).
Lintas:Worldwide: Dailey & Associates; Fahlgren Martin; Lintas: Marketing Communication; GS&B Lintas.
McCann-Erickson Worldwide: McCann Direct; McCann Healthcare.
Ogilvy & Mather Worldwide: Ogilvy & Mather Direct Response; Ogilvy & Mather Public Relations; Ogilvy & Mather Yellow Pages; Thomson-Leeds; A. Eicoff & Co.
Saatchi & Saatchi Advertising Worldwide: Cadwell Davis Partners; Cliff Freeman & Partners; Conill Advertising; Klemtner Advertising; Rumrill-Hoyt; Team One Advertising.
Scali, McCabe, Sloves: Fallon McElligott; Martin Agency; Stenrich Group.
J. Walter Thompson Co.: Thompson Recruitment; Brouillard Communications; J. Walter Thompson Direct; J. Walter Thompson Healthcare.
Young & Rubicam: Cato Johnson Worldwide; Chapman Direct; Sudler & Hennessey; Creswell, Munsell, Fultz & Zirbel; Wunderman Worldwide; Dentsu, Young & Rubicam Partnerships (50%); Burson-Marsteller (media-related billings only).

U.S. agency brands ranked by gross income

Rank 1991	Rank 1990	Agency, headquarters	U.S. gross income 1991	U.S. gross income % chg	U.S. billings 1991	
1	1	**Leo Burnett Co.**, Chicago	$299.1	-0.1	$2,040.3	✓
2	2	**Saatchi & Saatchi Advertising Worldwide**, New York	286.3	3.0	1,908.9	
3	3	**Grey Advertising**, New York	269.9	5.3	1,800.2	✓
4	4	**J. Walter Thompson Co.**, New York	234.0	-3.6	1,663.5	✓
5	5	**Foote, Cone & Belding Communications**, Chicago	228.9	3.2	2,032.0	✓
6	6	**Ogilvy & Mather Worldwide**, New York	224.8	2.0	1,571.7	
7	10	**McCann-Erickson Worldwide**, New York	212.5	6.3	1,417.1	✓
8	7	**Young & Rubicam**, New York	212.4	-1.9	2,026.6	✓
9	8	**BBDO Worldwide**, New York	211.4	1.8	1,554.0	✓
10	9	**D'Arcy Masius Benton & Bowles**, New York	202.2	-1.0	2,050.3	✓
11	11	**DDB Needham Worldwide**, New York	197.4	2.9	1,688.7	✓
12	12	**Backer Spielvogel Bates Worldwide**, New York	161.8	-5.2	1,078.4	
13	13	**Bozell**, New York	157.0	1.0	1,230.0	✓
14	14	**Lintas:Worldwide**, New York	149.0	0.0	993.7	✓
15	16	**Campbell-Mithun-Esty**, Minneapolis	122.2	1.6	906.8	
16	15	**Ketchum Communications**, Pittsburgh	112.2	-7.5	878.5	✓
17	17	**Wells Rich Greene BDDP**, New York	105.0	0.0	923.7	
18	19	**Della Femina, McNamee**, New York	85.6	-9.2	713.0	
19	20	**Chiat/Day/Mojo**, Venice, Calif.	81.6	-0.4	637.0	
20	18	**N W Ayer**, New York	80.2	-19.3	754.4	
21	21	**Ross Roy Inc.**, Bloomfield Hills, Mich. *	67.1	1.6	447.0	
22	23	**TMP Worldwide**, New York	61.4	16.3	409.1	✓
23	22	**Tracy-Locke**, Dallas	54.5	-4.5	395.4	✓
24	27	**Hill, Holliday, Connors, Cosmopulos**, Boston	53.6	16.2	357.3	
25	30	**DIMAC Direct**, Bridgeton, Mo.	52.5	16.9	138.8	
26	25	**Earle Palmer Brown Cos.**, Bethesda, Md.	51.6	6.4	417.4	
27	24	**Admarketing**, Los Angeles	50.8	4.6	317.2	
28	29	**Hal Riney & Partners**, San Francisco *	48.8	8.3	325.0	
29	28	**Lowe & Partners**, New York	45.7	0.4	325.3	✓
30	32	**TBWA Advertising**, New York	45.6	8.0	303.7	
31	26	**Lintas:Marketing Communications**, New York	44.8	-7.2	298.7	✓
32	33	**Jordan, McGrath, Case & Taylor**, New York	42.2	2.9	350.0	
33	34	**McCaffrey & McCall**, New York	40.0	-0.7	266.5	
34	31	**W.B. Doner & Co.**, Southfield, Mich.	39.0	-8.5	296.8	
35	37	**Ogilvy & Mather Direct**, New York	37.4	3.3	233.0	
36	54	**Ferguson Communications Group**, Parsippany, N.J.	37.0	45.8	173.1	
37	36	**Wunderman Worldwide**, New York	36.2	-5.1	241.4	✓
38	35	**Ally & Gargano**, New York	35.2	-7.9	303.0	
39	39	**Laurance, Charles, Free & Lawson**, New York	33.5	0.0	285.0	✓
40	44	**Tatham/RSCG**, Chicago	33.4	16.6	324.7	✓
41	41	**Ammirati & Puris**, New York *	32.5	6.4	250.0	
42	43	**Lois/USA**, New York	32.0	6.7	237.0	✓
43	52	**Rapp Collins Marcoa**, New York	31.3	23.0	260.3	✓
44	71	**Avrett, Free & Ginsberg**, New York	30.2	56.4	245.0	
45	45	**FCB Direct/U.S.**, Chicago	30.1	5.8	201.0	✓
46	56	**Medicus Intercon International**, New York	27.9	14.6	227.7	✓
47	49	**Sudler & Hennessey**, New York	27.571	6.0	183.8	✓
48	55	**Nelson Communications**, New York *	27.569	9.3	183.9	
49	66	**Team One Advertising**, El Segundo, Calif. *	27.525	33.3	183.5	
50	128	**Messner Vetere Berger Carey Schmetterer**, New York	27.247	160.2	207.8	
51	48	**Clarion Marketing & Communication**, Greenwich, Conn.	26.809	3.0	202.1	✓
52	47	**Evans Communications**, Salt Lake City *	26.800	0.4	178.5	✓
53	62	**Berry Network**, Dayton, Ohio	26.783	25.8	147.0	✓
54	53	**Tarlow Advertising**, New York	25.679	1.2	192.9	
55	82	**Klemtner Advertising**, New York	25.500	44.9	165.1	
56	40	**Nationwide Advertising Service**, Cleveland	25.481	-19.0	169.9	✓
57	64	**Richards Group**, Dallas	25.050	19.9	180.1	
58	57	**Keller-Crescent Co.**, Evansville, Ind.	24.169	1.2	121.4	
59	51	**Warwick Baker & Fiore**, New York	24.000	-6.8	160.0	
60	46	**Cato Johnson Worldwide**, New York	23.891	-15.1	159.5	✓
61	42	**Bernard Hodes Group**, New York	23.533	-22.1	156.9	✓
62	60	**Kallir, Philips, Ross**, New York	23.471	5.8	186.2	✓
63	68	**Kobs & Draft**, Chicago	23.385	16.1	155.9	
64	38	**Scali, McCabe, Sloves**, New York	22.879	-36.6	160.6	
65	50	**Dailey & Associates**, Los Angeles	22.875	-11.9	173.8	✓
66	72	**Margeotes Fertitta & Weiss**, New York	22.399	16.8	145.7	
67	63	**Griffin Bacal**, New York	22.246	4.5	173.8	
68	75	**William Douglas McAdams**, New York	22.245	18.6	155.5	✓
69	67	**Lavey/Wolff/Swift**, New York	21.639	6.1	144.3	✓
70	58	**Fahlgren Martin**, Parkersburg, W. Va.	21.605	-6.8	142.9	✓
71	111	**Wieden & Kennedy**, Portland, Ore. *	20.600	63.5	165.0	
72	74	**Rosenfeld, Sirowitz, Humphrey & Strauss**, New York	20.250	6.3	135.0	
73	70	**GSD&M**, Austin, Texas	20.063	0.4	149.5	
74	69	**Bloom FCA**, New York	20.000	0.0	189.1	✓
75	61	**AC&R Advertising**, New York	19.881	-10.1	172.7	
76	78	**Geer, DuBois**, New York *	19.500	8.3	150.0	
77	73	**Eisaman, Johns & Laws**, Los Angeles	19.214	0.4	146.8	✓
78	83	**Rubin Postaer & Associates**, Santa Monica, Calif.	19.188	9.8	180.7	
79	80	**Bayer Bess Vanderwarker**, Chicago *	19.117	7.0	125.3	✓
80	65	**Lord, Dentsu & Partners**, New York	18.955	-9.2	151.6	✓
81	85	**Venet Advertising**, Union, N.J.	18.735	11.3	124.9	
82	114	**Barry Blau & Partners**, Fairfield, Conn.	18.697	51.0	127.0	✓
83	84	**Cramer-Krasselt**, Milwaukee	18.475	8.8	126.3	✓
84	59	**Thompson Recruitment**, Los Angeles	18.068	-19.0	119.0	✓
85	90	**Tucker Wayne/Luckie & Co.**, Atlanta	18.014	16.3	131.2	✓
86	141	**Goodby, Berlin & Silverstein**, San Francisco	17.586	85.3	117.3	
87	76	**Meldrum & Fewsmith Communications**, Cleveland	17.423	-6.1	116.2	
88	88	**Davis Ball & Colombatto**, Los Angeles	17.395	5.0	155.2	✓
89	99	**VICOM/FCB**, San Francisco	17.363	21.4	148.4	✓
90	81	**The Martin Agency**, Richmond, Va. *	17.352	-2.7	116.0	
91	79	**Weightman Group**, Philadelphia	17.100	-5.0	114.0	
92	101	**Bernstein-Rein Advertising**, Kansas City, Mo.	17.064	21.5	135.4	✓
93	96	**Chapman Direct**, New York	16.978	13.1	113.2	✓
94	91	**Calet, Hirsch & Spector**, New York *	16.800	9.1	112.0	
95	89	**Partners & Shevack**, New York	16.765	5.4	171.9	
96	108	**Fallon McElligott**, Minneapolis	16.639	29.2	126.1	
97	77	**Direct Marketing Group, New York** *	16.488	-9.8	131.9	
98	87	**Wyse Advertising**, Cleveland	16.100	-3.0	139.0	
99	92	**M.E.D. Communications**, Woodbridge, N.J. *	15.736	2.9	103.0	
100	119	**Gross Townsend Frank Hoffman**, New York *	15.700	34.2	104.7	
101	86	**Ingalls, Quinn & Johnson**, Boston	$15,426.0	-7.4	$139,027.0	✓
102	98	**Carmichael Lynch**, Minneapolis	15,295.9	6.3	109,700.0	✓
103	94	**Bowes Dentsu & Partners**, Los Angeles *	15,140.0	0.0	97,100.0	
104	97	**Valentine-Radford Communications**, Kansas City, Mo.	15,088.2	3.1	100,635.8	✓
105	93	**Cadwell Davis Partners**, New York *	15,060.0	-0.6	100,400.0	
106	104	**Rumrill-Hoyt**, Rochester, N.Y.	14,895.0	11.5	99,351.0	
107	131	**Duvon Direct Marketing & Advertising**, Berwyn, Pa.	14,800.0	43.7	99,100.0	✓
108	105	**Martin-Williams Advertising**, Minneapolis	14,600.0	9.8	119,000.0	
109	109	**Mullen Advertising**, Wenham, Mass.	14,431.5	12.8	96,210.0	
110	127	**Kresser Craig D.I.K.**, Santa Monica, Calif.	13,824.0	30.2	92,165.7	
111	121	**U.S. Communications Corp.**, Minneapolis	13,674.0	19.6	91,236.0	✓
112	106	**McKinney & Silver**, Raleigh, N.C.	13,611.4	3.3	90,750.3	
113	145	**Frankfurt Gips Balkind**, New York *	13,200.0	41.9	85,000.0	
114	95	**Long, Haymes & Carr**, Winston-Salem, N.C.	13,142.2	-12.8	87,657.0	✓
115	102	**Cabot Communications**, Boston	12,978.6	-5.5	86,567.0	
116	161	**Arnold Fortuna Lane & Co.**, Boston	12,832.1	56.1	85,589.7	✓
117	118	**Noble Communications**, Springfield, Mo.	12,573.4	7.4	89,063.7	
118	107	**A. Eicoff & Co.**, Chicago *	12,500.0	-3.1	99,900.0	
119	124	**Goldberg Moser O'Neill**, San Francisco	12,150.0	11.0	81,000.0	
120	117	**Cliff Freeman & Partners**, New York *	12,120.0	2.3	80,800.0	
121	133	**Frank J. Corbett Inc.**, Chicago	11,883.0	16.3	79,259.9	✓
122	156	**Fogarty & Klein/Winius Brandon**, Houston	11,850.4	39.9	87,388.6	
123	222	**Girgenti, Hughes, Butler & McDowell**, New York	11,800.0	131.4	78,700.0	✓
124	126	**IMPACT**, Chicago	11,676.0	9.8	77,879.0	✓
125	135	**Hamilton, Carver & Lee**, Chicago	11,650.0	17.7	73,800.0	✓
126	113	**Wahlstrom & Co.**, Stamford, Conn. *	11,550.0	-7.2	77,000.0	
127	125	**Liggett-Stashower**, Cleveland	11,505.3	5.6	74,400.0	✓
128	100	**Doremus & Co.**, New York	11,489.8	-18.6	86,456.9	✓
129	116	**Dentsu America**, New York	11,408.1	-3.9	80,497.7	✓
130	120	**Grace & Rothschild**, New York	11,400.0	-2.2	76,000.0	✓
131	115	**Asher/Gould Advertising**, Los Angeles	11,100.0	-8.6	74,000.0	✓
132	150	**Rotando, Lerch & Iafeliece**, Stamford, Conn.	10,862.0	25.0	85,800.0	✓
133	169	**Cline, Davis & Mann**, New York	10,615.0	37.4	76,665.4	✓
134	220	**Lewis & Gace**, Fort Lee, N.J.	10,597.8	105.5	83,064.7	
135	137	**Richardson, Myers & Donofrio**, Baltimore *	10,586.5	9.0	67,900.0	
136	144	**Jack Levy Associates**, Chicago	10,306.9	10.7	68,724.4	
137	155	**Frankenberry, Laughlin & Constable**, Milwaukee	10,300.0	20.9	68,400.0	
138	112	**Eric Mower & Associates**, Syracuse, N.Y.	10,205.3	-18.8	70,643.8	✓
139	129	**Gray Kirk/Van Sant Advertising**, Baltimore	10,200.0	-2.0	75,500.0	✓
140	147	**Anderson & Lembke**, New York	10,190.0	12.0	67,940.0	
141	134	**William Cook Agency**, Jacksonville, Fla.	10,182.1	-0.3	70,940.7	✓
142	138	**Goodwin, Dannenbaum, Littman & Wingfield**, Houston	10,045.0	4.1	68,335.5	
143	142	**Ackerman Hood & McQueen**, Oklahoma City	10,042.6	6.3	75,542.0	✓
144	139	**Dorritie Lyons & Nickel**, New York *	9,856.8	2.6	60,505.5	
145	140	**Henderson Advertising**, Greenville, S.C.	9,755.0	2.6	75,036.0	
146	153	**Lally, McFarland & Pantello**, New York	9,500.0	11.2	77,600.0	
147	130	**Cole & Weber**, Seattle	9,476.4	-8.6	83,245.7	
148	172	**MARC Advertising**, Pittsburgh	9,399.5	23.5	62,694.7	✓
149	122	**Brouillard Communications**, New York	9,360.9	-15.9	62,437.0	✓
150	146	**Berenter Greenhouse & Webster**, New York	9,330.0	1.5	67,526.0	
151	123	**Robinson, Yesawich & Pepperdine**, Orlando, Fla.	9,324.2	-15.4	62,192.3	✓
152	157	**Dugan/Farley Communications**, Upper Saddle River, N.J.	9,300.0	10.3	60,700.0	
152	103	**Al Paul Lefton Co.**, Philadelphia	9,300.0	-31.1	74,600.0	
152	174	**Chuck Ruhr Advertising**, Minneapolis	9,300.0	23.3	72,000.0	
155	148	**Keyes Martin & Co.**, Springfield, N.J.	9,250.0	2.8	65,000.0	✓
156	149	**Burrell Communications Group**, Chicago	9,229.7	5.5	61,531.3	
157	158	**Trahan, Burden & Charles**, Baltimore	9,180.0	9.7	61,900.0	
158	143	**Bader Rutter & Associates**, Brookfield, Wis.	9,073.9	-3.2	60,507.3	✓
159	162	**Greenstone Roberts Advertising**, Melville, N.Y.	9,044.3	10.1	60,736.4	✓
160	160	**Martin Marshall Jaccoma Mitchell**, New York	9,000.0	9.1	60,000.0	
161	154	**Cohn & Wells**, San Francisco	8,995.4	5.5	95,431.9	✓
162	136	**Carrafiello-Diehl & Associates**, Irvington-on-Hudson, N.Y.	8,869.0	-9.2	58,982.1	✓
163	186	**Korey Kay & Partners**, New York	8,833.3	34.6	57,803.7	
164	110	**Slater Hanft Martin**, New York	8,700.0	-31.9	58,000.0	
165	170	**Tinsley Advertising**, Miami	8,505.0	10.7	56,700.0	✓
166	152	**Romann & Tannenholz**, New York	8,433.6	-1.6	55,127.0	✓
167	230	**Dahlin Smith White**, Salt Lake City	8,325.0	68.5	60,836.4	✓
168	163	**Saugatuck Direct**, Westport, Conn.	8,290.0	1.4	53,964.5	
169	168	**GSP Marketing Services**, Chicago	8,281.2	6.9	55,236.0	✓
170	151	**Miller Meester Advertising**, Minneapolis	8,250.0	-4.1	55,000.0	
171	132	**Bentley, Barnes & Lynn**, Chicago	8,182.3	-20.5	54,548.6	
172	175	**Ruppman Marketing Technologies**, Peoria, Ill.	8,000.0	6.7	33,700.0	✓
173	165	**J. Richard Smith Advertising**, Melville, N.Y. *	7,967.4	-0.2	45,528.1	
174	179	**Colle & McVoy**, Minneapolis	7,953.0	11.6	53,046.5	
175	178	**Waring & LaRosa**, New York	7,950.0	9.7	69,200.0	
176	171	**Griswold**, Cleveland *	7,800.0	2.0	52,000.0	
177	159	**Poppe Tyson**, New York	7,750.0	-7.2	55,000.0	
178	181	**Eisner & Associates**, Baltimore	7,696.0	10.3	63,099.3	✓
179	173	**Mendoza, Dillon & Asociados**, Newport Beach, Calif.	7,675.0	1.1	63,245.0	✓
180	199	**Harrison, Star, Wiener & Beitler**, New York	7,575.0	28.4	50,500.0	✓
181	211	**Trone Advertising**, Greensboro, N.C.	7,544.8	39.2	68,648.5	✓
182	198	**Mars Advertising**, Southfield, Mich.	7,439.1	25.0	50,420.9	✓
183	167	**Borders, Perrin & Norrander**, Portland, Ore.	7,404.0	-4.6	57,870.0	✓
184	166	**McAdams, Richman & Ong**, Bala-Cynwyd, Pa.	7,273.5	-8.7	48,500.0	
185	195	**McCann Direct**, New York *	7,200.0	20.0	48,000.0	✓
186	164	**Eikman Advertising & PR**, Bala-Cynwyd, Pa.	7,100.0	-11.1	47,400.0	✓
187	189	**Hakuhodo Advertising America**, New York	7,057.0	12.4	52,563.0	
188	196	**J. Walter Thompson Healthcare**, New York *	7,050.0	17.5	47,000.0	✓
189	183	**Hameroff/Milenthal/Spence**, Columbus, Ohio	7,023.8	3.5	45,906.3	✓
190	184	**Stern Walters Partners**, Chicago	6,612.4	-2.1	43,201.2	✓
191	177	**Marketing Resources of America**, Overland Park, Kan.	6,608.3	-10.4	46,250.0	
192	185	**Ericson Marketing Communications**, Nashville, Tenn.	6,600.0	0.0	44,039.0	
193	176	**Buntin Advertising**, Nashville, Tenn.	6,587.0	-11.5	43,913.0	
194	180	**William R. Biggs/Gilmore Associates**, Kalamazoo, Mich.	6,491.0	-7.6	43,490.0	
195	221	**Houston, Effler & Partners**, Boston	6,482.3	26.9	43,236.0	✓
196	NA	**MacNamara, Klein & Solin**, New York	6,396.0	NA	61,500.0	
197	209	**Stenrich Group**, Glen Allen, Va.	6,342.5	15.6	42,011.7	
198	187	**Austin Kelley Advertising**, Atlanta	6,179.3	-2.1	44,456.2	✓
199	205	**Dorland Sweeney Jones**, Philadelphia	6,173.0	9.6	42,079.4	✓
200	219	**Pedone & Partners**, New York	6,129.6	18.2	40,002.0	✓

Notes: Dollars are in millions.

Notes: Dollars are in thousands. ✓ indicates that the agency received signature of an independent accountant verifying figures supplied to AA. * indicates that gross income figures are AA estimates. 1990 rankings are computed from figures reported in 1991. See Page S-20 for methodology

AA Chart: Kathy Welyki

U.S. agency brands (continued)

Rank 1991	Rank 1990	Agency, headquarters	U.S. gross income 1991	U.S. gross income % chg	U.S. billings 1991	
201	182	**Grant/Jacoby**, Chicago	$6,100.0	-10.3	$56,845.0	✓
202	213	**McDougall Associates**, Peabody, Mass.	6,096.0	13.2	36,150.0	
203	201	**Jordan Tamraz Caruse Advertising**, Chicago	6,083.3	5.4	40,557.9	
204	193	**Abelson-Taylor**, Chicago	6,060.3	0.3	46,503.6	
205	257	**Brierley & Partners**, Dallas	6,039.0	45.9	45,764.0	✓
206	210	**Cranford Johnson Robinson Woods**, Little Rock, Ark.	6,016.7	10.2	40,131.5	✓
207	194	**CHC Advertising**, Woodbridge, N.J.	6,000.0	0.0	45,510.0	
208	206	**Kolon, Bittker & Desmond**, Troy, Mich.	5,850.0	4.5	37,800.0	
209	215	**Cohen/Johnson**, Los Angeles	5,835.0	9.1	55,426.4	✓
210	208	**Publicis**, New York	5,809.4	5.6	48,895.8	✓
211	203	**Wolf, Mansfield, Bolting**, Buffalo, N.Y.	5,780.0	2.2	42,050.0	
212	188	**Gilbert, Whitney & Johns**, Whippany, N.J.	5,775.0	-8.3	38,500.0	
213	231	**Puskar Gibbon Chapin**, Dallas *	5,750.0	16.5	46,000.0	
214	190	**Mintz & Hoke**, Avon, Conn.	5,732.0	-7.6	38,213.0	✓
215	202	**Ad Team**, North Miami Beach, Fla.	5,660.0	0.0	37,450.0	
216	204	**Adler Boschetto Peebles & Partners**, New York	5,638.2	-0.2	46,528.7	✓
217	191	**Babbit & Reiman Advertising**, Atlanta *	5,613.9	-8.0	46,396.0	
218	239	**Ted Thomas Associates**, Philadelphia	5,495.5	19.2	46,077.8	✓
219	235	**Harris-Drury-Cohen**, Fort Lauderdale, Fla.	5,476.0	16.8	36,507.0	✓
220	233	**Albert Frank-Guenther Law**, New York	5,405.0	12.7	36,053.0	✓
221	266	**Redgate Communications**, Vero Beach, Fla.	5,396.0	36.1	36,561.1	
222	207	**Hoffman, York & Compton**, Milwaukee	5,358.4	-2.9	40,746.5	
223	242	**Yaffe & Co.**, Southfield, Mich.	5,313.4	16.6	35,422.0	✓
224	245	**Larkin, Meeder & Schweidel**, Dallas	5,308.4	17.7	35,407.2	✓
225	216	**Cox Landey & Partners**, New York	5,250.0	0.0	35,000.0	
226	217	**McFarland & Drier**, Miami *	5,250.0	0.0	42,000.0	
227	246	**Stern Advertising**, Pepper Pike, Ohio	5,250.0	16.7	35,000.0	✓
228	227	**Floathe Johnson Associates**, Kirkland, Wash.	5,247.1	5.5	36,550.5	✓
229	238	**Marcus Advertising**, Cleveland	5,243.2	13.4	42,715.9	✓
230	250	**Karsh & Hagan**, Englewood, Colo.	5,157.8	19.0	33,376.4	✓
231	228	**Baxter, Gurian & Mazzei**, Beverly Hills, Calif.	5,100.0	2.9	34,200.0	✓
232	316	**Herring Newman**, Seattle	5,078.5	78.0	33,999.3	
233	226	**Schutte & Co.**, Buffalo, N.Y.	5,054.0	0.2	42,459.5	✓
234	225	**Bonneville Communications**, Salt Lake City	4,989.0	-1.2	33,039.0	
235	236	**Marquardt & Roche**, Stamford, Conn.	4,956.0	5.8	33,040.3	
236	240	**Gordon Bailey & Associates**, Stone Mountain, Ga.	4,956.0	7.6	32,742.0	✓
237	234	**Wolf Blumberg Krody**, Cincinnati	4,953.0	4.9	33,036.4	✓
238	264	**Food Group**, New York	4,920.0	23.3	31,000.0	
239	229	**Chernoff/Silver & Associates**, Columbia, S.C.	4,886.8	-1.3	27,973.7	✓
240	263	**Reimel Carter Advertising**, Philadelphia	4,878.0	20.1	26,523.0	✓
241	241	**Berline Group**, Birmingham, Mich.	4,875.0	6.6	32,500.0	
242	224	**Jayme Organization**, Cleveland	4,739.4	-6.7	37,095.3	✓
243	312	**Lotas Minard Patton McIver**, New York	4,720.0	58.7	35,808.5	
244	252	**Sullivan Higdon & Sink**, Wichita, Kan.	4,715.7	10.7	40,897.7	
245	244	**Taylor Smith**, Houston	4,708.1	4.0	31,400.0	
246	297	**Shelly Berman Communicators**, Westerville, Ohio	4,679.2	46.0	39,920.6	✓
247	218	**Lord, Sullivan & Yoder**, Columbus, Ohio	4,645.0	-10.6	35,880.2	✓
248	214	**Bender, Browning, Dolby & Sanderson**, Chicago	4,620.9	-14.0	30,813.4	✓
249	296	**Creative Alliance**, Louisville	4,597.8	43.4	45,415.8	✓
250	280	**Salthouse-Torre-Norton**, Rutherford, N.J.	4,587.5	29.2	58,264.1	✓
251	232	**Doe-Anderson Advertising**, Louisville	4,566.3	-7.2	34,287.9	✓
252	254	**Franklin Spier Inc.**, New York	4,549.3	8.2	30,344.0	✓
253	192	**Gearon Hoffman Conlon & Nye**, Boston	4,546.5	-24.8	29,554.0	
254	248	**Stone, August, Baker Communications**, Troy, Mich.	4,544.5	2.3	29,832.3	
255	256	**McCann Healthcare**, Chicago *	4,500.0	7.1	30,000.0	✓
256	261	**Warner, Bicking, Morris & Partners**, New York *	4,480.0	9.6	29,254.1	
257	269	**Lawrence Butner Advertising**, New York	4,364.3	15.3	29,096.6	✓
258	258	**Conill Advertising**, New York	4,336.0	5.5	28,000.0	
259	260	**Glennon & Co.**, St. Louis	4,282.0	4.5	31,384.0	
260	223	**Stone & Simons**, Southfield, Mich.	4,257.5	-16.4	30,534.8	
261	243	**Marketing Support**, Chicago	4,245.4	-6.4	38,392.5	✓
262	197	**Campbell & Wagman**, Los Angeles	4,245.0	-28.9	28,300.0	✓
263	212	**Paolin & Sweeney**, Cherry Hill, N.J.	4,200.0	-22.2	24,000.0	✓
263	309	**Simmons, Durham & Associates**, St. Louis	4,200.0	40.0	28,014.0	✓
265	237	**Salvati Montgomery Sakoda**, Costa Mesa, Calif.	4,119.6	-11.0	27,477.7	✓
266	249	**Keroff & Rosenberg Advertising**, Chicago	4,075.4	-7.3	38,535.4	✓
267	272	**Quest Business Agency**, Houston	4,063.6	10.3	26,334.5	
268	310	**J. Walter Thompson Direct**, New York *	4,050.0	35.0	27,000.0	✓
269	255	**Walter Bennett Communications**, Dallas *	4,000.0	-4.8	27,500.0	
269	259	**Steinert & Associates**, New York	4,000.0	-2.4	27,530.0	
271	265	**Stan Merritt Inc.**, New York	3,973.0	0.0	29,000.0	
272	277	**Advertising Works**, Honolulu	3,900.0	8.3	26,000.0	
273	293	**Peck Sims Mueller**, Honolulu	3,895.3	20.8	25,973.8	✓
274	267	**Leslie Advertising Agency**, Greenville, S.C.	3,889.6	-1.1	27,381.1	✓
275	247	**Simons Michelson Zieve**, Troy, Mich.	3,875.0	-12.9	27,500.0	✓
276	274	**Gerber Advertising**, Portland, Ore.	3,874.6	5.5	25,830.3	✓
277	278	**Forsythe Marcelli Johnson**, Newport Beach, Calif.	3,813.7	6.3	26,453.8	✓
278	347	**Shain Colavito Pensabene Direct**, New York	3,807.0	67.6	25,446.0	✓
279	287	**Sandler Communications**, New York	3,750.8	11.9	25,686.7	✓
280	289	**Clarity Coverdale Rueff Advertising**, Minneapolis	3,750.0	13.6	24,960.0	✓
280	NA	**Cosmopulos Crowley Daly/CKG**, Boston	3,750.0	NA	25,000.0	
282	285	**Stephan & Brady**, Madison, Wis.	3,740.1	9.8	30,580.5	✓
283	286	**Duffy & Shanley**, Providence, R.I.	3,714.1	9.4	24,773.3	✓
284	295	**Hitchcock-Fleming & Associates**, Akron, Ohio	3,696.0	15.1	25,290.6	✓
285	313	**Stromberg-Connors Communications**, Rye Brook, N.Y.	3,675.0	23.5	10,500.0	
286	251	**Juhl Marketing/Communications**, Mishawaka, Ind.	3,660.0	-14.8	24,149.8	✓
287	303	**Rainoldi Kerzner Radcliffe**, San Francisco	3,652.6	18.4	25,041.0	✓
288	282	**Hallmark Advertising**, Pittsburgh	3,650.0	4.3	21,180.0	
289	253	**Lauerer Markin Gibbs**, Maumee, Ohio	3,604.0	-15.0	25,080.2	
290	308	**ICE Communications**, Rochester, N.Y.	3,600.0	20.0	24,000.0	
290	362	**Kupper Advertising**, St. Louis	3,600.0	78.2	29,753.4	
292	275	**Lockhart & Pettus**, New York	3,589.0	-1.8	23,927.0	✓
293	322	**Wakeman & deForrest Corp.**, Irvine, Calif.	3,549.0	30.2	19,876.0	
294	330	**Louis London**, St. Louis	3,534.7	42.6	25,478.4	✓
295	290	**Barnhart Advertising & PR**, Denver	3,525.1	7.8	24,754.2	
296	311	**Arian, Lowe & Travis Advertising**, Chicago	3,512.9	18.0	31,323.3	✓
297	283	**S.J. Weinstein Associates**, New York	3,500.0	0.0	23,350.0	
298	200	**GS&B:Lintas**, Coral Gables, Fla.	3,437.2	-41.1	22,926.1	✓
299	279	**Lyons Inc.**, Wilmington, Del.	3,354.8	-5.6	21,547.2	✓
300	291	**Ross Advertising**, St. Louis	3,345.1	3.4	22,143.5	✓
301	298	**Gumpertz/Bentley/Fried**, Los Angeles	$3,302.7	4.1	$25,636.2	
302	273	**Newmark, Posner & Mitchell**, New York	3,300.6	-10.2	23,315.7	
303	344	**Mandelbaum Mooney Ashley**, San Francisco *	3,263.0	42.5	26,100.0	
304	288	**Tausche Martin Lonsdorf**, Atlanta	3,259.6	-2.4	21,735.8	
305	292	**E. James White Co.**, Herndon, Va.	3,230.0	0.0	21,600.0	
306	299	**Finnegan & Agee**, Richmond, Va.	3,175.5	1.9	22,254.0	
307	281	**Hoffman/Lewis**, Oakland, Calif.	3,169.0	-10.0	22,824.0	
308	301	**St. George Group**, Pittsburgh	3,146.0	1.9	24,799.0	✓
309	375	**Kingswood Advertising**, Ardmore, Pa.	3,125.2	67.1	20,845.0	
310	338	**Omon New York**, New York *	3,125.0	31.6	25,000.0	✓
311	271	**Tassani Communications**, Chicago	3,124.9	-16.0	21,555.1	✓
312	276	**Fitzgerald & Co.**, Atlanta	3,112.9	-13.9	20,639.2	✓
313	294	**Goldfarb Hoff & Co.**, Southfield, Mich.	3,073.6	-4.5	20,260.1	✓
314	268	**Sawyer Riley Compton**, Atlanta	3,030.1	-22.4	26,972.6	
315	262	**Haddon Advertising**, Chicago	3,017.0	-26.0	21,000.0	✓
316	329	**Michael & Partners**, Dallas	3,010.0	20.5	20,077.0	✓
317	327	**Kuhn & Wittenborn**, Kansas City, Mo.	3,008.5	15.0	20,066.3	✓
318	307	**Bailey Kleppinger & Medrich**, Ann Arbor, Mich.	3,000.0	0.0	19,900.0	
319	315	**Responsive Marketing Communications**, Schaumburg, Ill.	2,995.8	4.2	18,831.0	✓
320	284	**Dudnyk Co.**, Horsham, Pa.	2,988.5	-14.2	22,128.4	✓
321	317	**NKH&W**, Kansas City, Mo.	2,988.4	5.0	21,400.0	
322	306	**Waldbillig & Besteman**, Madison, Wis.	2,983.3	-1.0	19,608.6	
323	270	**Harris, Baio & McCullough**, Philadelphia	2,974.4	-20.5	22,052.6	✓
324	302	**McKone & Co.**, Irving, Texas	2,941.9	-4.7	19,622.7	✓
325	337	**Loeffler Ketchum Mountjoy**, Charlotte, N.C.	2,935.7	21.7	19,580.8	✓
326	348	**Campbell Group**, Baltimore	2,917.8	28.5	18,836.0	✓
327	318	**Smith, Badofsky & Raffel**, Chicago	2,902.7	2.0	18,712.9	
328	304	**Sefton Associates**, Grand Rapids, Mich.	2,897.3	-6.0	19,318.5	✓
329	336	**Harris & Love**, Salt Lake City	2,841.4	17.7	18,906.9	
330	321	**Jason Group**, Short Hills, N.J. *	2,783.4	2.1	16,470.0	
331	325	**Letven/Diccicco**, Horsham, Pa.	2,755.8	3.6	18,659.8	✓
332	323	**E.H. Brown Advertising**, Chicago	2,754.9	1.9	18,365.8	✓
333	319	**Gardner Communications**, San Francisco	2,683.0	-5.6	17,892.0	✓
334	361	**Pagano Schenck & Kay**, Providence, R.I.	2,627.9	29.5	17,408.0	✓
335	314	**Brady Company**, Menomonee Falls, Wis.	2,606.2	-10.7	17,383.2	✓
336	334	**Swanson Russell Associates**, Lincoln, Neb.	2,564.5	5.1	16,736.4	✓
337	328	**Lipman, Richmond, Greene**, New York	2,551.2	0.0	14,908.7	✓
338	345	**Stiegler, Wells & Brunswick**, Bethlehem, Pa.	2,550.0	11.6	16,600.0	
339	379	**FKQ Advertising**, Clearwater, Fla.	2,546.7	43.2	17,091.4	✓
340	324	**Lieberman-Appalucci**, Allentown, Pa.	2,542.9	-4.4	18,159.4	
341	342	**Gigante Vaz & Partners**, Parsippany, N.J.	2,500.0	8.0	16,668.5	✓
342	350	**Meyer & Wallis**, Milwaukee	2,494.0	16.7	16,484.5	✓
343	370	**M&H Advertising**, Minneapolis	2,460.0	27.7	13,827.4	✓
344	356	**New England Advertising Associates**, Norwalk, Conn.	2,374.2	14.3	15,835.9	✓
345	339	**Chester Gore Co.**, New York	2,371.3	0.8	15,808.8	✓
346	426	**BelMed Advertising**, Harrison, N.Y.	2,370.0	93.3	14,952.0	✓
347	352	**Maris West & Baker**, Jackson, Miss.	2,344.3	10.9	15,608.9	
348	341	**Sturm Communications Group**, Chicago	2,300.0	-1.3	15,880.0	
349	326	**Sandven & Associates**, Overland Park, Kan.	2,297.7	-12.8	17,968.7	
350	351	**John Risdall Advertising**, New Brighton, Minn.	2,280.2	7.0	14,442.7	✓
351	333	**CDHM Advertising**, Stamford, Conn. *	2,248.0	-8.4	14,600.0	
352	357	**J. Malek Inc.**, New York	2,241.7	8.8	14,887.9	✓
353	346	**Rick Johnson & Co.**, Albuquerque, N.M.	2,209.0	-2.7	12,581.0	✓
354	358	**Gerbig, Snell/Weisheimer & Associates**, Worthington, Ohio	2,200.0	7.7	18,467.0	✓
355	NA	**Lewis Communications**, Mobile, Ala.	2,184.0	NA	14,690.8	
356	349	**Morton Goldberg Associates**, New York *	2,176.4	-3.3	13,946.0	
357	367	**Falcone & Assoc. Marketing Communications**, Chatham, N.J.	2,173.7	9.4	14,256.6	✓
358	331	**Dudreck DePaul Ficco & Morgan**, Pittsburgh	2,164.0	-12.6	15,363.0	✓
359	343	**Townsend Agency**, Rosemont, Ill.	2,116.4	-8.3	14,155.3	✓
360	373	**Fotheringham & Associates**, Salt Lake City	2,111.4	11.2	16,359.8	
361	400	**Ad-Tech Communications**, Miami Lakes, Fla.	2,100.0	40.0	14,000.0	
362	360	**Bailey Lauerman & Associates**, Lincoln, Neb.	2,099.2	3.3	13,627.7	
363	300	**Decker Rickard**, Glastonbury, Conn.	2,093.0	-32.5	10,245.0	
364	393	**McCormick Advertising**, Amarillo, Texas	2,090.2	31.8	13,482.6	✓
365	365	**Hal Langerman Co.**, Blue Bell, Pa.	2,083.4	4.8	13,810.5	
366	371	**D.P.L. Advertising**, Battle Creek, Mich.	2,048.1	7.4	6,705.2	✓
367	380	**Advertising, Boelter & Lincoln**, Madison, Wis.	2,024.4	13.8	14,452.8	✓
368	381	**Ovation Marketing**, LaCrosse, Wis.	2,005.3	15.7	13,375.6	
369	364	**Edgar S. Spizel Advertising & PR**, La Jolla, Calif.	2,000.0	0.0	13,340.0	
370	369	**Harmon Smith**, Kansas City, Mo.	1,992.3	1.3	16,027.2	✓
371	372	**Edward G. Dorn & Associates**, Rolling Meadows, Ill. *	1,986.4	4.3	15,280.0	
372	332	**John Volk Co.**, Chicago	1,971.6	-19.9	13,295.3	✓
373	353	**Cronin & Co.**, Glastonbury, Conn.	1,965.0	-6.9	15,297.0	
374	354	**Lou Beres & Associates**, Chicago *	1,964.0	-6.6	13,100.0	
375	368	**David K. Burnap Advertising**, Dayton, Ohio	1,954.6	-1.4	17,110.7	✓
376	418	**Pierson & Flynn**, Chicago	1,947.0	51.1	12,609.1	
377	305	**Siddall, Matus & Coughter**, Richmond, Va.	1,940.8	-36.9	17,903.5	✓
378	384	**Saunders, Lubinski & White**, Dallas	1,940.6	17.3	18,857.9	
379	340	**Berenson, Isham & Partners**, Boston	1,894.6	-19.3	9,971.6	✓
380	366	**Wendt Advertising Agency**, Great Falls, Mont.	1,874.7	-5.7	12,554.7	✓
381	335	**Penny/Ohlmann/Neiman**, Dayton, Ohio	1,868.8	-23.1	20,056.6	✓
382	377	**Penny & Speier**, Houston	1,854.5	0.0	16,857.8	
383	398	**Fletcher, Gampper & Wirth**, Kansas City, Mo.	1,854.1	21.1	14,122.9	
384	422	**Thomson-Leeds**, New York	1,845.0	48.2	12,300.0	
385	376	**Dana Communications**, Hopewell, N.J.	1,837.3	-1.2	12,126.2	✓
386	412	**Simms & McIvor Marketing Communications**, Somerville, N.J.	1,802.9	31.1	12,324.0	✓
387	401	**Bryan, Brown & Malinsky**, New Haven, Conn.	1,801.0	23.7	12,177.1	
388	363	**Phillips Miller Speyer & Frost**, Amityville, N.Y.	1,779.7	-11.7	11,346.3	✓
389	374	**Launey, Hachmann & Harris**, New York	1,764.8	-6.8	11,500.0	
390	436	**Hively Agency**, Houston	1,755.8	68.3	11,522.4	✓
391	397	**San Jose & Associates**, Chicago	1,754.7	14.1	11,501.7	✓
392	392	**Winterkorn Lillis**, Rochester, N.Y.	1,715.4	8.1	5,829.2	✓
393	385	**MCCommunications**, Dallas *	1,695.0	2.7	11,300.0	
394	391	**Ogilvy & Mather Yellow Pages**, Pleasantville, N.Y.	1,680.0	5.7	11,200.0	
395	386	**Grant Marketing Communications**, Lafayette Hill, Pa.	1,625.9	0.0	11,004.5	✓
396	355	**Roni Hicks & Associates**, San Diego, Calif.	1,614.7	-23.1	10,619.5	✓
397	435	**Kobs Gregory & Passavant**, Chicago	1,601.1	52.2	10,678.8	✓
398	359	**Sargent & Potratz**, Brookfield, Wis.	1,585.6	-22.3	10,429.5	
399	417	**Creative Direct Response**, Crofton, Md.	1,578.5	21.2	19,213.7	✓
400	408	**Haselow & Associates**, Mayfield Heights, Ohio	1,567.4	11.4	10,454.8	✓

Notes: Dollars are in thousands ✓ indicates that the agency received signature of an independent accountant verifying figures supplied to AA * indicates that gross income figures are AA estimates 1990 rankings are computed from figures reported in 1991 See Page S-20 for methodology

AA Chart: Kathy Welyki

U.S. agency brands (continued)

Rank 1991	Rank 1990	Agency, headquarters	U.S. gross income 1991	U.S. gross income % chg	U.S. billings 1991	
401	378	**Eidson Speer Watson & Dickerson**, Shawnee Mission, Kan.	$1,566.2	-15.4	$10,434.3	✓
402	404	**Cascino Purcell Freebairn**, Atlanta	1,562.3	8.9	10,415.6	✓
403	449	**R.F. Broadus & Associates**, Atlanta	1,550.0	74.2	10,135.9	
403	421	**Qually & Co.**, Chicago	1,550.0	24.0	9,750.0	✓
405	403	**Gray Baumgarten Layport**, Pittsburgh	1,544.2	7.5	10,116.8	✓
406	395	**Gibbons & Dickens**, San Jose, Calif. *	1,527.8	-1.4	10,855.3	
407	382	**Meyocks Benkstein Associates**, Des Moines, Iowa	1,527.6	-10.2	11,943.2	✓
408	414	**Hiebing Group**, Madison, Wis.	1,524.1	11.6	11,587.3	✓
409	416	**Zobi Advertising Services**, Miami	1,515.6	15.3	9,816.2	
410	389	**Significs**, Rochester, N.Y.	1,489.0	-7.3	9,931.5	
411	394	**Donsid L. Arends Inc.**, Oak Brook, Ill.	1,470.0	-7.0	9,800.5	✓
412	458	**Pollak Levitt Chalet Advertising**, Atlanta	1,438.8	81.3	9,595.1	✓
413	390	**Samel/Kaye & Co.**, Northbrook, Ill.	1,435.6	-10.4	8,549.9	
414	399	**Sullivan & Brownell**, Randolph, Vt.	1,418.1	-5.7	8,894.6	✓
415	396	**Beckman Meany**, Albany, N.Y.	1,409.2	-8.6	9,915.4	✓
416	NA	**VAMCOM Advertising**, Morris Plains, N.J. *	1,400.0	NA	9,200.0	
417	431	**Kopf Zimmermann Schultheis**, Melville, N.Y.	1,378.6	22.9	9,097.0	
418	NA	**Paige/Smith Group**, Syracuse, N.Y.	1,364.1	NA	9,537.7	✓
419	NA	**Carter Waxman Advertising & PR**, San Jose, Calif.	1,363.3	NA	9,044.1	
420	388	**Sage Marcom**, Syracuse, N.Y.	1,355.8	-15.7	9,602.3	✓
421	432	**Harris Advertising**, Ann Arbor, Mich.	1,353.9	23.4	8,519.4	
422	407	**Martz & Wadas**, Scottsdale, Ariz.	1,343.5	-4.8	10,210.5	✓
423	420	**Furman Roth Advertising**, New York	1,327.7	4.7	8,773.8	✓
424	419	**Lortz Direct Marketing**, Omaha, Neb.	1,323.7	3.8	15,000.9	✓
425	442	**Halbleib/Beggs**, Louisville, Ky.	1,312.2	31.9	8,279.5	✓
426	320	**Harant Soghigian Marketing**, Washington	1,310.1	-52.1	8,734.1	✓
427	NA	**Marketing Group**, Feasterville, Pa.	1,295.6	NA	8,568.7	✓
428	424	**Nemer, Fieger & Associates**, Minneapolis	1,292.8	4.6	8,612.1	✓
429	406	**Burris Agency**, High Point, N.C.	1,279.0	-10.1	7,737.0	✓
430	387	**Adair-Greene Advertising**, Atlanta	1,278.5	-21.3	10,870.5	
431	415	**Beaumont, Heller & Sperling**, Reading, Pa.	1,277.1	-6.0	8,965.4	
432	428	**Vinod Gupta Advertising Co.**, Omaha, Neb. *	1,275.1	8.1	7,900.0	✓
433	445	**BBK**, Chestnut Hill, Mass.	1,269.8	34.6	8,048.8	✓
434	429	**Daniel Glassman Advertising**, Fairfield, N.J.	1,255.0	7.3	7,700.0	✓
435	413	**Coakley Heagerty Cos.**, San Jose, Calif.	1,237.8	-9.6	10,073.4	✓
436	423	**Littlefield Marketing & Advertising**, Tulsa, Okla.	1,220.3	-1.8	8,139.1	✓
437	447	**Shepler/CoDA & Co.**, Hickory, N.C.	1,213.8	29.8	5,629.2	✓
438	383	**J.P. Hogan & Co.**, Knoxville, Tenn.	1,195.5	-29.2	8,696.1	
439	409	**Landers & Partners**, St. Petersburg, Fla.	1,161.9	-17.3	9,105.2	✓
440	451	**Douglas Samuel Advertising**, Montville, N.J.	1,149.4	32.4	5,829.6	✓
441	405	**Kurtzman/Slavin/Linda**, Northfield, Ill.	1,133.0	-20.4	7,543.2	
442	430	**Asatsu America**, Los Angeles	1,130.0	0.3	6,972.0	
443	425	**Lessing-Flynn Advertising Co.**, Des Moines, Iowa	1,128.0	-8.5	7,011.1	✓
444	468	**Creative Concepts in Advertising**, Boca Raton, Fla.	1,112.6	64.9	7,167.4	✓
445	446	**Saxton Communications Group**, New York *	1,103.3	17.0	7,359.1	✓
446	433	**Adelante Advertising**, New York	1,073.6	0.0	7,034.5	✓
447	434	**Topin & Associates**, Chicago *	1,062.5	0.0	8,500.0	
448	NA	**Wyble Advertising**, Millville, N.J.	1,060.4	NA	7,001.7	
449	443	**Marontate & Co.**, Auburn Hills, Mich.	1,058.0	7.3	10,632.0	✓
450	448	**Richardson, Thomas & Bushman**, Blue Bell, Pa.	1,056.0	17.1	6,101.0	
451	438	**Smith Lask Associates**, Chicago	1,044.9	1.8	6,897.6	✓
452	440	**Philips, Gianettino & Meredith**, New York	1,041.3	4.1	6,839.9	
453	453	**Geoghegan/Griffiths**, Cincinnati	1,030.1	20.4	7,029.9	✓
454	439	**Thielen & Associates**, Fresno, Calif.	1,024.1	2.2	6,711.9	✓
455	410	**Sanna, Mattson, MacLeod & Macri**, Smithtown, N.Y.	1,013.8	-27.6	6,655.2	✓
456	459	**Lardis, McCurdy & Co.**, Meriden, Conn.	969.0	22.2	6,908.0	✓
457	411	**Pierce-Davis & Associates**, Arlington, Texas	960.3	-30.3	7,740.7	✓
458	402	**Nordensson Lynn & Associates**, Tucson, Ariz.	891.4	-38.6	6,085.1	✓
459	441	**Communicators Group**, Brattleboro, Vt.	884.8	-11.2	6,996.0	✓
460	437	**George P. Clarke Advertising**, New York	881.6	-15.0	5,828.9	✓
461	444	**Carl Bloom Associates**, New York	872.5	-9.5	2,908.3	✓
462	456	**Perry Ballard/advertising**, St. Joseph, Mich.	862.0	4.7	5,237.0	✓
463	460	**Sader & Associates**, New York	833.5	5.5	5,556.6	✓
464	475	**Patterson Advertising Agency**, Topeka, Kan.	819.1	32.9	5,365.0	✓
465	457	**Sheldon Fredericks Advertising**, Stamford, Conn.	818.1	0.4	5,297.9	✓
466	454	**Grob & Co.**, Cambridge, Mass.	818.0	-2.2	5,455.6	✓
467	474	**Praco**, Colorado Springs, Colo.	801.8	27.2	5,216.4	✓
468	466	**Detrow & Underwood**, Ashland, Ohio	777.3	14.0	5,081.7	✓
469	465	**Scopes-Garcia-Carlisle**, Salt Lake City	773.9	11.7	6,497.3	✓
470	NA	**Phoenix Advertising**, Brookfield, Wis.	768.4	NA	5,074.0	
471	450	**Tri-State Advertising Co.**, Warsaw, Ind.	751.8	-14.2	4,919.5	✓
472	463	**Ad-Pro**, Sycamore, Ill.	739.3	0.6	4,918.5	✓
473	461	**Richard Yeager Associates**, Moorestown, N.J.	724.5	-8.1	4,827.3	✓
474	452	**Polese Clancy**, Boston	722.8	-16.6	5,172.9	
475	427	**Graff Advertising**, Palo Alto, Calif.	714.1	-41.1	3,967.0	✓
476	455	**FitzSimons Advertising & PR**, Cleveland	690.7	-16.1	4,606.4	
477	500	**Haynes & Pittenger Direct**, Indianapolis	689.3	134.2	5,681.4	✓
478	473	**Jiloty Communications**, Holly Hill, Fla.	687.0	7.5	4,525.0	✓
479	471	**Poindexter Associates Advertising**, Roanoke, Va.	680.3	2.2	4,437.4	
480	467	**Don Wise & Co.**, New York	675.0	0.0	4,500.0	✓
481	470	**Kocs, Wesson & Associates**, Brookfield, Wis.	674.5	1.0	4,500.0	✓
482	485	**G. Duff Associates**, Somerville, N.J.	672.0	38.3	4,200.0	✓
483	479	**Barbeau-Hutchings Advertising**, Ramsey, N.J. *	660.0	19.8	1,850.0	✓
484	481	**Hinton & Steel**, Seattle	657.4	27.6	4,953.7	
485	469	**Bramson & Associates**, Los Angeles *	650.0	-3.7	3,900.0	
486	476	**Kinzie & Green**, Wausau, Wis.	636.5	7.6	4,126.4	✓
487	462	**Sullivan-St. Clair Advertising**, Mobile, Ala.	630.3	-19.7	3,444.5	✓
488	NA	**Innis Maggiore Group**, Canton, Ohio	629.3	NA	4,055.8	✓
489	472	**Pettus Advertising**, Corpus Christi, Texas	610.3	-6.5	3,914.1	
490	483	**Opus Group**, Ridgewood, N.J.	602.1	19.9	3,802.5	✓
491	464	**Brashe Advertising**, Jericho, N.Y.	596.9	-15.4	3,979.1	✓
492	488	**Viiling & Co.**, Mishawaka, Ind.	580.5	26.9	3,801.7	✓
493	478	**DFK Advertising**, New York	563.0	0.0	3,700.3	✓
494	480	**Ashby Dillon**, Rocky River, Ohio *	539.8	1.5	4,152.0	
495	498	**MWA Direct**, Minneapolis	512.0	61.7	3,415.1	✓
496	486	**Exclamation Point Advertising**, Billings, Mont.	499.3	3.6	3,722.9	
497	489	**R.J. Hunter & Associates**, Exton, Pa.	495.0	15.7	3,307.0	✓
498	482	**MSA Advertising**, Philadelphia	494.8	-2.9	3,196.1	
499	484	**Tucker Chicago**, Schaumburg, Ill.	483.5	-1.8	3,187.9	
500	493	**Neff & Associates**, Philadelphia	479.6	22.5	2,826.0	✓

Notes: Dollars are in thousands.

Rank 1991	Rank 1990	Agency, headquarters	U.S. gross income 1991	U.S. gross income % chg	U.S. billings 1991	
501	518	**Concepts & Strategies**, Westport, Conn.	$458.7	NA	$3,011.0	✓
502	487	**Weber, Geiger & Kalat**, Dayton, Ohio	456.5	-3.9	2,961.8	✓
503	492	**Fruchtman & Rosen**, Toledo, Ohio	449.5	11.7	2,928.2	✓
504	490	**CTS Advertising**, Dearborn, Mich.	449.3	6.2	2,996.6	✓
505	495	**DK Group**, Hillsdale, N.J.	447.1	20.9	2,974.0	✓
506	477	**Marken Communications**, Santa Clara, Calif.	372.5	-34.3	2,483.9	✓
507	491	**Fingerote & Fingerote**, Monterey, Calif.	353.5	-15.8	2,557.8	✓
508	NA	**Dickison & Hendee Advertising**, Westport, Conn.	350.8	NA	2,339.6	✓
509	496	**William Mills Agency**, Atlanta	343.9	-4.6	1,965.4	✓
510	497	**Clarke Advertising & PR**, Sarasota, Fla.	332.4	3.2	2,215.7	
511	494	**Bruce Novograd Advertising**, New York	325.0	-16.7	2,167.0	
512	502	**Stevens Inc.**, Grand Rapids, Mich. *	312.5	25.0	2,500.0	
513	501	**Corcillo Direct**, Norwalk, Conn.	304.0	7.2	2,005.0	
514	503	**Integrated Advertising Communications**, Farmington Hills, Mich.	259.7	5.5	1,647.0	✓
515	499	**Intersouth Creative Group**, Tampa, Fla.	254.4	-19.4	1,232.2	
516	504	**Creel Associates**, Oak Brook, Ill.	240.2	5.8	1,623.0	
517	505	**Adams & Longino Advertising**, Greenville, N.C.	211.1	-2.9	1,491.4	✓
518	506	**Zises Advertising**, New York	165.7	-4.3	1,091.8	
519	512	**Adteam**, New York *	153.2	42.1	1,021.4	
520	509	**NPC & Associates**, Landover, Md.	144.8	10.9	957.0	
521	510	**Hicks & Associates**, Coral Gables, Fla.	130.6	0.4	738.4	✓
522	511	**George Blake & Associates**, Sarasota, Fla.	130.0	13.0	927.5	✓
523	508	**Keller Haver Lipman**, New York *	112.5	-24.5	750.0	
524	NA	**Frederick Studio**, Chicago	102.1	NA	679.0	
525	515	**Mills Marketing**, Los Angeles	94.3	-1.0	843.5	✓
526	513	**Shea & Ziegler**, Darien, Conn.	79.1	-21.6	539.3	
527	507	**David Arnold Design**, Cardiff-by-the-Sea, Calif.	71.5	-56.1	460.4	✓
528	514	**Wilson, Frank & Associates**, San Diego *	70.0	-30.0	350.0	
529	517	**McAndrew Advertising Co.**, Bronx, N.Y.	58.2	13.7	342.8	✓
530	516	**Bar-Dell & Associates**, Jonesboro, Ark.	54.4	-21.0	350.1	✓
531	519	**Morris Direct Marketing**, Bronxville, N.Y. *	32.9	118.6	162.8	✓
532	520	**Phil Varchetta & Associates**, Chicago *	13.3	45.2	106.0	

Notes: Dollars are in thousands. ✓ indicates that the agency received signature of an independent accountant verifying figures supplied to AA. * indicates that gross income figures are AA estimates. 1990 rankings are computed from figures reported in 1991. See Page S-20 for methodology.

AA Chart: Kathy Welyki

How 'ad organizations,' agencies are ranked

This Agency Report spins numbers into three separate rankings: The World's Top 50 Advertising Organizations; the leading U.S. agency "brands"; and the top U.S.-based agencies on a consolidated basis.

Each ranking is based on gross income and equity. Gross income is revenue and includes the sum of commissions on media billings, the markup on materials and services (usually 17.65%) and fee income.

All returns from agencies or holding companies are treated on an equity basis, which allows an agency to claim *only* the exact percentage it owns in another.

World's Top 50 advertising organizations

The evolving corporate restructuring blurring the distinction between agencies and holding companies last year led AA to create the first ranking of the World's Top 50 Advertising Organizations *(Page S-10)*.

Until recently, an agency was an operating company and a holding company wasn't. The former makes ads; the latter doesn't. Seems simple enough.

But the new European and U.S. configurations that emerged during the late 1980s demonstrate the difference between agency and holding company often is in name only.

A classic example of this fusion is the advertising handled by Euro RSCG principals at the holding company level. These executives pitch and manage individual accounts (France Telecom, for example) as if the executives were running an operating agency. Such business is maintained for tax reasons.

The Euro RSCG example may be extreme, but it has company. FCA Group and BDDP Worldwide are both agency and holding company. Leo Burnett Co., an operating company in the U.S., directs foreign units through an international holding company.

An ad organization qualifies for a Top 50 ranking if it owns 50%-plus of itself. It's then ranked on 100% of its equity gross income. The portion not owned can be claimed by another organization on the Top 50 chart.

The one exception to this rule is No. 23 Dentsu, Young & Rubicam Partnerships. It's a 50/50 joint venture between Dentsu and Y&R, each of which claims its 50% equity.

U.S. agency brands

The ranking of 532 U.S. agencies *(beginning on Page S-24)* is by agency "brand," where subsidiaries are unbundled from parent totals to get at the core agency—usually its collection of brand shops bearing the agency name.

The procedure, enabling both agency and subsidiary to be charted without duplication, in effect ranks agencies purely by advertising. Among mega-merger agencies, this means gross income stripped of contributions from specialty units such as direct response, PR, research, pharmaceutical, sales promotion or Yellow Pages.

Many advertisers don't seek a creative agency because they own specialty units that operate independently from the core agency.

To identify which ad agencies and/or specialty shops were omitted to arrive at a core shop, see footnote at the bottom of U.S.-based consolidated agencies chart *(Page S-12)*. The units listed as part of an agency's consolidated totals in this chart were eliminated from the parent in the brand chart. The concept remains controversial, especially among multitiered agencies trying to become "seamless" despite the separate identities some of their units maintain.

Eventually, AA hopes to carry the agency brand concept into the international arena. Seeking brands on a U.S. basis presents its own difficulties, but working with agencies from 80 countries poses additional problems. U.S. agencies often are reluctant to provide returns at the subsidiary level and to concede that certain subsidiaries are autonomous.

Consolidated U.S. agencies

The ranking of the top U.S.-based agencies on a consolidated basis *(Page S-12)* allows the multitiered agencies to include all their subsidiaries and specialty units. A list of these varied operations is presented at the bottom of the ranking. These units also comprise the operations that were extracted to form the brand. In virtually all cases, the multitiered agency provided individual returns for each operation. No non-media activity is included in the figures.

U.S. media rankings

The Top 10 agencies in each U.S. media category *(Page S-40)* are ranked by their media volume at the brand level. For example, the network TV total for category-leader Saatchi & Saatchi Advertising Worldwide doesn't include any TV purchased by a subsidiary.

Other notes

Exchange rates are treated historically and are based on 12 month averages compiled by AA and Thomas Cook Currency Services, Chicago. Rates for 1991 and 1990 and their percentage difference are part of the headline identifying rankings by country.

Acquisitions and divestitures are treated pro forma, as if the returns for such operations were on or off the books for two consecutive years. □

Total employees, offices for U.S. agencies

Region	Employee totals 1991	Employee totals 1990	Employee totals % chg	Office totals 1991	Office totals 1990
Top 500 agencies					
Worldwide	130,615	130,956	-0.3	2,723	2,728
U.S.	70,200	72,518	-3.2	1,088	1,116
Non-U.S.	60,415	58,438	3.4	1,635	1,612
Top 100					
Worldwide	111,752	111,497	0.2	2,146	2,121
U.S.	51,349	53,207	-3.5	512	510
Non-U.S.	60,403	58,290	3.6	1,634	1,611

World's Top 50 advertising organizations

WPP Group remains No. 1 with gross income of $2.66 billion

RANK: 46

Admarketing

Los Angeles

Gross income: **$50.8** million

Organization totals ($ in millions)

Worldwide	1991	1990	%chg
Gross income	$50.8	$48.5	4.6
Volume	$317.2	$277.2	14.4
Employees	138	136	1.5
Offices	1	1	0.0

Notes: Results do not include the agency's package goods operation, Superior Brands, a soup company which had $7.9 million in billings in 1991 vs. $8.3 million in 1990. Worldwide returns in tables are all from the U.S.

Officers: Jack Roth, president-ceo; Martin B. Cagan, exec vp.

Headquarters: Admarketing/1801 Century Park East/Los Angeles, Calif. 90067/Phone: (310) 203-8400.

RANK: 49

Ally & Gargano

New York

Gross income: **$44.6** million

Organization totals ($ in millions)

Worldwide	1991	1990	%chg
Gross income	$44.6	$46.6	-4.4
Volume	$383.7	$383.1	-5.1
Employees	275	310	-11.3
Offices	3	3	0.0

Notes: Ally & Gargano's returns include figures in both years for 100%-owned medical agency Dugan/Farley Communications, purchased in December 1991. AA estimated A&G's totals Worldwide returns above are all from the U.S.

Officers: Warren Dechter, pres; William Lucerno, ceo.

Headquarters: Ally & Gargano/805 Third Ave./New York, N.Y. 10022/Phone: (212) 688-5300.

Dugan Farley Communications

U.S.	1991	1990	%chg
Gross income	$9.3	$8.4	10.3
Volume	$60.7	$55.1	10.1
Employees	80	75	6.7
Offices	1	1	0.0

Officer: E. John Farley, pres-ceo.

Headquarters: Dugan/Farley Communications Assoc./600 E. Crescent Ave./Upper Saddle River, N.J. 07458/Phone: (201) 934-0720.

RANK: 30

Asahi Advertising

Tokyo

Gross income: **$96.7** million

Organization totals ($ in millions)

Worldwide	1991	1990	%chg
Gross income	$96.7	$88.9	8.8
Volume	$582.1	$522.7	11.4
Employees	802	782	2.6
Offices	27	27	0.0

Notes: Worldwide returns in tables are all from Japan.

Officers: Tokushiro Misawa, pres-ceo; Hiroshi Miyazawa, sr mg dir; Masaaki Iwakura, sr mg dir; Hideyuki Hashimoto, sr mg dir.

Headquarters: Asahi Advertising/2-16, Kyobashi 3-Chome, Chuo-Ku/Tokyo 104, Japan/Phone: 813-3274-1371/Fax: 813-3272-7349.

RANK: 19

Asatsu

Tokyo

Gross income: **$166.2** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$166.2	$140.7	18.1
Volume	$1,194.0	$1,018.0	17.3
Employees	1,109	1,064	4.2
Offices	17	17	0.0

Asatsu America

U.S.	1991	1990	% chg
Gross income	$1.1	$1.1	0.3
Volume	$7.0	$7.6	-8.2
Employees	15	15	0.0
Offices	1	1	0.0
Asian offices			**Billings**
Asatsu, Tokyo(NA)			1,066.5
Asatsu International, Hong Kong(MJ)			12.6

Notes: Results include returns for both years of Nihon Bungei-Sha, a Tokyo-based publishing company. The unit had $16.9 million in gross income on $63.3 million in billings in 1991.

Officers: Masao Inagaki, pres-ceo; Ichiro Ohta, sr mg dir; Shinya Miyata, pres-Asatsu America.

Headquarters: Asatsu/1-9-6, Shimbashi, Minato-ku/Tokyo 105, Japan/Phone: 813-3575-2921/Fax: 813-3574-6748.

Asatsu America/10960 Wilshire Blvd., Suite 1600/Los Angeles, Calif. 90024/Phone: (310) 444-4718.

RANK: 18

N W Ayer

New York

Gross income: **$171.3** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$171.3	$185.9	-7.9
Volume	$1,361.1	$1,469.2	-7.4
Employees	1,821	2,032	-10.4
Offices	29	24	20.8
U.S.	**1991**	**1990**	**% chg**
Gross income	$80.2	$99.4	-19.3
Volume	$754.4	$892.2	-15.4
Employees	694	926	-25.1
Offices	4	5	-20.0
U.S. offices			**Billings**
Ayer South West, Dallas			48.5
Ayer Tuttle, Los Angeles			13.5
N W Ayer, New York			635.0
N W Ayer, Detroit			46.1
N W Ayer, Chicago			11.3
Asian office			**Billings**
Lee Davis Ayer Advertising, Hong Kong(MN)			13.1
European offices			**Billings**
Ayer France, Paris(MN)			130.8
Ayer Italy, Milan(MJ)			56.8
Ayer Nederland, Deventer(MJ)			18.0
Ayer Portugal, Lisbon(MN)			4.4
Ayer U.K., London(MJ)			74.6
Ayer Werbeagentur, Frankfurt(MJ)			21.2
TAPSA/N W Ayer, Madrid(MJ)			291.7
Wilkens Ayer, Hamburg(MJ)			146.2
Latin American offices			**Billings**
Ayer Vasquez, Buenos Aires(MN)			0.0
Canadian offices			**Billings**
McKim Advertising, Toronto(MN)			165.7

Notes: Dallas 1991 returns are through October when the agency was closed following the loss of J.C. Penney Co. Ayer sold its New Zealand shop and its 49% equity in McKim Advertising, Toronto, in 1991 and 1992, respectively.

Officers: Jerry J. Siano, chmn-ceo; Thomas F. Maxey, vice chmn-coo; Patrick J. Cunningham, vice chmn-chief creative officer; Dominick F. Rossi Jr., pres-Ayer U.S.A.

Headquarters: N. W. Ayer/825 Eighth Ave./New York, N.Y. 10019/Phone: (212) 474-5000.

RANK: 14

BDDP Worldwide

Boulogne, France

Gross income: **$277.0** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$277.0	$236.0	17.4
Volume	$1,941.3	$1,625.4	19.4
Employees	2,645	2,600	1.7
Offices	80	70	14.3
U.S.	**1991**	**1990**	**% chg**
Gross income	$73.5	$42.0	75.0
Volume	$646.6	$338.3	91.1
Employees	650	650	0.0
Offices	7	7	0.0
Asian offices			**Billings**
Batey Communications Group, Singapore(MN)			87.8
European offices			**Billings**
Ajans Ultra Reklam, Istanbul(NE)			5.9
ARA BDDP, Rotterdam(MJ)			134.2
BDDP Belgium, Brussels(MJ)			20.8
BDDP France, Paris(MJ)			786.0
BDDP UK, London(MJ)			114.0
Hollkamp Mueller Kentenich & Hey, Duesseldorf(MJ)			25.9
Longari & Lomax BDDP, Milan(MJ)			45.8
Miller & Leeves WAJT, London(MJ)			40.5
Selvaticci BDDP, Madrid(MJ)			80.2

Notes: Organization returns in 1991 represent BDDP Worldwide's 70% holding in Wells Rich Greene BDDP, up from 40% equity in 1990. Local management holds the remaining 30% of the agency. In theory, privately held BDDP Worldwide "controls" that 30% of WRG BDDP through a buyback clause. London shop equity increased from 55% in 1990 to 100% in 1991.

Officers: Jean-Claude Boulet, group chmn-ceo; Jean-Marie Dru, chmn-ceo, France; Ken Olshan, vice chmn; Nicholas Baum, intl mg dir.

Headquarters: BDDP Worldwide/162-164 Rue de Billancourt/92100 Boulogne, France/Phone: 331-49-09-70-10/Fax: 331-49-09-72-32.

Wells Rich Greene BDDP

U.S.	1991	1990	% chg
Gross income	$105.0	$105.0	0.0
Volume	$928.7	$845.0	9.9
Employees	695	700	-0.7
Offices	7	7	0.0

Officer: Ken Olshan, chmn-ceo.

Headquarters: Wells Rich Greene BDDP/9 West 57th St./New York, N.Y. 10019/Phone: (212) 303-5000.

RANK: 15

Bozell, Jacobs, Kenyon & Eckhardt

New York

Gross income: **$221.0** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$221.0	$213.4	3.6
Volume	$1,660.0	$1,570.0	5.7
Employees	2,416	2,376	1.7
Offices	72	71	1.4
U.S.	**1991**	**1990**	**% chg**
Gross income	$164.8	$163.9	0.5
Volume	$1,285.0	$1,240.0	3.6
Employees	1,665	1,690	-1.5
Offices	11	11	0.0

Bozell

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$213.3	$205.0	3.6
Volume	$1,606.0	$1,505.0	6.6
Employees	2,340	2,290	2.2
Offices	69	69	0.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$157.0	$155.0	0.5
Volume	$1,230.0	$1,175.0	4.7
Employees	1,589	1,604	-1.0
Offices	8	9	-11.1
U.S. offices			**Billings**
Bozell, Tampa, Fla			22.0
Bozell, Minneapolis			53.0
Bozell, Dallas			350.0
Bozell, Chicago			75.0
Bozell, New York			450.0
Bozell, Los Angeles			60.0
Bozell, Omaha			30.0
Bozell, Detroit			190.0
African offices			**Billings**
Louis Wilsenach Group, Johannesburg(NE)			11.9
Orientations Bozell, Jeddah(NE)			5.4
Asian offices			**Billings**
Amos Team Advertising, Bangkok(NE)			14.6
Arms Bozell, New Delhi(NE)			2.4
Atlas Bozell Advertising, Manila(NE)			1.7
Bozell, Petaling Jaya(MN)			12.4
Bozell, Hong Kong(MJ)			41.4
Bozell CCAA Advertising, Taipei(MN)			24.4
Bozell Meltsu, Tokyo(MN)			16.0
Bozell Rydge, Sydney(MJ)			5.5
Cheil Bozell, Seoul(MN)			20.3
DDK Bozell, Singapore(MJ)			11.8
Grant Bozell International, Colombo(MN)			3.8
Miods Lanka, Colombo(MN)			0.6
Pratama Advertising, Jakarta(NE)			2.0
European offices			**Billings**
Biuro Reklam, Warsaw(NE)			0.5
Bozell Advertising, Amstelveen(MJ)			19.4
Bozell Advertising, Geneva(NE)			28.5
Bozell France, Paris(MJ)			64.7
Bozell Grant, Athens(NE)			4.7
Bozell International, Madrid(MJ)			12.6
Bozell Portugal, Lisbon(MJ)			12.4
Bozell Poyraz, Istanbul(NE)			2.7
Bozell Publicitas, Vienna(NE)			20.2
Bozell Testa Pella Rossetti, Milan(MJ)			71.5
Bozell Werbeagentur, Frankfurt(MJ)			23.9
Bozell Wymans Bogaerts, Brussels(MJ)			32.8
Createam, Frederiksberg(NE)			15.1
DFSD Bozell, London(MJ)			56.2
Kauppamainos-Bozell, Helsinki(MJ)			10.5
Quinn McDonnell Pattison, Dublin(NE)			13.8
Latin American offices			**Billings**
Bozell, Mexico City(MN)			44.3
Bozell CPV Advertising, Santurce(MJ)			2.9
Campagnani Publicidad, Panama City(NE)			4.1
Gilwland Publicidad, Buenos Aires(NE)			24.1
J. Sanchez Asociados, Bogota(NE)			3.8
Norton Publicidade, Sao Paulo(NE)			69.9
Prologo/Bozell, Santiago(NE)			2.7
Vegro Publicidad, Caracas(NE)			6.8
Canadian offices			**Billings**
Bozell Palmer Baomer, Toronto(MJ)			35.5
Yada HF, Reykjavik(NE)			2.5

Notes: BJK&E includes Bozell Inc. and Poppe Tyson. Bozell closed its Atlanta office in April 1991, citing economic reasons. Last month it sold Bozell Florida to management. Now called Ellis & Diaz, the agency remains affiliated with Bozell. Its numbers are in Bozell's totals.

Officers: Charles D. Peebler Jr., ceo; J. Liener Temerlin, chmn; Leo Arthur Kelmenson, chmn-exec committee; David Bell, pres.

Headquarters: Bozell/40 West 23rd St./New York, N.Y. 10010/Phone: (212) 727-5000.

Poppe Tyson

Consolidated returns ($ in millions)

U.S.	1991	1990	% chg
Gross income	$7.8	$8.4	-7.2
Volume	$55.0	$65.0	-15.4
Employees	76	86	-11.6
Offices	3	2	50.0
U.S. offices			**Billings**
Poppe Tyson, New York			17.0
Poppe Tyson, Los Angeles			4.0
Poppe Tyson, Morris Plains, N.J.			34.0

Officer: Fergus O'Daly, ceo.

Headquarters: Poppe Tyson/40 West 23rd St./New York, N.Y. 10010/Phone: (212) 727-5600.

RANK: 41

Earle Palmer Brown Cos.

Bethesda, Md.

Gross income: **$57.2** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$57.2	$54.1	5.7
Volume	$454.7	$415.6	9.4
Employees	503	544	-7.5
Offices	10	12	-16.7
U.S. offices			**Billings**
Earle Palmer Brown, New York			24.9
Earle Palmer Brown, Tampa, Fla.			29.6
Earle Palmer Brown, Kalamazoo, Mich.			12.6
Earle Palmer Brown, Atlanta			34.0
Earle Palmer Brown, Bethesda, Md.			170.7
Earle Palmer Brown, Richmond, Va.			49.1
Earle Palmer Brown & Spirs, Philadelphia			96.5

Notes: Included in the EPB returns are $5.6 million in pr fees for both years. Worldwide returns in tables are all from the U.S.

Officers: Jeremy Brown, ceo; Gary Jonas, pres-corporate; Mark Goldstein, pres-advertising; Gerry Van De Velde, sr vp-finance/accounting.

Headquarters: Earle Palmer Brown Cos./6935 Arlington Rd./Bethesda, Md. 20814/Phone: (301) 657-6000.

RANK: 11

Leo Burnett Co.

Chicago

Gross income: **$576.6** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$576.6	$531.8	8.4
Volume	$3,890.6	$3,585.4	8.5
Employees	6,327	5,883	7.5
Offices	50	43	16.3
U.S.	**1991**	**1990**	**% chg**
Gross income	$299.1	$299.3	-0.1
Volume	$2,040.3	$2,035.2	0.3
Employees	2,395	2,296	4.3
Offices	1	1	0.0
Asian offices			**Billings**
Chaitra Advertising, Bombay(MN)			14.9
Hemisphere-Leo Burnett Co., Manila(MJ)			12.2
Leo Burnett Connaghan & May, Sydney(MJ)			112.1
Leo Burnett Co., Singapore(MJ)			20.7
Leo Burnett Co., Bangkok(MJ)			35.3
Leo Burnett Co., Kuala Lumpur(MN)			22.3
Leo Burnett Co., Taipei(MJ)			19.2
Leo Burnett Co., Hong Kong (MJ)			75.2
Leo Burnett Sonyon, Seoul(NE)			7.1
Leo Burnett-Kyodo Co., Tokyo(MJ)			233.7
Leo Burnett-New Zealand, Wellington(MJ)			6.2
European offices			**Billings**
Bordelais, Lemaunier Leo Burnett, Paris(MJ)			110.2
Cineponto/Leo Burnett, Lisbon(MN)			17.2
Enterprise Middle East, Athens(MJ)			2.3
Leo Burnett Co., London(MJ)			266.6
Leo Burnett Co., Milan(MJ)			113.7
Leo Burnett Co., Athens(MJ)			34.6
Leo Burnett-Belgium, Brussels(MJ)			59.2
Leo Burnett-Denmark, Copenhagen(MJ)			26.0
Markom/Leo Burnett, Istanbul(MN)			13.7
Michael Conrad & Leo Burnett, Frankfurt(MJ)			250.1
Hoordervliet & Winninghoff/Leo Burnett, Amsterdam(MJ)			75.5
Nordskar & Thorkildsen Leo Burnett, Oslo(MN)			43.3
Vitruvio/Leo Burnett, Madrid(MN)			63.8
Latin American offices			**Billings**
Camconica Publicidad, Guatemala City(NE)			9.4
Leo Burnett Co., Buenos Aires(MJ)			13.8
Leo Burnett Co., San Juan(MJ)			27.0
Leo Burnett Co., Santo Domingo(MJ)			3.8
Leo Burnett Co., Mexico City(MJ)			57.6
Leo Burnett Publicidade, Sao Paulo(MJ)			73.5
Leo Burnett-Chile, Santiago(MJ)			12.6
Leo Burnett-Colombia, Bogota(MJ)			18.2
Leo Burnett-Venezuela, Caracas(MJ)			35.3
Publicidad Comercial, San Jose(MJ)			2.6
Other offices			**Billings**
Leo Burnett Co., Toronto(MJ)			115.6
AMA, Leo Burnett, Cairo(NE)			1.2
H&C Leo Burnett, Beirut(NE)			10.2
Radius Advertising, Manama(NE)			9.5
Targets Advertising, Jeddah(NE)			9.3

Notes: Burnett in late 1991 opened its fourth European outlet in Stockholm and acquired equity in Korean agency Sonyon Communications, Seoul. Sonyon and Burnett began working together in a loose affiliation in 1990.

Officers: Richard B. Fizdale, chmn-ceo-chief creative officer; William T. Lynch Jr., pres; John C. Kraft, vice chmn-coo.

Headquarters: Leo Burnett Co./35 W. Wacker Dr./Chicago, Ill. 60601/Phone: (312) 220-5959.

RANK: 45

CDP Europe

London

Gross income: **$51.0** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$51.0	$50.5	1.1
Volume	$378.6	$354.2	6.9
Employees	853	815	4.7
Offices	16	16	0.0
European offices			**Billings**
Alice, Paris(JV)			116.6
Barro CDP Europe, Madrid/Barcelona(MJ)			59.2
Barro Lisbon, Lisbon(MN)			4.0
Bergsoe, Copenhagen(NE)			18.2
Campaign Company, Amsterdam(NE)			29.3
Canard, Turin-Milan(MJ)			168.1
CDP Associates, Dublin(NE)			16.1
CDP & Partners, London(MJ)			173.9
Quattro, Brussels(MJ)			6.2
RPM Radar, Istanbul(MN)			13.6
Soren Blonting, Stockholm(NE)			55.3
Travis Dale & Partners, London(MJ)			28.4

Notes: CDP Europe is a holding company led by agency CDP & Partners, London, the only shop in which it owns 100%. Dentsu Inc., Tokyo, owns 44.8% of CDP Europe, up from 30% in 1991.

Officers: John Salmon, chmn; Meg Nimura, vice chmn; David Jones, dir-CDP Europe, ceo-CDP & Partners.

Headquarters: CDP Europe/110 Euston Rd./London NW1 2DQ, England/Phone: 4471-388-2424/Fax: 4471-380-1218.

RANK: 29

Cheil Communications

Seoul

Gross income: **$101.6** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$101.6	$73.1	39.1
Volume	$315.8	$274.1	15.2
Employees	605	570	6.1
Offices	7	6	16.7

Notes: Cheil Communications has offices in Pusan, South Korea, New York, San Jose, Calif., Tokyo, London and Frankfurt, but handles billings through its Seoul headquarters agency. Cheil also is the lead partner in Cheil Bozell, a venture set up in Seoul with Bozell Inc. in 1990.

Officers: Ki-Seon Yoon, pres; Hee-Joon Lee, sr mg dir.

Headquarters: Cheil Communications/Boyung Bldg., 10-17th Flr., 108-2 Pyong-dong, Chongno-gu/Seoul 110-102, Korea/Phone: 822-724-0114/Fax: 822-739-5672.

RANK: 22

Chiat/ Day/ Mojo

Venice, Calif.

Gross income: **$141.1** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$141.1	$139.2	1.4
Volume	$1,022.6	$1,006.7	1.6
Employees	1,028	1,086	-5.3
Offices	18	19	-5.3
U.S.	**1991**	**1990**	**% chg**
Gross income	$95.2	$93.3	2.1
Volume	$727.6	$711.7	2.2
Employees	672	713	-5.8
Offices	9	9	0.0
U.S. offices			**Billings**
Chiat/Day/Mojo, Venice, Calif.			422.0
Chiat/Day/Mojo, New York			146.0
Perkins/Sutler, New York			49.0
Asian offices			**Billings**
Chiat/Day/Mojo, Sydney(MJ)			164.0
C/D/M Inc., Auckland(MJ)			17.0
C/D/M Inc., Singapore(MJ)			9.0
European offices			**Billings**
C/D/M Inc., London(MJ)			47.0
Latin American offices			**Billings**
Teran Publicidad, Mexico City(NE)			22.1

Canadian office — **Billings**
C/D/M Inc., Toronto(MJ) — 58.0

Notes: C/D/M owns 100% of its agencies. Included in totals are non-media returns for both years from Bob Thomas & Associates, pr. The unit had fees of $3.4 million in 1991, up 54.5% from 1990.

Officers: Jay Chiat, chmn-ceo, worldwide; Bob Wolf, chmn-ceo, North America; Lee Clow, pres-exec creative dir, worldwide; Jane Newman, vice chmn-North America.

Headquarters: Chiat/Day/Mojo, 7340 Main St./Venice, Calif. 90291/Phone: (310) 314-5000

Andersen & Lembke

U.S.	1991	1990	% chg
Gross income	$10.2	$9.1	12.0
Volume	$67.9	$60.7	11.9
Employees	65	55	18.2
Offices	2	2	0.0

U.S. offices	Billings
Anderson & Lembke, San Francisco	30.0
Anderson & Lembke, New York	37.9

Officer: Steve Trygg, chmn.

Headquarters: Anderson & Lembke/79 Fifth Ave., 7th Fl./New York, N.Y. 10003/Phone: (212) 886-2100.

RANK: 43

Chuo Senko Advertising Co.

Tokyo

Gross income: **$52.8** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$52.8	$50.0	5.8
Volume	$382.9	$369.2	3.7
Employees	430	430	0.0
Offices	11	11	0.0

Notes: AA estimated Chuo Senko's gross income from billings provided by the agency. Worldwide returns in tables are all from Japan.

Officers: Shoji Koshizawa, chmn; Shigeru Osawa, pres.; Yutaka Osawa, exec. vp.; Yoshinobu Terada, vp.

Headquarters: Chuo Senko Advertising Co./2-6-1, Ginza, Chuo-ku/Tokyo 104, Japan/Phone: 813-3562-0151/Fax: 813-3535-3576

RANK: 36

Clemenger/ BBDO

Melbourne

Gross income: **$66.0** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$66.0	$67.1	-1.7
Volume	$391.2	$399.0	-2.0
Employees	NA	NA	NA
Offices	13	13	0.0

Asian offices	Billings
Clemenger BBDO, Melbourne(MN)	308.7
Colenso Communications, Auckland(MJ)	59.0
HKM Advertising, Auckland(MJ)	23.5

Notes: Clemenger has two parts—a nine-agency Australian operation consolidated under the Melbourne lead agency and a two-agency New Zealand component. Clemenger in turn is 46.67% owned by BBDO (See Omnicom profile.)

Officers: P.G. Clemenger, chmn; H.J. Mackley, dir.

Headquarters: Clemenger/BBDO/474 St. Kilda Rd./Melbourne 3004, Australia/Phone: 613-869-4499/Fax: 613-820-1232

RANK: 20

Dai-Ichi Kikaku Co.

Tokyo

Gross income: **$159.9** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$159.9	$133.8	19.5
Volume	$1,113.1	$916.2	21.5
Employees	850	824	3.2
Offices	20	11	81.8
U.S.	**1991**	**1990**	**% chg**
Gross income	$11.1	$5.8	91.0
Volume	$85.1	$37.7	125.7
Employees	3	3	0.0
Offices	1	1	0.0

Asian offices	Billings
Dai-Ichi Communications, Tokyo(MJ)	12.1
Dai-Ichi Kikaku, Tokyo(MJ)	628.5
Dai-Ichi Kikaku Thailand, Bangkok(MJ)	9.6
D.I.K. Ocean Advertising, Taipei(MJ)	15.0
Sonyu Agency, Tokyo(MJ)	67.2

Notes: Dai-Ichi Kikaku Co. has four divisions: the Tokyo agency of the same name; D.I.K. Affiliated Co.; Overseas Network; and Domestic Network. D.I.K. Affiliated Co. has nine Tokyo-based agencies involved in non-media and/or agency below-the-line activities. Overseas Network has 10 shops, including three in the U.S. from which it draws equity returns—D.I.K. USA, Kresser Craig D.I.K. and Bloom FCA. Domestic Network covers agencies in nine Japanese cities apart from Tokyo. D.I.K. owns 20% of Bloom FCA, and 10.69% of FCA Group, Paris, the holding company that owns the rest of Bloom. Both percentages are included in D.I.K.'s composite. D.I.K. has a position on the FCA Group board and has placed agency personnel at Bloom FCA in the U.S., and FCA agencies in Britain and Germany. D.I.K. sold its 2.44% holding in Omnicom in 1991, a passive investment not in the prior year.

Officers: N. Sakai, pres.; T. Hiraki, exec. vp.; M. Sadakata, exec. vp.; Y. Hashimoto, sr. vp.

Headquarters: Dai-Ichi Kikaku Co./Hibiya Kokusai Bldg./2-3 Uchisaiwai-cho, 2-chome Chiyoda-ku/Tokyo 100, Japan/Phone: 813-3595-1311/Fax: 813-3595-2963

Kresser Craig D.I.K.

U.S.	1991	1990	% chg
Gross income	$13.8	$10.6	30.2
Volume	$82.2	$70.8	16.2
Employees	93	65	43.1
Offices	1	1	0.0

Officers: Bob Kresser, chmn-ceo; Jean Craig, pres-exec creative dir.

Headquarters: Kresser Craig D.I.K./2501 Colorado Ave., 2nd Fl./Santa Monica, Calif. 90404/Phone: (310) 315-3000

RANK: 17

Daiko Advertising

Osaka, Japan

Gross income: **$174.3** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$174.3	$159.5	9.3
Volume	$1,278.1	$1,199.3	6.6
Employees	1,272	1,252	1.6
Offices	21	33	-36.4

Note: Worldwide returns in tables are from Japan.

Officers: Shogiro Nishio, chmn; Jun Katayama, pres-ceo; Seiichi Takada, exec. vp; Yoshio Maekawa, coo.

Headquarters: Daiko Advertising/3-39, 4-chome, Miyahara, Yodogawa-ku/Osaka, 532, Japan/Phone: 816-392-8008/Fax: 816-392-8004

RANK: 12

D'Arcy Masius Benton & Bowles

New York

Gross income: **$534.6** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$534.6	$532.5	0.4
Volume	$4,509.3	$4,408.7	2.3
Employees	5,926	5,849	1.3
Offices	109	99	10.1
U.S.	**1991**	**1990**	**% chg**
Gross income	$276.6	$276.7	0.0
Volume	$2,611.4	$2,510.9	4.0
Employees	2,600	2,568	1.2
Offices	20	18	11.1

U.S. offices	Billings
DMB&B, San Antonio, Texas	59.5
DMB&B, St. Louis	401.0
DMB&B, Chicago	143.9
DMB&B, Los Angeles	123.2
DMB&B, New York	870.8
DMB&B, San Francisco	1.6
DMB&B, Bloomfield Hills, Mich.	411.8

Asian offices	Billings
DMB&B, Sydney(MJ)	96.4
DMB&B, Auckland(MJ)	14.0
DMB&B Modern, Hong Kong(MJ)	19.7
DMB&B Tokyu Singapore, Singapore(MJ)	7.1
Jimenez DMB&B, Manila(MN)	3.2
KHK DMB&B, Kuala Lumpur(MN)	9.8
Perwanata DMB&B, Jakarta(MN)	4.8
Seoul DMB&B, Seoul(MN)	48.8
Synergie Tokyu DMB&B, Bangkok(MN)	6.9
Tokyu MS&L, Tokyo(MN)	4.6
Tokyu Agency International, Tokyo(MN)	278.6

European offices	Billings
DMB&B, Frederiksberg(MJ)	20.8
DMB&B Oy, Helsinki(MJ)	14.4
DMB&B, Neuilly(MJ)	119.3
DMB&B, Stockholm(MJ)	34.7
DMB&B, London(MJ)	535.9
DMB&B, Vienna(MJ)	9.7
DMB&B, Brussels(MJ)	80.8
DMB&B, Madrid(MJ)	113.2
DMB&B, Lisbon(MJ)	6.1
DMB&B, Amsterdam(MJ)	45.8
DMB&B, Athens(MJ)	9.1
DMB&B, Warsaw(MJ)	0.2
DMB&B, Milan(MJ)	168.6
DMB&B Group Germany, Frankfurt(MJ)	341.3
DMB&B Moscow, Moscow(MJ)	1.5
DMB&B Result, Dublin(MN)	4.7
DMB&B Lund & Lommer, Oslo(MJ)	40.1
DMB&B Merkur, Prague(MJ)	0.2
DMB&B Profil M, Budapest(MJ)	1.6
DMM Ipsen & Parmo, Copenhagen(MJ)	13.6

International Marketing & Promotions	
London(MJ)	112.4
Penajons DMB&B, Istanbul(MN)	11.7

Latin American offices	Billings
DMB&B de Venezuela, Caracas(MN)	6.0
Graffiti DMB&B, Buenos Aires(MN)	0.0
Noble Group, Mexico City(MJ)	33.7

Canadian offices	Billings
DMB&B Canada, Toronto(MJ)	73.8

Notes: D'Arcy reopened a shop in San Francisco in 1991 after winning the Qantas account. It sold a shop there in 1990. Totals include fee income of $19.7 million, down 10.9% from MS&L.

Officers: Roy Bostock, chmn-ceo; Clayton Wilhite, pres-DMB&B North America; John C. Ferres, pres-DMB&B Asia, Pacific, Latin America; George J. Simko, pres-DMB&B Europe; Craig D. Brown, exec vp-cfo.

Headquarters: D'Arcy Masius Benton & Bowles/1675 Broadway/New York, N.Y. 10019/Phone: (212) 468-3622

Clarion Marketing & Communication

U.S.	1991	1990	% chg
Gross income	$26.8	$26.0	3.0
Volume	$202.1	$186.9	8.1
Employees	199	190	4.7
Offices	4	4	0.0

Officers: Raymond S. Rizzo, pres-ceo; Robert D. Ahshire, exec vp-mg dir, bus devel; Louis P. Boroff, exec vp-mg dir, communications; Ralph N. Sather, exec vp-mg dir, strategic mktg.

Headquarters: Clarion Marketing & Communication/340 Pemberwick Rd./Greenwich, Conn. 06831/Phone: (203) 531-3600

Medicus Intercon International

Worldwide	1991	1990	% chg
Gross income	$62.6	$59.1	5.9
Volume	$468.4	$464.9	0.8
Employees	601	615	-2.3
Offices	32	34	-5.9
U.S.	**1991**	**1990**	**% chg**
Gross income	$27.9	$24.3	14.6
Volume	$227.7	$198.3	14.8
Employees	277	251	10.4
Offices	8	8	0.0

U.S. & Canadian offices	Billings
Discovery International, Chicago	37.1
Medicus Intercon International, New York	190.7
Medicus Intercon, Toronto(MJ)	18.6

Asian offices	Billings
Medicus Intercon K.K., Tokyo-Osaka(MJ)	21.7
Medicus Intercon Pacific, Hong Kong(MJ)	3.4
Peter Doyle Advertising, Sydney(MJ)	7.8

European offices	Billings
ADA Group, London(MJ)	33.6
Agency M.R. Group, Paris(MJ)	29.8
Intercon Medicus, Wiesbaden(MJ)	95.7
Medicus Intercon, Barcelona-Madrid(MJ)	5.8

Officers: Lawrence J. Lesser, chmn-ceo; William Castagnoli, vice chmn; Glenn DeSimone, pres-USA; Nicholas F. Matale, pres-intl.

Headquarters: Medicus Intercon International/1675 Broadway/New York, N.Y. 10019/Phone: (212) 468-3100

RANK: 5

Dentsu

Tokyo

Gross income: **$1,451.0** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$1,451.0	$1,254.8	15.6
Volume	$10,080.1	$9,671.6	10.4
Employees	5,780	5,767	0.2
Offices	45	45	0.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$23.9	$26.0	-8.0
Volume	$181.5	$197.9	-8.3
Employees	NA	NA	NA
Offices	NA	NA	NA

Asian offices	Billings
Ad Dentsu Tokyo, Tokyo(MJ)	89.8
Dentsu Australia, Sydney(MJ)	69.7
Dentsu Inc., Tokyo(MJ)	9,608.1

Notes: Dentsu totals in 1991 include the agency's 50% equity in Dentsu, Young & Rubicam Partnerships. Prior-year data included that of HDM Worldwide (see DY&R profile). Dentsu in 1991 included its 44.8% share in CDP Europe, up from 39% the year earlier. Returns include its 49% share of Dentsu Burson-Marsteller, Tokyo, and 50% share of Dentsu Wunderman Direct, which together added equity gross income of $5.7 million on $37.8 million in billings in 1991.

Officers: Gohei Kogure, pres-ceo; Akitoshi Ishihara, exec vp; Yutaka Narita, sr mg dir; Toshiro Toyota, sr mg dir.

Headquarters: Dentsu/1-11, Tsukiji, Chuo-ku/Tokyo 104, Japan/Phone: 813-3544-5599/Fax: 813-3546-2967

Dentsu America

U.S.	1991	1990	% chg
Gross income	$11.4	$11.9	-3.9
Volume	$80.5	$84.8	-5.1
Employees	115	131	-12.2
Offices	2	2	0.0

Officer: Kenji Matsushima, pres.

Headquarters: Dentsu America/1114 Sixth Ave./New York, N.Y. 10036/Phone: (212) 703-1400

RANK: 23

Dentsu, Young & Rubicam Partnerships

New York

Gross income: **$129.2** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$129.2	$128.0	1.0
Volume	$935.9	$924.9	1.2
Employees	1,710	1,681	1.7
Offices	29	32	-12.5
U.S.	**1991**	**1990**	**% chg**
Gross income	$24.9	$28.2	-11.5
Volume	$202.0	$226.2	-10.7
Employees	305	329	-7.3
Offices	5	5	0.0

Asian offices	Billings
Dentsu, Sudler & Hennessey, Tokyo(MJ)	27.4
Dentsu, Young & Rubicam, Bangkok(MJ)	25.1
Dentsu, Young & Rubicam, Singapore(MJ)	28.0
Dentsu, Young & Rubicam, Tokyo(MJ)	290.5
Dentsu, Young & Rubicam, Kuala Lumpur(MJ)	25.5
Dentsu, Young & Rubicam China, Beijing(MJ)	7.1
Dentsu, Young & Rubicam, Hong Kong(MJ)	54.9
Dentsu, Young & Rubicam Korea, Seoul(MN)	9.7
Dentsu, Young & Rubicam Taiwan, Taipei(MJ)	10.3
Dentsu, Young & Rubicam-Alcantara, Manila(MN)	11.0
Mattingly & Partners, Richmond(MJ)	211.0
Mattingly & Partners, Auckland(MJ)	33.5

Notes: DY&R was formed out of HDM Worldwide in 1990 when that network broke up after Eurocom, a one-third partner, bought all European operations from other partners. Y&R and Dentsu. This left HDM's U.S. and Asia/Oceania shops in the new network owned 50% each by Dentsu and Y&R.

Officers: Shinzo Ueno, chmn-Tokyo; Gary Burandt, pres-N.Y.; Alain Roussel, sr exec vp-cfo; Naoki Kobuse, sr exec vp-dir worldwide mktg.

Headquarters: Dentsu, Young & Rubicam Partnerships/810 Seventh Ave./New York, N.Y. 10019/Phone: (212) 468-2100

Dentsu, Young & Rubicam Partnerships/ c/o Dentsu Inc./1-11-10 Tsukiji, Chuo-ku/Tokyo 104, Japan/Phone: 813-3544-5599/Fax: 813-3546-2967

Lord, Dentsu & Partners

U.S.	1991	1990	% chg
Gross income	$19.0	$20.9	-9.2
Volume	$151.6	$169.9	-10.8
Employees	222	233	-4.3
Offices	2	2	0.0

Officers: Richard Lord, chmn-ceo; Leonard Pearlstein, pres-coo.

Headquarters: Lord, Dentsu & Partners/810 Seventh Ave./New York, N.Y. 10019/Phone: (212) 468-2100

Bowes Dentsu & Partners

U.S.	1991	1990	% chg
Gross income	$15.1	$15.1	0.0
Volume	$97.1	$97.1	0.0
Employees	93	122	-23.8
Offices	3	3	0.0

Officer: Murray R. Bowes, chmn-ceo.

Headquarters: Bowes Dentsu & Partners/4751 Wilshire Blvd./Los Angeles, Calif. 90010/Phone: (213) 930-5100

RANK: 44

DIMAC Direct

Bridgeton, Mo.

Gross income: **$52.5** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$52.5	$44.9	16.9
Volume	$138.8	$107.8	28.8
Employees	557	537	3.7
Offices	4	3	33.3

U.S. offices	Billings
DIMAC Direct, Bridgeton, Mo.	110.0
HUB Direct Marketing, Boston	5.2
MMI Gazette, San Francisco	23.6

Notes: Returns for DIMAC Direct, formerly called DMCA Direct, include three units in 1991 that merged on March 1992 under the DIMAC banner: DMCA Direct, MMI Gazette and HUB Direct Marketing. Worldwide returns in tables are all from the U.S.

Officer: Michael T. McSweeney, pres-ceo.

Headquarters: DIMAC Direct/One Corporate Woods Dr./Bridgeton, Mo. 63044/Phone: (314) 344-8000

RANK: 47

W.B. Doner & Co.

Southfield, Mich.

Gross income: **$49.8** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$49.8	$51.4	-3.1
Volume	$395.3	$395.4	-0.0
Employees	560	555	0.9
Offices	9	9	0.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$39.0	$42.6	-8.5
Volume	$296.8	$310.9	-4.5
Employees	467	484	-3.5
Offices	6	6	0.0

Asian offices	Billings
Luscombe & Partners, Port Melbourne(MN)	24.6

Officers: H.D. Fried, chmn; James Dale, pres-ceo; Don Bassett, vice chmn-dir acct mgmt; Alan Kalter, vice chmn-dir acct mgmt; S. LaGalliota, vice chmn-intl bus devel; H. Barry Levine, sr vp-cfo.

Headquarters: W.B. Doner & Co./25900 Northwestern Hwy./Southfield, Mich. 48075/Phone: (313) 354-9700

RANK: 7

Euro RSCG

Paris

Gross income: **$1,016.3** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$1,016.3	$1,071.4	-5.1
Volume	$6,955.7	$6,894.8	0.9
Employees	9,400	10,200	-7.8
Offices	450	406	10.8
U.S.	**1991**	**1990**	**% chg**
Gross income	$140.0	$120.0	16.6
Volume	$1,131.7	$970.6	16.6
Employees	1,630	1,605	-9.7
Offices	17	17	0.0

African office	Billings
Klem-RSCG, Casablanca(JV)	4.9

Asian offices	Billings
Ball Partnership, Hong Kong(MJ)	53.1
Ball Partnership, Sydney(MJ)	45.1
Ball Partnership, Singapore(MJ)	15.6
Ball Partnership, Bangkok(MN)	16.2
Ball Partnership, Taipei(MJ)	7.5
Ball Partnership, Kuala Lumpur(MJ)	11.1
Ulka Advertising, Bombay(NE)	27.3

European offices	Billings
ATA Tonic, Milan(MJ)	53.5
Australie Al Dente, Levallois Perret(MJ)	66.3
Barbella Gagliardi Saffirio, Turin(MJ)	129.9
B.M.A. Logos, Paris(MJ)	26.0
Cash RSCG, Werbeagentur BSW, Zurich(MJ)	19.3
Conran Group, London(MJ)	49.1
Dimanche, Neuilly(MJ)	12.0
Eldorado, Paris(MJ)	56.2
Euro RSCG Austria Group, Vienna(MJ)	75.5
Euro RSCG Denmark, Copenhagen(MJ)	48.7
Euro RSCG Finland, Helsinki(MJ)	17.2
Euro RSCG Felmar Advertising, Istanbul(MJ)	4.6
Euro RSCG Holland, Amsterdam(NA)	89.2
Euro RSCG Italia, Milan(MJ)	224.8
Euro RSCG Norway, Oslo(MN)	18.6
Euro RSCG Portugal, Lisbon(MJ)	25.0
Euro RSCG Spain, Madrid(MJ)	190.1
Euro RSCG U.K., London(MJ)	421.3
Eurocom Advertising, Zurich(MJ)	66.7
Eurocom Advertising, Prague(MJ)	0.2
Eurocom France, Puteaux(MJ)	1,340.2
Eurocom International Brussels, Brussels(MJ)	22.3
Eurocom RSCG Group Germany, Duesseldorf(MJ)	337.5
Eurocom/Target Advertising, Athens(MJ)	5.6
Eurofi, Boulogne Billancourt(MJ)	29.6
Garbarski Euro RSCG, Brussels(MJ)	111.8
Groupe Bernard Julhiet, Levallois-Perret(MJ)	22.5
Groupe Organisation & Publicite, Paris(MJ)	24.2
Groupe Robert, Paris(MJ)	71.7
Groupe Synergie Equateur, Suresnes(MJ)	236.6
Hawi Euro RSCG, Stockholm(MJ)	9.6
K.C.A., Issy les Moulineaux(MJ)	25.1
Impulsion, Boulogne Billancourt(MJ)	29.9
Kilimandjaro, Paris(MJ)	28.7
KLP Group, London(MJ)	238.1
Leoders Deroost, Brussels(MJ)	9.9
MAO, Neuilly(MJ)	59.2
RSCG, Issy les Moulineaux(MJ)	1,128.8
RSCG Havasi & Varga, Budapest(MJ)	2.8
RSCG Palavidis, Athens(MJ)	5.7
Ruiz Ricoti Group, Madrid(MJ)	122.9
System TV, Neuilly(MJ)	14.6
Temps Public, Paris(MJ)	4.4
TSA Consultants, Boulogne Billancourt(MJ)	15.5
WCRS, London(MJ)	284.3

Notes: Eurocom Group and Roux Seguela Cayzac & Goudard in late 1991 merged to form Euro RSCG Group. The new operation has two advertising entities: Euro RSCG Advertising S.A., Paris, and Euro RSCG Advertising Ltd., London. The Paris holdings include the old Eurocom and RSCG networks in Europe, and the RSCG-owned agencies in the U.S. Euro RSCG generally has buyback contracts on shares held by local management, and as a result, equates such "control" as full-ownership. AA, however, includes only the equity portion held by Euro RSCG in organization totals for both years. Euro RSCG Advertising Ltd., London, is the old WCRS Worldwide network. Agencies include WCRS Group, London; Della Femina, McNamee, New York, and the Ball Partnership. It holds 60% equity in these shops. The remainder is held by Aegis Group, London. Euro RSCG Group owns 10% of Aegis Group (equity not included in Euro RSCG Group totals), a reduction from 15% in 1990. U.S. shops not listed in the profile include Corporate Graphics International, Creamer Dickson Basford and Comart Group.

Officers: Alain de Pouzilhac, chmn-ceo; Jacques Seguela, vp; Jean-Michel Goudard, pres-ceo, intl; Alain Cayzac, pres-France.

Headquarters: Euro RSCG/8 rue de L'Hotel de Ville/92522 Neuilly Cedex, France/Phone: 331-47-38-99-99/Fax: 331-47-45-75-62

Della Femina, McNamee

U.S.	1991	1990	% chg
Gross income	$85.6	$94.2	-9.2
Volume	$713.0	$782.0	-8.8
Employees	721	797	-9.5
Offices	7	7	0.0

U.S. offices	Billings
Della Femina, McNamee, Pittsburgh	80.0
Della Femina, McNamee, New York	364.0
Della Femina, McNamee, Los Angeles	130.0
Della Femina, McNamee, Chicago	30.0
Lawner, Reingold, Britton & Partners, Boston	89.0

Officers: Jerry Della Femina, chmn; Louise McNamee, pres-ceo.

Headquarters: Della Femina, McNamee/350 Hudson St./New York, N.Y. 10014/Phone: (212) 886-4100

Lally, McFarland & Pantello

U.S.	1991	1990	% chg
Gross income	$9.5	$8.5	11.2
Volume	$77.6	$67.1	15.7
Employees	90	85	5.9
Offices	2	2	0.0

Officers: Ronald G. Pantello, pres-ceo; James R. McFarland, vp-dir. art; John M. Lally, vp-dir. copy; Maureen Regan, vp-operations; Diane Harr, vp-mg dir, Canada.

Headquarters: Lally, McFarland & Pantello/60 Madison Ave./New York, N.Y. 10010/Phone: (212) 532-1600

Messner Vetere Berger Carey Schmetterer

U.S.	1991	1990	% chg
Gross income	$27.2	$10.5	160.2
Volume	$207.8	$77.6	168.0
Employees	104	60	73.3
Offices	1	1	0.0

Officers: Robert Schmetterer (pres); Ron Berger, Tom Messner, Barry Vetere, Walter Carey, partners.

Headquarters: Messner Vetere Berger Carey Schmetterer/375 Hudson St./New York, N.Y. 10014/Phone: (212) 886-0200

Tatham/RSCG

U.S.	1991	1990	% chg
Gross income	$33.4	$28.7	16.6
Volume	$324.7	$278.2	16.7
Employees	268	260	3.1
Offices	1	1	0.0

Officer: Ralph Rydholm, ceo

Headquarters: Tatham/RSCG /980 N. Michigan Ave./Chicago, Ill. 60611/Phone: (312) 337-4400

RANK: 33

FCA Group

Suresnes, France

Gross income: **$79.0** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$79.0	$66.1	19.7
Volume	$615.5	$510.7	20.5
Employees	1,089	990	10.0
Offices	37	36	2.8
U.S.	**1991**	**1990**	**% chg**
Gross income	$16.0	$16.0	0.0
Volume	$151.3	$174.1	-13.1
Employees	250	240	4.2
Offices	2	2	0.0
European offices			**Billings**
Birikim Reklamcilik, Istanbul(MN)			5.1
CID FCA, Madrid(MN)			87.8
FCA, Duesseldorf(MJ)			36.4
FCA, London(MJ)			53.3
FCA Belgique, Brussels(MJ)			14.0
FCA Caixa Alta, Lisbon(MN)			3.6
FCA France, Paris(MJ)			347.5
FCA/Sabbatini Baldoni Panzeri, Milan(MJ)			63.3
VVH FCA, Amsterdam(MJ)			27.2

Notes: Organization totals include 80% equity of Bloom FCA. Figures for the Paris recruitment agency, Sources, which was sold back to management, are not in either year. Within the group, two pr units, Chotard & Associes and ID Force, merged to form Public FCA. Its returns are in totals.

Officers: Philippe Calleux, pres-ceo; Jean Feldman, exec vp-dir; Marc Bourgery, exec vp-dir; Jean-Fred Koenig, exec vp-dir

Headquarters: FCA Group/26 Rue Salomon de Rothschild/Suresnes 92150, France/Phone: 331-42-04-25-75

Bloom FCA

U.S.	1991	1990	% chg
Gross income	$20.0	$20.0	0.0
Volume	$189.1	$174.1	8.6
Employees	250	240	4.2
Offices	2	2	0.0
U.S. offices			**Billings**
Bloom FCA, Dallas			132.9
Bloom FCA, New York			56.2

Officers: Robert H. Bloom, chmn-pres-ceo

Headquarters: Bloom FCA/304 East 45th St./New York, N.Y. 10017/Phone: (212) 370-1313

RANK: 10

Foote, Cone & Belding Communications

Chicago

Gross income: **$616.0** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$616.0	$543.4	13.4
Volume	$4,651.0	$4,390.1	5.9
Employees	7,872	8,424	-6.6
Offices	174	174	0.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$299.6	$287.6	4.2
Volume	$2,536.3	$2,539.3	-0.1
Employees	2,529	2,730	-7.4
Offices	10	10	0.0
U.S. offices			**Billings**
Foote, Cone & Belding, Chicago			585.0
Foote, Cone & Belding, San Francisco			438.0
Foote, Cone & Belding, Los Angeles			360.0
FCB/LGK, Philadelphia			115.0
FCB/Leber Katz Partners, New York			552.0
Asian offices			**Billings**
AP Foote, Cone & Belding, Kuala Lumpur(MN)			17.1
Basic/Foote, Cone & Belding, Manila(MN)			25.2
Foote, Cone & Belding, Wellington(MJ)			48.9
Foote, Cone & Belding, Hong Kong(MJ)			14.8
Foote, Cone & Belding, Sydney(MJ)			98.0
Prakit & FCB, Bangkok(MN)			28.3
Public/FCB Communications, Taipei(MN)			17.4
P.T. Forum Cahaya Buana, Jakarta(NE)			7.5
Latin American offices			**Billings**
FCB de Mexico, Mexico City(MJ)			20.9
FCB/Ecuador, Guayaquil(MJ)			4.4
FCB/El Salvador, San Salvador(MJ)			1.4
FCB/Honduras, Tegucigalpa(MJ)			1.9
FCB/Puma, Bogota(MJ)			11.8
FCB/Siboney, San Jose(MJ)			2.9
FCB/Siboney Publicidade, Sao Paulo(MJ)			48.5
FCB/Siboney/Blanco Uribe, Caracas(MJ)			14.4
Foote, Cone & Belding, Guatemala City(MJ)			4.0
Foote, Cone & Belding, Isla Verde(MJ)			33.9
Foote, Cone & Belding, Santo Domingo(MJ)			4.7
Hernandez/FCB, Port of Spain(MN)			5.1
Lindo, Foote, Cone & Belding, Kingston(MN)			2.3
Pragma/FCB Publicidad, Buenos Aires(MN)			32.5
Publitres/FCB, Panama City(NE)			5.6
Other offices			**Billings**
FCB/Ronalds Reynolds, Toronto(MJ)			117.9
Lindsay Smithers-FCB, Sandton(NE)			76.9

Notes: Foote, Cone & Belding Communications consists of the agency of the same name in Chi-

Foreign agencies by gross income

Agency, city, equity	Gross income	% chg	1991 Billings
Argentina	**Exchange rates: 0.000118 0.000200 austral**		**-41.0%**
FSD/Young & Rubicam, Buenos Aires **MJ**	7,871	133.6	22,478
J. Walter Thompson Argentina, Buenos Aires **NE**	7,603	53.5	50,710
Casares Grey, Buenos Aires **MJ**	5,841	84.5	26,285
Ogilvy & Mather, Buenos Aires **MJ**	5,702	111.8	39,324
Lautrec/SSA, Buenos Aires **NE**	5,637	6.3	22,549
Colonnese:Lintas, Buenos Aires **MJ**	5,369	109.2	35,814
Pragma/FCB Publicidad, Buenos Aires **MN**	4,878	114.2	32,533
McCann-Erickson, Buenos Aires **MJ**	4,654	27.7	31,042
David Ratto/BBDO, Buenos Aires **MN**	4,331	54.2	18,352
Gowland Publicidad, Buenos Aires **NE**	2,673	43.6	24,051
Leo Burnett Co., Buenos Aires **MJ**	2,073	53.9	13,821
Capurro & Asociados, Buenos Aires **NA**	1,795	30.6	7,480
Ruben Marii/DDB Needham, Buenos Aires **NE**	886	41.4	5,902
Cicero/BSB Publicidad, Buenos Aires **NE**	784	57.3	3,732
Ayer Vasquez, Buenos Aires **MN**	5	-39.5	9
Graffiti DMB&B, Buenos Aires **MN**	0	-15.0	1

Notes: Equity held by parent in Pragma/FCB and David Ratto/BBDO is 20%; Ayer Vasquez 10% and Graffiti DMB&B 5%

Australia	**Exchange rates: 0.777800 0.780700 Australian dollar**		**-0.4%**
George Patterson Pty., Sydney **MJ**	73,113	-6.3	497,792
Clemenger/BBDO, Melbourne **MN**	49,396	-2.6	308,723
Mattingly & Partners, Richmond **MJ**	31,631	6.9	210,977
Young & Rubicam Australia, Sydney **MJ**	27,631	-10.6	191,073
DDB Needham, Sydney **MJ**	27,514	-5.6	183,518
Chiat/Day/Mojo, Sydney **MJ**	25,500	-17.2	164,000
Lintas:Australia, Sydney **MJ**	18,307	9.3	122,108
Saatchi & Saatchi Advertising, Sydney/Melbourne **MJ**	17,578	-8.3	110,059
Leo Burnett Connaghan & May, Sydney **MJ**	16,815	-5.7	112,143
McCann-Erickson, Sydney **MJ**	16,503	-12.8	110,075
Neville Jeffress/Armstrong*, Sydney **NA**	15,033	-17.8	93,958
J. Walter Thompson Australia, Sydney **MJ**	14,683	-3.2	97,934
Foote, Cone & Belding, Sydney **MJ**	14,163	-2.4	97,958
Ogilvy & Mather, Sydney **MJ**	13,910	-8.5	95,932
DMB&B, Sydney **MJ**	12,359	-9.2	96,429
Dentsu Australia, Sydney **MJ**	11,146	5.8	69,661
Grey Australia, Sydney **MJ**	7,543	12.6	50,312
Ball Partnership, Sydney **MJ**	6,922	0.8	45,112
Magnus Nankervis & Curl*, Sydney **NA**	6,720	-9.8	42,017
Charlton*, Sydney **NA**	6,674	0.1	42,235
John Singleton Advertising*, Sydney **NA**	5,958	6.0	40,554
Samuelson Talbot & Partners*, Sydney **NA**	5,779	14.9	30,404
McCarthy Watson & Spencer, Sydney **NA**	5,056	6.2	31,579
Kobs & Draft Bond Direct, Melbourne/Sydney **MJ**	3,990	2.7	26,600
Luscombe & Partners, Port Melbourne **MN**	3,970	1.8	24,560
John Bevins Pty., Sydney **NA**	3,850	37.0	23,435
Omon Ltd.*, Sydney **NA**	3,313	-31.0	20,332
Pemberton Australia*, Sydney **NA**	3,259	-8.3	20,378
Hertz Walpole*, Sydney **NA**	3,033	-2.1	18,963
Harris Robinson & Associates, Sydney **NE**	2,986	19.6	18,901
Moffat Sharp*, Melbourne **NA**	2,808	5.5	17,501
Foster Nunn Loveder*, Sydney **NA**	2,800	24.5	17,501
Peter Doyle Advertising, Sydney **MJ**	1,841	7.0	7,837
Bozell Rydgo, Sydney **MJ**	765	-49.6	5,451
Hakuhodo Australia, Sydney **MJ**	306	NA	1,736

Notes: * AA estimates of gross income and billings. Young & Rubicam figures include Wunderman, Cato Johnson, Sudler & Hennessey and Burson-Marsteller. George Patterson Pty. figures include The Campaign Palace and Marketforce. Chiat/Day/Mojo figures include Sydney, Melbourne, Brisbane and Perth offices. Peter Doyle part of Medicus Intercon.

Austria	**Exchange rates: 0.087692 0.087200 schilling**		**0.6%**
GGK Vienna/Salzburg, Vienna/Salzburg **MN**	12,101	13.9	80,677
Euro RSCG Austria Group, Vienna **MJ**	11,418	8.2	75,539
Demner & Merlicek, Vienna **NA**	11,382	10.6	75,889
Young & Rubicam, Vienna **MJ**	10,304	13.9	68,730
Werbeagentur Wirz, Vienna **MN**	10,216	19.5	68,145
Saatchi & Saatchi Advertising, Vienna **MJ**	9,734	-0.3	64,734
Lintas:Wien, Vienna **MJ**	9,699	6.8	64,689
Ogilvy & Mather, Vienna **MJ**	8,910	3.7	61,446
Dr. Puttner & BSB, Vienna **MJ**	7,059	30.6	47,082
Haupt-Stummer/J. Walter Thompson, Vienna **MJ**	6,539	13.4	43,592
Team/BBDO, Vienna **MJ**	6,516	11.2	43,302
McCann-Erickson, Vienna **MJ**	5,761	11.4	38,426
DDB Needham Heye & Partner, Vienna **MJ**	4,955	32.4	33,047
MMS Werbeagentur, Linz **NA**	3,981	-1.2	27,009
Grey Austria, Vienna **MJ**	3,771	-26.6	54,483
Haslinger, Keck Werbeagentur, Linz **NE**	3,560	19.4	23,677
Bozell Publicitas, Vienna **NE**	3,025	2.8	20,169
Publicis FCB, Vienna **MJ**	2,920	-1.7	27,626
DMB&B, Vienna **MJ**	1,215	-34.5	9,672
Conquest Europe Austria, Vienna **MJ**	225	-12.8	1,775

Notes: Lintas Wien includes data for P.C.S. Salzburg. Young & Rubicam includes Wunderman.

Belgium	**Exchange rates: 0.029558 0.029370 Belgian franc**		**0.6%**
McCann-Erickson Belgium, Brussels **MJ**	18,945	-4.2	126,363
Garbarski Euro RSCG, Brussels **MJ**	16,762	85.3	111,831
HHD Ogilvy & Mather, Brussels **MJ**	14,245	-9.3	98,242
DMB&B, Brussels **MJ**	12,109	-15.6	80,770
Lintas:Belgium, Brussels **MJ**	11,457	3.4	76,419
Lowe Troost, Brussels **MJ**	10,264	-0.2	68,427
Young & Rubicam Belgium, Brussels **MJ**	9,641	-0.6	64,311
Publicis FCB, Brussels **MJ**	9,155	2.7	77,029

Gross income and billings are U.S.$ in thousands

Compiled by: Ilse Cermak

Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
Belgium	**Exchange rates: 0.029558 0.029370**		
DDB Needham, Brussels **MJ**	9,086	17.9	60,601
Leo Burnett-Belgium, Brussels **MJ**	8,869	11.3	59,156
Grey, Brussels **MJ**	8,014	-7.2	55,773
VVL/BBDO, Brussels **MJ**	6,937	9.7	46,271
J. Walter Thompson Co., Brussels **MJ**	6,790	-16.0	45,280
TBWA, Brussels **MJ**	5,563	15.5	37,083
Saatchi & Saatchi Advertising, Brussels **MJ**	5,439	42.0	36,268
BSB Brussels, Brussels **MJ**	5,246	-40.8	34,990
Eurocom International Brussels, Brussels **MJ**	3,337	-13.7	22,258
Bozell Wymans Bogaerts, Brussels **MJ**	3,222	26.1	32,809
LVH, Brussels **MJ**	3,163	6.7	23,084
BDDP Belgium, Brussels **MJ**	3,118	20.1	20,798
Moors Bronselaer, Brussels **MJ**	2,877	16.9	19,190
FCA Belgique, Brussels **MJ**	2,099	17.1	13,951
Mirror/GGK Brussels, Brussels **NE**	1,817	1.6	12,119
KPR, Brussels **MJ**	1,767	7.2	11,789
Conquest Europe Belgium, Brussels **MJ**	1,735	79.4	12,111
Lenders DeRoost, Brussels **MJ**	1,478	-13.2	9,858
Morael & Partners, Antwerp **MJ**	1,375	18.5	9,173
Dialogic, Brussels **NA**	948	-2.1	6,323
Quattro, Brussels **MJ**	900	NA	6,200

Notes: Young & Rubicam Belgium includes Wunderman. Cato Johnson and Burson-Marsteller. Lenders DeRoost part of Euro RSCG Group. Lintas Belgium includes Ace, Music Hall, Heering & I.M.E.; McCann-Erickson Belgium includes Universal Media. Morael & Partners and Moors Bronselaer part of BBDO Worldwide. Quattro majority-owned by CDP Europe. LVH now part of Publicis FCB.

Brazil	**Exchange rates: 0.003758 0.015000 new cruzado**		**-74.9%**
Lintas:Brasil Comunicacoes, Sao Paulo **MJ**	72,572	-14.6	484,053
Dualibi, Petit, Zaragoza Propaganda, Sao Paulo **NA**	39,459	54.7	155,581
McCann-Erickson Brazil, Sao Paulo **MJ**	32,877	24.2	219,290
ALMAP/BBDO Comunicacoes, Sao Paulo **MN**	27,128	4.6	92,398
Salles/Inter-Americana de Publicidade, Sao Paulo **NA**	24,071	14.8	119,285
W/Brasil Publicidade, Sao Paulo **NA**	23,041	40.7	88,382
Standard, Ogilvy & Mather, Sao Paulo **MJ**	20,266	-32.6	139,762
Norton Publicidade, Sao Paulo **NE**	12,439	-36.2	69,899
J. Walter Thompson Publicidade, Sao Paulo **MJ**	11,902	-2.8	46,591
DM 9 Publicidade, Sao Paulo **NA**	11,660	201.3	55,484
Leo Burnett Publicidade, Sao Paulo **MJ**	11,017	65.4	73,452
Young & Rubicam do Brasil, Sao Paulo **MJ**	10,863	-46.3	72,457
Better Comunicacao, Sao Paulo **NE**	9,216	-11.5	46,077
FCB/Siboney Publicidade, Sao Paulo **MJ**	7,266	28.8	48,464
Denison/BSB, Sao Paulo **NE**	4,626	-4.2	18,501
CBBA Propaganda, Sao Paulo **MJ**	3,534	-17.6	20,073
Caio Domingues & Associados, Rio de Janeiro **NA**	2,648	-28.1	9,933
Futura/SMS, Sao Paulo **MJ**	2,196	1.3	14,643
Z&G Comunicacao, Sao Paulo **NE**	1,920	NA	12,806

Notes: In 1991 Lintas Brasil acquired MPM Propaganda, Sao Paulo. MPM data for both years is included in Lintas totals—gross income of $59,882,000 for 1991 and $63,743,000 for 1990. Young & Rubicam do Brasil includes Wunderman and Burson-Marsteller. McCann-Erickson Brazil includes Interpublic Brazil. Better Comunicacao affiliated with Saatchi & Saatchi Advertising; Norton Publicidade affiliated with Bozell; CBBA Propaganda part of J. Walter Thompson Co.; Z&G Comunicacao affiliated with Grey.

Britain	**Exchange rates: 1.777017 1.768800 pound**		**0.5%**
Saatchi & Saatchi Advertising, London **MJ**	178,814	-4.6	1,187,500
J. Walter Thompson Co., London **MJ**	108,398	10.4	721,469
Grey Communications Group, London **MJ**	93,842	0.2	625,923
Young & Rubicam U.K., London **MJ**	87,168	-15.7	600,838
Ogilvy & Mather, London **MJ**	86,001	-6.2	593,108
BSB Dorland, London **MJ**	83,201	2.9	554,676
Lowe Howard-Spink, London **MJ**	69,611	26.2	464,068
DMB&B, London **MJ**	69,531	-6.3	535,922
McCann-Erickson U.K., London **MJ**	67,121	2.5	447,703
BMP DDB Needham, London **MJ**	66,871	27.4	446,029
Euro RSCG U.K., London **MJ**	46,258	4.5	421,302
Publicis, London **MJ**	40,871	36.7	275,435
Leo Burnett Co., London **MJ**	39,983	17.7	266,553
KLP Group, London **MJ**	35,718	-7.8	238,120
WCRS, London **MJ**	35,540	0.5	284,323
KHBB, London **MJ**	33,200	2.2	221,800
Abbott Mead Vickers-BBDO, London **MN**	31,986	19.3	270,995
SPCTD:Lintas, London **MJ**	31,261	0.6	208,513
Bartle Bogle Hegarty*, London **NA**	27,837	14.9	214,131
Gold Greenlees Trott, London **MJ**	26,655	-0.2	186,587
CDP & Partners, London **MJ**	26,100	-9.7	173,900
Butterfield Day Devito Hockney*, London **NA**	23,549	18.3	117,745
FCB Advertising, London **MJ**	22,213	21.9	151,045
Alliance Intl. UK, London **MJ**	21,147	-8.0	140,384
Dewe Rogerson*, London **NA**	20,660	8.8	158,919
TBWA Holmes Knight Ritchie, London **MJ**	20,249	69.6	135,053
ARC Advertising*, London **NA**	20,190	9.3	155,311
Austin Knight*, London **NA**	18,490	-41.0	142,232
BDDP UK, London **MJ**	17,088	-33.6	113,976
International Marketing & Promotions, London **MJ**	16,857	1.4	112,435
GGK London, London **MJ**	15,592	20.5	184,099
Woollams Moira Gaskin O'Malley*, London **NA**	14,346	-99.9	110,353
Reay Keating Hamer*, London **NA**	13,861	20.6	106,621
Option One, London **MJ**	12,795	3.3	83,342
Leagas Delaney*, London **NA**	12,706	22.8	97,736
Watson, Ward, Albert Varnell*, London **NA**	12,441	-12.6	95,692
Ayer U.K., London **MJ**	11,195	19.4	74,635
LansdownEuro London, London **MJ**	10,210	-2.9	106,520
Cogent Elliott*, London **NA**	10,003	6.6	76,945

Gross income and billings are U.S.$ in thousands

Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
Britain	**Exchange rates: 1.77702 1.70800**		
Graham Poulter Partnership*, London NA	9,887	-15.3	76,056
Golley Slater*, London NA	8,709	-10.1	66,994
DFSD Bozell, London MJ	8,422	-4.8	56,176
Roose & Partners, London NE	8,077	7.9	53,844
Simons Palmer Denton Clemmow & Johnson*, London NA	7,392	60.7	56,865
Conran Group, London MJ	7,366	21.7	49,129
C/D/M Inc., London MJ	7,300	108.6	47,000
Brunning, London MN	7,260	-67.5	47,800
Burkitt Weinreich Bryant, London NA	6,397	-2.3	49,756
Moxon Dolphin & Kerby*, London NA	6,292	-40.4	48,406
Kelly Weedon Shute*, London NA	6,237	61.5	47,979
Miller & Leeves WAHT, London MJ	6,077	7.4	40,516
Leagas Sharon Davis Chick*, London NA	5,845	13.0	44,959
Kobs & Draft, London MJ	5,325	241.3	35,500
Smee's Group, London NA	5,292	5.0	27,000
Bowden Dyble Hayes & Partners, Manchester MJ	5,153	-11.7	30,920
Howell Henry Chaldecott Lury, London NA	4,658	2.0	57,948
FCA, London MJ	4,443	NA	53,311
Travis Dale & Partners, London MJ	4,265	4.8	28,432
Harari/Page Ltd.*, London NA	4,158	201.4	31,986
Griffin Bacal, London MJ	2,652	44.7	18,700
Paling Ellis KPR, London MJ	2,383	-17.3	15,892
Hakuhodo UK, London MJ	1,555	43.2	9,104
Doremus & Co., London MJ	1,386	1.4	9,238

Notes: * AA estimated gross income. Billings figures were published in Campaign magazine's Top 300 agencies chart, Feb. 28. KHBB majority-owned by Saatchi & Saatchi Advertising. SPCTD Lintas includes CM Lintas Intl.; McCann-Erickson U.K. includes Turnaround, Harrison, Direct, Advertising Ltd.; Epic U.K. and Sales Desk. Yellowhammer figures included in DMB&B totals. Gross income for 1991 for Yellowhammer was $5,402,000. Also, Medicus Intercon's ADA Group included in DMB&B's totals. Gross income for 1991 for ADA's four offices is $6,660,260. Option One and Bowden Dyble Hayes & Partners majority-owned by Gold Greenlees Trott. Miller & Leeves WAHT majority-owned by BDDP, Paris. Travis Dale & Partners part of CDP Europe. FCO Ltd. included in Euro RSCG U.K. totals. FCO's gross income for 1991 is $5,616,000. Lansdowne/Euro part of Conquest Europe. Young & Rubicam U.K. includes Wunderman, Cato Johnson, Burson-Marsteller, Sudler & Hennessey and Landor. KLP Group and Conran Group part of Euro RSCG U.K. BSB Dorland includes Asset Marketing, Bungey Medical, SBS, Ethical Communications, DBC, Tillbrooks, Euro-Media Express, Decision Shop and Mann Hughes Gerrish.

Canada	Exchange rates: 0.872225 0.856300 Canadian dollar 1.9%		
Young & Rubicam, Toronto MJ	32,395	18.1	375,994
McCann-Erickson Canada, Toronto MJ	30,296	3.2	202,074
Cossette Communication-Marketing, Quebec City NA	29,525	2.2	196,832
MacLaren:Lintas, Toronto MJ	27,528	-1.8	183,614
McKim Advertising, Toronto MN	24,946	-2.9	165,723
Ogilvy & Mather, Toronto MJ	23,192	-1.9	159,948
J. Walter Thompson Co., Toronto MJ	21,253	2.5	141,755
Grey Canada, Toronto MJ	19,067	-1.0	127,176
FCB/Ronalds Reynolds, Toronto MJ	17,678	-5.0	117,857
Leo Burnett Co., Toronto MJ	17,344	12.6	115,633
Baker Lovick/BBDO, Toronto MN	17,012	-0.5	125,650
BCP Group*, Montreal NA	15,046	12.6	100,306
BSB Canada, Toronto MJ	12,939	-2.4	101,614
Palmer Jarvis Advertising, Vancouver NA	11,533	2.6	72,772
DMB&B Canada, Toronto MJ	10,666	19.5	73,811
Saatchi & Saatchi Advertising, Toronto MJ	9,907	-13.4	79,254
C/D/M Inc., Toronto MJ	9,000	26.8	58,000
Carder Gray DDB Needham, Toronto MJ	8,557	-8.6	57,072
Prism Communications, Montreal NA	5,321	24.3	31,400
Bozell Palmer Bonner, Toronto MJ	5,318	-11.0	35,471
Ambrose Carr Linton Kelly, Toronto NA	5,263	5.8	35,104
SMS/Canada, Toronto/Vancouver MJ	5,254	-51.5	35,024
Miller Myers Bruce DallaCosta Alliance, Toronto MJ	2,057	10.4	18,544
Deacon Day Advertising, Toronto MN	3,925	-23.6	26,167
Anderson Advertising, Toronto NA	3,314	21.0	21,806
Allard/SMW et Associes, Montreal NA	2,966	40.4	19,625
Medicus Intercon, Toronto NA	2,380	117.7	18,571
Enterprise Advertising, Toronto MJ	2,222	-15.2	14,823
Paul, Phelan & Perry, Toronto NA	1,396	1.9	10,467
McNally & Sutherland, Willowdale, Ont. NA	1,373	0.2	9,158
Francis, Williams & Johnson, Calgary NE	1,365	21.1	9,071
Bleau, Duperrey, Giguere & Associes, Quebec NA	423	-4.9	2,820
Stringer Veroni Ketchum, Toronto MN	410	740.4	2,733
Kobs & Draft, Toronto MJ	330	0.0	2,200
Griffin Bacal Canada, Toronto MJ	206	NA	2,800
Publicite Pinnacle, Montreal NA	201	2.3	1,343

Notes: * AA estimated gross income. Young & Rubicam includes Wunderman, Cato Johnson, Burson-Marsteller and Sudler & Hennessey. McCann-Erickson Canada includes Harrod & Mirlin and Marketel Canada. Harrod & Mirlin's gross income for 1991 is $5,986,000. BBDO Worldwide acquired in January 1992 from N W Ayer 45% of McKim Advertising, Toronto. McKim will be merged with Baker Lovick/BBDO and the new name will be McKim Baker Lovick/BBDO. Deacon Day Advertising part of the Lowe Group. Enterprise Advertising part of J. Walter Thompson Co. Leo Burnett Co. totals include figures for RTA Advertising, Montreal.

Chile	Exchange rates: 0.002938 0.003423 peso -14.2%		
BBDO de Chile, Santiago MN	4,083	2.7	27,233
McCann-Erickson Chile, Santiago MJ	4,074	11.6	27,174
J. Walter Thompson Chilena, Santiago MJ	3,895	4.1	26,883
Azocar, Morrison, Walker, Santiago MN	2,828	-1.0	18,855
Lintas:Chile, Santiago MJ	1,947	1.5	12,984
Leo Burnett-Chile, Santiago MJ	1,884	29.8	12,563
Northcote/Ogilvy & Mather, Santiago MN	1,851	9.2	12,765
Grey Chile, Santiago MN	1,519	12.0	10,131
Israel & De Bianchi, Santiago NE	1,404	4.3	9,383
Unitros Chile, Santiago NE	1,284	3.7	8,564
Prolam, Santiago NA	1,199	32.1	8,000
Porta Publicidad, Santiago NA	976	-11.9	6,279

Gross income and billings are U.S.$ in thousands

Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
Chile	**Exchange rates: 0.002938 0.003423 peso -14.2%**		
ABM-Zegers, Santiago MN	959	1.0	6,397
Young & Rubicam de Chile, Santiago MJ	815	54.7	5,196
Prologo/Bozell, Santiago NE	408	18.4	2,724
BSB Chile, Santiago NE	250	NA	1,665

Notes: Unitros Chile affiliated with DDB Needham; Israel & De Bianchi affiliated with Saatchi & Saatchi Advertising; Azocar, Morrison, Walter 20% owned by J. Walter Thompson Co.; BBDO de Chile includes Publiart.

China	Exchange rates: 0.188521 0.191490 renmibi -1.6%		
Dentsu, Young & Rubicam China, Beijing MJ	1,068	107.2	7,121
McCann-Erickson China, Beijing MJ	697	33.3	4,649
BSB/S&S Advertising, Guangzhou/Beijing JV	159	NA	1,594

Colombia	Exchange rates: 0.001774 0.001940 peso -8.6%		
McCann-Erickson Colombia, Bogota MJ	5,015	46.6	33,450
Propaganda Sancho, Bogota NE	2,932	-11.1	19,621
Atenas/BBDO, Bogota NE	2,870	82.9	14,351
Leo Burnett-Colombia, Bogota MJ	2,737	37.4	13,249
Atlas Publicidad, Bogota NE	2,173	3.3	14,488
FCB/Puma, Bogota MJ	2,011	16.2	11,847
Aser Publicidad/Y&R, Bogota MN	1,951	NA	15,851
Centrum Ogilvy & Mather, Bogota MN	1,480	34.5	3,863
BSB de Colombia, Bogota NE	1,222	15.2	3,146
Esfera Publicidad, Bogota NE	1,135	6.1	7,573
Jaime Uribe & Asociados, Medellin NA	887	NA	5,322
Lintas:Colombia, Bogota MN	803	58.2	5,356
J. Sanchez Asociados, Bogota NE	733	4.5	3,757

Notes: McCann-Erickson Colombia includes Harrison Publicidad Colombia; Propaganda Sancho affiliated with Saatchi & Saatchi Advertising; Atlas Publicidad affiliated with J. Walter Thompson Co.; J. Sanchez Asociados affiliated with Bozell. Esfera Publicidad affiliated with Grey.

Costa Rica	Exchange rates: 0.007800 0.009756 colon -20.0%		
Garnier BBDO, San Jose NE	3,139	16.1	20,928
McCann-Erickson Centroamericana, San Jose MJ	1,141	2.7	7,610
FCB/Siboney, San Jose MJ	429	-19.5	2,860
Publicidad Comercial/Leo Burnett, San Jose MJ	397	10.3	2,649
APCU de Costa Rica, San Jose NE	353	-7.7	2,354
GM/SSA, San Jose NE	243	NA	1,170

Czechoslovakia	Exchange rates: 0.036500 0.036500 koruna 0.0%		
Y&R Czechoslovakia, Prague NA	732	NA	4,882
Mark/BBDO, Prague NE	445	NA	2,251
BSB/S&S Creative Comm., Prague JV	200	NA	1,300
Grey, Prague MJ	175	NA	1,167
GGK Prague/Bratislava, Prague/Bratislava MN	82	NA	548
DDB Needham, Prague MJ	78	NA	521
DMB&B/Merkur, Prague MJ	28	NA	187
Eurocom Advertising, Prague MJ	27	NA	183
McCann-Erickson Czechoslovakia, Prague MJ	0	NA	0

Notes: Leo Burnett Prague CSFR figures included in totals for Michael Conrad & Leo Burnett, Frankfurt.

Denmark	Exchange rates: 0.157758 0.160300 kroner -1.6%		
Grey Communications Group, Copenhagen MJ	22,064	9.2	147,166
BSB Gruppen, Copenhagen MJ	16,659	19.3	112,747
Lintas/GR:Denmark, Copenhagen MJ	16,317	13.1	108,836
Scan-Ad Reklamebureau, Aarhus NA	11,975	2.6	79,875
Young & Rubicam Copenhagen, Copenhagen MJ	9,846	-28.2	65,917
Team/BBDO, Copenhagen MJ	9,778	0.5	60,446
Euro RSCG Denmark, Copenhagen MJ	7,013	-7.1	48,717
NP/3 Advertising, Aarhus NA	6,435	-2.5	42,920
Bergsoe, Copenhagen NE	6,300	16.7	18,200
Ogilvy & Mather, Copenhagen MJ	5,458	7.6	42,438
Lyre & Valbo Reklamebureau, Copenhagen NA	4,985	4.0	33,192
Leo Burnett-Denmark, Copenhagen MJ	3,893	3.4	25,954
DDB Needham, Copenhagen MJ	3,303	5.9	22,028
Saatchi & Saatchi Advertising, Copenhagen MJ	3,085	14.7	15,657
J. Walter Thompson Co., Copenhagen MJ	2,900	32.8	20,000
Berg & Schjaerven Kommunikation, Copenhagen NA	2,840	NA	20,509
McCann-Erickson, Copenhagen MJ	2,739	5.2	18,269
Createam, Frederiksberg NE	2,382	-8.3	16,091
D'Arcy Masius Benton & Bowles, Frederiksberg MJ	2,051	-10.7	20,824
Publicis FCB/HSW, Copenhagen MJ	1,999	-12.1	13,697
Dyppel Advertising, Copenhagen NA	1,771	-12.2	12,847
DMM/Ipsen & Parme, Copenhagen MJ	1,420	-19.5	13,567

Notes: Young & Rubicam Copenhagen includes Wunderman, Cato Johnson and Burson-Marsteller. BSB Gruppen includes Ted Bates, Norgard Mikkelsen, Plan Design and Leise. Createam affiliated with Bozell.

Dominican Republic	Exchange rates: 0.080000 0.089290 peso -10.4%		
Young & Rubicam Damaris, Santo Domingo MJ	1,868	48.6	12,460
McCann-Erickson Dominicana, Santo Domingo MJ	941	29.6	6,276
Foote, Cone & Belding, Santo Domingo MJ	708	59.8	4,720
Leo Burnett Co., Santo Domingo MJ	570	24.4	3,798
Cumbre/SSA, Santo Domingo NE	552	354.2	2,168
Thompson AIFE-MFP, Santo Domingo MN	443	48.4	2,956

Ecuador	Exchange rates: 0.001026 0.001380 sucre -25.7%		
Norlop Thompson Asociados, Guayaquil MN	2,376	7.3	15,851
Veritas/Ogilvy & Mather, Guayaquil NE	2,348	20.2	16,194
McCann-Erickson, Guayaquil MJ	1,954	31.4	13,033
FCB/Ecuador, Guayaquil MJ	662	10.6	4,414
Publicitas/SSA, Guayaquil NE	513	88.1	2,850
VIP/BSB Publicidad, Quito NE	272	19.8	1,539

Egypt	Exchange rates: 0.316808 0.374400 Egyptian pound -15.4%		
Americana Advertising Agency, Cairo NA	950	1.5	7,096
TMI, Cairo NE	539	29.6	3,580

Gross income and billings are U.S.$ in thousands

cago and 49% of Publicis-FCB Communications B.V., Paris, another World's Top 50 organization. (See Publicis-FCB profile.) The Chicago agency includes FCB's U.S., South American, Australasia and Asian units. FCB in 1991 sold Albert Frank-Guenther Law, New York/San Francisco. Its numbers appear in neither year.

Officers: Bruce Mason, chmn-ceo; Jack Balousek, pres-coo

Headquarters: Foote, Cone & Belding Communications/101 E. Erie St./Chicago, Ill. 60611/Phone: (312) 751-7000

FCB Direct/U.S.

U.S.	1991	1990	% chg
Gross income	$30.1	$28.5	5.8
Volume	$201.0	$190.0	5.8
Employees	NA	NA	NA
Offices	5	5	0.0

Officer: Gregory W. Blaine, exec vp

Headquarters: FCB Direct/U.S./101 E. Erie St./Chicago, Ill. 60611/Phone: (312) 751-7000

IMPACT

U.S.	1991	1990	% chg
Gross income	$11.7	$10.6	9.8
Volume	$77.9	$69.7	11.7
Employees	NA	NA	NA
Offices	4	4	0.0

Officer: Joseph P. Flanagan, pres.

Headquarters: IMPACT/101 E. Erie St./Chicago, Ill. 60611/Phone: (312) 751-3500

VICOM/FCB

U.S.	1991	1990	% chg
Gross income	$17.4	$14.3	21.4
Volume	$148.4	$136.0	9.1
Employees	134	127	5.5
Offices	3	3	0.0
U.S. offices			**Billings**
VICOM/FCB, San Francisco			50.4
VICOM/FCB, Philadelphia			17.3
VICOM/FCB, New York			48.0

Officer: D. John Loden, pres-ceo

Headquarters: VICOM/FCB /One Lombard St./San Francisco, Calif. 94111/Phone: (415) 391-8700

Wahlstrom & Co.

U.S.	1991	1990	% chg
Gross income	$11.6	$12.5	-7.2
Volume	$77.0	$83.0	-7.2
Employees	145	150	-3.3
Offices	4	4	0.0

Officer: Francis J. Barton, pres.

Headquarters: Wahlstrom & Co./1290 E. Main St./Stamford, Conn. 06902/Phone: (203) 348-7347

RANK: 39

GGK International

Zurich

Gross income: $61.3 million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$61.3	$61.9	-1.0
Volume	$398.2	$377.5	5.5
Employees	537	495	8.5
Offices	18	17	5.9
European offices			**Billings**
GGK Amsterdam, Amsterdam(MJ)			32.8
GGK, Basel/Geneva/Zurich(MJ)			113.1
GGK Budapest, Budapest(MN)			7.0
GGK Emotion, Paris(MJ)			74.1
GGK Frankfurt, Frankfurt(MJ)			51.9
GGK London, London(MJ)			184.1
GGK Madrid, Madrid(MJ)			10.4
GGK Milan, Milan(MJ)			14.0
GGK Prague/Bratislava, Prague/Bratislava(MN)			0.5
GGK Vienna/Salzburg, Vienna/Salzburg(MN)			80.7
GGK Warsaw, Warsaw(MN)			1.1
GGK/Laurent, Stockholm(MJ)			0.3
Mirror GGK Brussels, Brussels(NE)			12.1

Notes: Returns for Lois/GGK, sold to management in 1991, are in neither year. Renamed Lois/USA, the agency had gross income of $35.6 million, up 18.3%, on billings of $237 million, up 5.8%. In Europe, GGK Paris merged with the much larger Groupe Emotion ($6.6 million gross income on $43.7 million in billings in 1990) to form GGK Emotion, fully owned by the holding company. Emotion's prior-year figures are in GGK totals.

Officers: Bo L. Seifert, pres-ceo; Peter Keller, cfo; Tom Garraban, vp

Headquarters: GGK International/Birmensdorferstrasse 513/80004 Zurich, Switzerland/Phone 411-451-2526/Fax 411-466-5131

RANK: 32

Gold Greenlees Trott

London

Gross income: $87.0 million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$87.0	$86.3	0.8
Volume	$629.4	$628.0	0.2
Employees	787	808	-2.6
Offices	10	10	0.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$40.3	$39.3	2.5
Volume	$314.4	$307.0	2.4
Employees	413	379	9.0
Offices	4	4	0.0
European offices			**Billings**
Bowden Dyble Hayes & Partners, Manchester(MJ)			30.9
Gold Greenlees Trott, London(MJ)			186.6
Option One, London(MJ)			83.3

Notes: Returns for GGT PLC also include those of RMC, a U.K. audio-visual shop.
Officers: Michael Greenlees, joint chmn; Michael Gold, joint chmn.
Headquarters: Gold Greenlees Trott/82 Dean St./London W1V 5AB, England/Phone: 4471-437-0434/Fax: 4471-494-0118.

Babbit & Reiman Advertising

U.S.	1991	1990	% chg
Gross income	$5.6	$6.1	-8.0
Volume	$46.4	$50.4	-7.9
Employees	70	62	12.9
Offices	1	1	0.0

Officers: Joey Reiman, chmn; Michael Gaffney, pres.
Headquarters: Babbit & Reiman Advertising/3060 Peachtree Rd. NW, Penthouse/Atlanta, Ga. 30305/Phone: (404) 365-0550.

GSD&M

U.S.	1991	1990	% chg
Gross income	$20.1	$20.0	0.4
Volume	$149.5	$149.0	0.4
Employees	179	210	-14.8
Offices	1	1	0.0

Officers: Steve Gurasich, chmn; Roy Spence, pres; Tim McClure, exec vp-creative dir.
Headquarters: GSD&M/1250 Capital of Texas Hwy. South, Suite 400/Austin, Texas 78746/Phone: (512) 327-8810.

Martin-Williams Advertising

U.S.	1991	1990	% chg
Gross income	$14.6	$13.3	9.8
Volume	$119.0	$108.0	10.2
Employees	157	144	9.0
Offices	2	2	0.0

U.S. offices	Billings
Martin-Williams Advertising, St. Louis	3.1
Martin-Williams Advertising, Minneapolis	115.9

Officers: David D. Floren, chmn; Tom F. Weyl, pres.
Headquarters: Martin-Williams Advertising/10 S. Fifth St./Minneapolis, Minn. 55402/Phone: (612) 340-0800.

RANK: 8

Grey Advertising

New York
Gross income: $659.3 million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$659.3	$617.0	6.9
Volume	$4,437.4	$4,135.2	7.3
Employees	6,597	6,718	-1.8
Offices	183	224	-18.3
U.S.	**1991**	**1990**	**% chg**
Gross income	$292.9	$276.8	5.8
Volume	$1,953.5	$1,846.5	5.8
Employees	2,154	2,148	0.3
Offices	4	4	0.0

U.S. offices	Billings
Grey Advertising, Los Angeles	190.5
Grey Advertising, San Francisco	49.7
Grey Advertising, New York	1,560.7
Asian offices	**Billings**
Aspac & Grey, Manila(MN)	6.1
Binamark Indonesia, Jakarta(NE)	6.3
Blazon Advertising, Karachi(NE)	3.0
Geoson Advertising, Seoul(NE)	36.5
Grey, Singapore(MJ)	16.9
Grey Advertising NZ, Auckland(MJ)	5.9
Grey Australia, Sydney(MJ)	50.3
Grey Hong Kong, Hong Kong(MJ)	43.5
Grey Malaysia, Kuala Lumpur(MN)	8.1
Grey Thailand, Bangkok(MN)	7.2
Grey-Daiko, Tokyo(MJ)	72.3
Hwa Wei & Grey, Taipei(MN)	33.3
Trikaya Grey, Bombay(MN)	12.0
European offices	**Billings**
AS & Grey, Helsinki(MN)	123.6
Cenajans/Grey, Istanbul(MN)	52.8
Grey, Warsaw(MJ)	2.0
Grey, Paris(MJ)	254.8
Grey, Brussels(MJ)	55.8
Grey, Budapest(JV)	1.9
Grey, Geneva-Zurich(MN)	36.1
Grey, Amsterdam(MJ)	75.9
Grey, Athens(MJ)	4.9
Grey, Prague(MJ)	1.2
Grey Austria, Vienna(MJ)	54.5
Grey Communications, Stockholm(MJ)	94.1
Grey Communications Group, London(MJ)	625.9
Grey Communications Group, Copenhagen(MJ)	147.2
Grey Espana, Madrid-Barcelona(MJ)	107.2
Grey Gruppe Deutschland, Duesseldorf(MJ)	374.3
Jensen Grey, Oslo(MN)	14.2
Milano & Grey, Milan(MJ)	222.5
Neovox Publicidade, Lisbon(NE)	8.7
Latin American offices	**Billings**
Casares Grey, Buenos Aires(MJ)	26.3
Esfera Publicidad, Brigota(NE)	7.6
Fischer-Grey, Caracas(MJ)	23.4
Grey Chile, Santiago(MN)	10.1
Grey Mexico, Mexico City(MJ)	25.2
Grey Peru, Lima(MN)	9.8
Grey Uruguay, Montevideo(MN)	3.3
Grimax Advertising, Kingston(NE)	1.8
Smith Ozley Jordan & Edghill, St. Michaels(NE)	6.5
West Indies & Gray, San Juan(MJ)	42.9
Z&G Comunicacao, Sao Paulo(NE)	12.9
Other offices	**Billings**
Grey Canada, Toronto(MJ)	127.2
Grey Holdings, Johannesburg(MN)	74.2
Warshavsky Frollich Dover, Tel Aviv(NE)	12.1

Notes: Grey Advertising figures include GCI, its pr unit with fees of $28.5 million in 1991, up 29.5%. Grey's totals omit returns from Levine, Huntley, Vick & Beaver for both years. Fully owned LHV&B folded in 1991.
Officers: Edward H. Meyer, chmn-pres; Robert L. Berenson, exec vp-admin; Richard M. Karp, exec vp, co-dir, creative; Stephen A. Novick, exec vp, co-dir, creative.
Headquarters: Grey Advertising/777 Third Ave./New York, N.Y. 10017/Phone: (212) 546-2000.

Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
Egypt — Exchange rates: 0.316808 0.374400 Egyptian pound -15.4%			
Impact/BBDO Cairo, Cairo **MN**	194	52.8	1,292
AMA, Leo Burnett, Cairo **NE**	182	-5.7	1,210
Saatchi & Saatchi Advertising, Cairo **MJ**	150	-16.7	1,000
Finland — Exchange rates: 0.252208 0.236800 markka 6.5%			
AS & Grey, Helsinki **MN**	18,537	-4.1	123,644
Oy Liikemainonta-McCann, Helsinki **MJ**	10,768	-17.0	71,823
Taucher, Young & Rubicam, Helsinki **MN**	10,088	-25.2	76,208
BSB Finnad, Helsinki **MJ**	8,892	-32.2	59,307
Markkinointi Viherjuuri Oy*, Helsinki **NA**	7,642	-12.1	38,210
Lintas Oy, Helsinki **MJ**	7,001	2.1	46,699
Oy Dagmar*, Helsinki **NA**	6,583	-0.7	32,913
Erva-Latvala Oy*, Helsinki **NA**	5,472	-14.8	27,360
Turkama & Kumppanit Oy*, Helsinki **NA**	3,960	-15.0	19,798
Markkinointi Topitorma Oy*, Helsinki **NA**	3,934	13.2	19,672
Akt/BBDO Business Communications, Helsinki **NE**	3,846	-20.7	11,430
MK-mainos Oy*, Helsinki **NA**	3,745	5.7	18,725
Juniormainos Oy*, Helsinki **NA**	3,414	10.5	17,072
Interplan, Helsinki **NE**	3,279	-9.5	21,869
Creator Oy*, Helsinki **NA**	2,655	30.4	13,276
J. Walter Thompson-Finland Oy, Helsinki **MN**	2,648	-6.8	17,663
Mainostoimisto Varis Poteri Veist.*, Helsinki **NA**	2,648	-12.6	13,241
Kauppamainos-Bozell, Helsinki **MJ**	2,580	-20.1	10,550
Euro RSCG Finland, Helsinki **MJ**	2,573	31.6	17,159
Brand Sellers DDB Needham, Helsinki **MN**	2,522	NA	16,822
Oy Adsek*, Tampere **NA**	2,497	-23.4	12,484
Mainostoimisto Konsepti Oy*, Helsinki **NA**	2,396	-8.0	11,980
Ogilvy & Mather, Helsinki **MJ**	2,306	-10.1	20,542
D'Arcy Masius Benton & Bowles Oy, Helsinki **MJ**	2,156	6.6	14,371
Mainostoimisto U&M Oy*, Helsinki **NA**	2,144	-7.6	10,719
Oy Valotorni*, Helsinki **NA**	2,107	-20.4	10,533
Datum Oy*, Helsinki **NA**	2,068	-11.8	10,341
USP Helsinki Oy*, Helsinki **NA**	1,871	-15.4	9,357
Oy Avant/BBDO, Helsinki **NE**	1,856	13.0	6,154
Turun Taucher Oy*, Turku **NA**	1,841	-11.9	9,206
Mainoskentta Oy*, Tampere **NA**	1,745	-27.9	8,726
USP Turku Oy*, Turku **NA**	1,589	-4.1	7,945
Tampereen Taucher Oy*, Tampere **NA**	1,324	-5.0	6,620
V.S.O.P. Oy*, Tampere **NA**	1,307	-10.9	6,535
Adax-Exact Mainos Oy*, Turku **NA**	1,307	-4.6	6,533
PVK Alliance, Helsinki **NE**	946	-50.1	6,305
Kobs & Draft Finnad, Helsinki **MJ**	330	-60.7	2,200
France — Exchange rates: 0.179192 0.182100 franc -1.6%			
Eurocom France, Puteaux **MJ**	200,934	-14.5	1,340,220
Roux Seguela Cayzac & Goudard Issy les Moulineaux **MJ**	170,034	-4.7	1,128,830
Publicis Conseil, Paris **MJ**	166,835	-4.2	1,112,832
BDDP France, Paris **MJ**	137,800	-0.2	786,026
DDB Needham, Paris **MJ**	76,460	18.2	509,988
Young & Rubicam France, Paris **MJ**	64,583	-18.9	430,766
Lintas:Paris, Paris **MJ**	55,006	1.0	366,890
Ogilvy & Mather, Paris **MJ**	50,496	1.1	348,250
FCA France, Paris **MJ**	47,608	5.5	347,548
McCann-Erickson France, Paris **MJ**	46,953	6.4	313,177
Saatchi & Saatchi Advertising, Paris **MJ**	43,006	1.8	286,707
Groupe Synergie Equateur, Suresnes **MJ**	41,214	-28.4	236,829
Grey, Paris **MJ**	38,207	7.0	254,839
CLM/BBDO, Boulogne-Billancourt **MJ**	31,896	20.0	228,649
Foote, Cone & Belding, Neuilly **MJ**	27,508	6.4	183,477
Crehalet Foliot Poussielgues, Paris **MN**	27,237	3.2	180,984
J. Walter Thompson Co., Levallois Perret **MJ**	22,814	53.2	152,021
Ayer France, Paris **MN**	19,711	-22.7	130,810
Groupe Bernard Julhiet, Levallois-Perret **MJ**	18,009	-7.6	22,471
DMB&B, Neuilly **MJ**	17,673	1.7	119,272
Alice, Paris **JV**	17,500	19.0	116,600
Bordelais, Lemeunier Leo Burnett, Paris **MJ**	16,529	1.5	110,199
BSB France, Puteaux **MJ**	16,306	7.9	108,411
TBWA de Plas, Paris **MJ**	12,543	-1.6	83,683
GGK Emotion, Paris **MJ**	11,110	26.0	74,103
Groupe Robert, Paris **MJ**	10,752	-43.8	71,713
Australie/Al Dente, Levallois Perret **MJ**	9,945	12.6	66,334
Bozell France, Paris **MJ**	9,700	-8.5	64,700
MAO, Neuilly **MJ**	8,870	-13.0	59,163
Eldorado, Paris **MJ**	8,422	-2.4	56,237
Audour, Soum, Larue/SMS, Paris **MJ**	7,491	21.5	49,937
Lowe Quadrillage & Associes, Paris **MJ**	5,376	27.0	35,838
Groupe Organisation & Publicite, Paris **MJ**	4,923	-3.3	24,243
154-Testa International, Paris **MN**	4,500	135.4	30,000
Nord/Sud, Paris **NE**	4,480	NA	29,925
Agency M.K. Group, Paris **MJ**	4,480	-30.0	29,751
Impulsion, Boulogne Billancourt **MJ**	4,480	-5.4	29,880
Eurofi, Boulogne Billancourt **MJ**	4,478	12.8	29,759
Kobs & Draft, Paris **MJ**	4,470	84.0	29,800
Killmandjaro, Paris **MJ**	4,301	-1.6	28,685
B.M.A. Lagon, Paris **MJ**	3,903	0.5	26,032
H.C.A., Issy les Moulineaux **MJ**	3,763	-31.1	25,087
CIA Ketchum, Paris **MN**	3,300	-87.3	22,000
TSA Consultants, Boulogne Billancourt **MJ**	2,329	5.5	15,538

Notes: * AA estimated billings figures. Lintas Oy includes Make Direct and Impulse. Oy Liikemainonta-McCann also includes Finland Group and Womera Finland. Interplan affiliated with Saatchi & Saatchi Advertising. AS & Grey consists of SEK & Grey and MY & Grey.

Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
France — Exchange rates: 0.179192 0.182100 franc -1.6%			
System TV, Neuilly **MJ**	2,181	-22.0	14,551
Temps Public, Paris **MJ**	2,013	-16.3	4,366
Conquest Europe France, Paris **MJ**	1,972	-8.3	13,460
Hakuhodo France, Boulogne **MJ**	1,899	20.6	7,526
Dimanche, Neuilly **MJ**	1,792	-10.5	11,952
Herald, Paris **NA**	986	-9.8	2,329
HVA Conseil, Toulouse **NA**	800	0.0	2,000
Germany — Exchange rates: 0.606658 0.614400 mark -1.3%			
Lintas:Deutschland, Hamburg **MJ**	72,680	3.3	484,776
Team/BBDO Group Germany, Duesseldorf **MJ**	70,730	17.0	471,771
Grey Gruppe Deutschland, Duesseldorf **MJ**	56,116	14.4	374,293
McCann-Erickson Germany, Frankfurt **MJ**	54,304	-1.8	362,208
Young & Rubicam, Frankfurt **MJ**	53,079	-1.2	365,883
Eurocom. RSCG Group Germany, Duesseldorf **MJ**	50,595	-31.7	337,484
Ogilvy & Mather, Frankfurt **MJ**	49,489	5.3	353,491
Scholz & Friends, Hamburg **MJ**	39,311	48.8	262,137
Publicis FCB, Duesseldorf **MJ**	39,024	52.7	260,291
J. Walter Thompson Co., Frankfurt **MJ**	38,646	40.7	269,022
DMB&B Group Germany, Frankfurt **MJ**	38,353	5.8	341,326
Michael Conrad & Leo Burnett, Frankfurt **MJ**	37,510	12.0	250,079
Wensauer DDB Needham, Duesseldorf **MJ**	35,721	7.3	238,256
Saatchi & Saatchi Advertising, Frankfurt **MJ**	30,212	4.4	201,653
TBWA, Frankfurt **MJ**	23,720	11.9	158,338
Springer & Jacoby, Hamburg **NA**	23,599	9.4	157,124
Wilkens Ayer, Hamburg **MJ**	21,538	-1.8	146,179
Lowe Luerzer, Frankfurt/Duesseldorf **MJ**	19,601	-2.0	130,670
Baums, Mang & Zimmermann, Duesseldorf **MJ**	18,294	11.9	122,020
Serviceplan Marketing, Munich **NA**	17,085	9.7	113,959
Heye & Partner DDB Needham, Munich **MN**	17,077	4.6	113,907
Spiess Ermisch Abels, Duesseldorf **NA**	16,683	2.2	111,382
Hildmann, Simon, Rempen & Schmitz/SMS Duesseldorf **MJ**	15,777	-3.5	105,181
BSB Frankfurt, Frankfurt **MJ**	14,981	16.2	99,907
von Mannstein Werbeagentur, Solingen **NA**	13,953	0.8	93,243
Bessere Werbung, Duesseldorf **NA**	13,346	8.1	88,997
Economia, Hamburg **NA**	13,331	3.2	88,875
Borsch, Stengel & Partner, Frankfurt **NA**	12,852	11.3	85,721
Lueders, Cologne **NA**	9,464	9.7	63,092
DFS & R, Munich **NA**	8,372	5.6	55,813
Karius & Partner, Leonberg **NA**	8,311	20.2	55,631
Frese & Wolff, Oldenburg **NA**	8,251	8.3	54,842
Westag, Cologne **NA**	8,072	-14.6	53,811
Hanspaul Scheilenberg, Stuttgart **NA**	8,069	25.6	53,689
Ernst & Partner, Duesseldorf **NA**	7,981	42.2	53,204
Wuendrich-Meissen, Leonberg **NA**	7,947	10.1	53,204
GGK Frankfurt, Frankfurt **MJ**	7,778	11.0	51,879
Robert Puetz, Cologne **NA**	7,735	13.7	51,566
Intercon Medicus, Wiesbaden **MJ**	7,708	-4.1	95,652
Knopf, Naegeli, Schnakenberg, Hamburg **NA**	7,644	48.1	50,959
H.F. & P., Duesseldorf **NA**	7,401	17.6	49,382
Die Gilde Werbeagentur, Hamburg **NA**	7,284	22.1	48,593
Kobs & Draft Werbeagentur, Hamburg/Stuttgart **MJ**	6,795	-20.4	45,300
Agentur DAMM, Frankfurt **NE**	6,673	8.6	44,286
Hakuhodo Deutschland, Duesseldorf **MJ**	6,579	29.7	43,316
RTS Rieger, Stuttgart **NE**	5,879	20.1	38,826
FCA, Duesseldorf **MJ**	5,460	16.9	36,399
Gueltig & Hoffmeister Alliance, Frankfurt **MN**	4,793	-3.7	31,789
Holtkamp Mueller Kentenich & May, Duesseldorf **MJ**	3,890	31.9	25,947
Bozell Werbeagentur, Frankfurt **MJ**	3,579	24.0	23,902
Ayer Werbeagentur, Frankfurt **MJ**	3,185	15.2	21,233
Ketchum Advertising/Germany, Mainz **MJ**	2,400	71.3	16,000
Conquest Europe Germany, Frankfurt **MJ**	1,124	22.8	8,748
Wirz & Hafner, Frankfurt **MN**	1,001	NA	6,673
Greece — Exchange rates: 0.005583 0.006340 drachma -11.9%			
BBDO Group Greece, Athens **MJ**	11,227	56.6	74,887
Spot/Thompson Advertising, Athens **MN**	9,611	23.8	64,102
Lintas:Athens, Athens **MJ**	7,300	47.3	48,692
Bold Advertising/Ogilvy & Mather, Athens **MN**	6,821	29.6	45,470
Olympic DDB Needham, Athens **MJ**	6,627	37.5	44,202
Adel/SSA, Athens **JV**	5,600	2.4	27,189
Leo Burnett Co., Athens **MJ**	5,187	27.3	34,580
McCann-Erickson Hellas, Athens **MJ**	4,062	20.9	27,094
Gnomi/Publicis FCB, Athens **MN**	4,040	47.8	22,103
Geo-Young & Rubicam, Athens **MN**	3,093	22.4	20,630
Alector Advertising, Athens **NA**	2,931	21.9	15,353
J.N. Leoussis, Athens **NA**	2,568	-10.0	11,724
BSB Athens, Athens **MJ**	2,476	20.4	16,507

Notes: Young & Rubicam includes Wunderman, Cato Johnson, Sudler & Hennessey, Burson-Marsteller and Landor. McCann-Erickson France includes Universal Media, JSC Direct, Promotion France and SPI agencies. Figures for Black Pencil, Paris, included in totals for Bordelais. Lemeunier Leo Burnett, Groupe Synergie Equateur, Groupe Bernard Julhiet, Groupe Robert, Australie/Al Dente, MAO, Eldorado, Groupe Organisation & Publicite, Impulsion, Eurofi, Kilimandjaro, B.M.A. Lagon, H.C.A., TSA Consultants, System TV, Temps Public and Dimanche are in the Euro RSCG Group. GGK Paris merged with Groupe Emotion. Bozell France includes figures for Bozell Iceberg, Bozell Direct, Bozell Poppe Tyson, Bozell Telemarque and Bozell Pacific. Lintas:Paris includes PubliMedia France. FCA totals include Columbia-Concurrence, OCM, FCA Corporate, ID Marco Polo, Utile, Program, Teleobjectif, PRA Conseil and Marianne. Crehalet Foliot Poussielgues minority owned by Alliance Intl.

Notes: Young & Rubicam includes Wunderman, Cato Johnson, Sudler & Hennessey, Burson-Marsteller and Landor. McCann-Erickson France includes Universal Media, JSC Direct, Promotion France and SPI agencies. Figures for Black Pencil, Paris, included in totals for Bordelais. Lemeunier Leo Burnett, Groupe Synergie Equateur, Groupe Bernard Julhiet, Groupe Robert, Australie/Al Dente, MAO, Eldorado, Groupe Organisation & Publicite, Impulsion, Eurofi, Kilimandjaro, B.M.A. Lagon, H.C.A., TSA Consultants, System TV, Temps Public and Dimanche are in the Euro RSCG Group. GGK Paris merged with Groupe Emotion. Bozell France includes figures for Bozell Iceberg, Bozell Direct, Bozell Poppe Tyson, Bozell Telemarque and Bozell Pacific. Lintas:Paris includes PubliMedia France. FCA totals include Columbia-Concurrence, OCM, FCA Corporate, ID Marco Polo, Utile, Program, Teleobjectif, PRA Conseil and Marianne. Crehalet Foliot Poussielgues minority owned by Alliance Intl.

Notes: Young & Rubicam includes Wunderman, Cato Johnson, Sudler & Hennessey, Burson-Marsteller. GGK closed GGK Duesseldorf and GGK Communications in 1991. Holtkamp Mueller Kentenich & May majority-owned by BDDP, Paris. McCann-Erickson Germany includes figures for McCann International, McCann Promotion, Media Intensiv and Artwork. RTS Rieger affiliated with Saatchi & Saatchi Advertising. Team/BBDO Group Germany includes offices in Duesseldorf, Hamburg, Frankfurt, Bonn and Munich. BBDO Business Communications, Team Direct and Hildmann & Schneider, Duesseldorf, Inter con Medicus part of DMB&B.

Gross income and billings are U.S.$ in thousands.

Gross Townsend Frank Hoffman

U.S.	1991	1990	% chg
Gross income	$15.7	$11.7	34.2
Volume	$104.7	$78.1	34.1
Employees	114	106	7.5
Offices	1	1	0.0

Officers: Alan Gross, pres

Headquarters: Gross Townsend Frank Hoffman/114 Fifth Ave./New York, N.Y. 10011/Phone: (212) 886-3000

RANK: 9

Hakuhodo

Tokyo

Gross income: **$655.6** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$655.6	$586.3	11.8
Volume	$4,686.7	$4,529.4	3.5
Employees	3,919	3,810	2.9
Offices	50	49	2.0

Hakuhodo Advertising America

U.S.	1991	1990	% chg
Gross income	$7.1	$6.3	12.4
Volume	$52.6	$50.6	3.9
Employees	65	76	-14.5
Offices	3	3	0.0

Asian offices	Billings
Aomori Hakuhodo, Aomori(MJ)	10.0
Community Ad Hakuhodo, Tokyo(MJ)	104.9
Fukusima Hakuhodo, Fukusima(MJ)	8.0
Hakuhodo Australia, Sydney(MJ)	1.7
Hakuhodo Bangkok, Bangkok(MN)	2.1
Hakuhodo Hong Kong, Hong Kong(MJ)	4.6
Hakuhodo Inc., Tokyo(MJ)	4,191.6
Hakuhodo Malaysia, Kuala Lumpur(MN)	5.8
Hakuhodo Singapore, Singapore(MJ)	11.9
H&Y Communications, Taipei(MJ)	21.6
Morioka Hakuhodo, Iwate(MJ)	19.5
Thai Hakuhodo, Bangkok(MN)	16.5
European offices	**Billings**
Hakuhodo Deutschland, Duesseldorf(MJ)	43.3
Hakuhodo France, Boulogne(MJ)	7.5
Hakuhodo Nederland, Amsterdam(MJ)	33.6
Hakuhodo UK, London(MJ)	9.1

Notes: Hakuhodo totals include its 50% share in Hakuhodo Lintas, Tokyo, and 49% share of McCann-Erickson Hakuhodo, Tokyo.

Officers: Michitaka Kondo, chmn; Ritsuo Isobe, pres-ceo; Jun-ichi Shimizu, vp; Takashi Shoji, vp; Tadashi Toma, pres-Hakuhodo Advertising America

Headquarters: Hakuhodo/22, Kanda-Nishikicho 3-chome, Chiyoda-ku/Tokyo 101, Japan/Phone: 813-3233-6161/Fax: 813-3233-6166

Hakuhodo Advertising America/488 Madison Ave./New York, N.Y. 10022/Phone: (212) 752-1600

RANK: 42

Hill, Holliday, Connors, Cosmopulos

Boston

Gross income: **$55.0** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$55.0	$50.1	9.9
Volume	$367.0	$333.9	9.9
Employees	478	486	-1.6
Offices	4	6	-33.3
U.S.	**1991**	**1990**	**% chg**
Gross income	$53.6	$46.1	16.2
Volume	$357.3	$307.5	16.2
Employees	474	441	7.5
Offices	3	3	0.0

Notes: Toronto is the only non-U.S. office for HHCC following local management buyouts in 1991 of shops in Hong Kong and London.

Officers: John M. Connors Jr., pres-ceo; George J. Hill III, chmn; Dr. Jack Sansolo, pres-USA

Headquarters: Hill, Holliday, Connors, Cosmopulos/200 Clarendon St./Boston, Mass. 02116/Phone: (617) 437-1600

RANK: 2

Interpublic Group of Cos.

New York

Gross income: **$1,798.9** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$1,798.9	$1,735.6	3.6
Volume	$12,100.8	$11,684.9	3.6
Employees	18,577	18,118	2.5
Offices	NA	NA	NA
U.S.	**1991**	**1990**	**% chg**
Gross income	$558.2	$556.4	0.3
Volume	$3,825.0	$3,820.7	0.1
Employees	4,740	4,644	2.1
Offices	NA	NA	NA

Consolidation note

Agencies are shown by 100% of their returns in profiles of the World's Top 50 Agency Organizations. However, only their equity portion is included in the parent organization's totals comprising the ranking.

Notes: IPG has three major reporting units: McCann-Erickson Worldwide, Lintas:Worldwide and Lowe Group. IPG provides totals for M-E and Lintas by applying GAAP standards and not AA's equity method (see methodology, Page S-20). AA's numbers for M-E were $37.8 million lower in gross income, and for Lintas, $34.7 million lower than submitted by IPG. The treatment of M-E Hakuhodo is the major difference in M-E figures. IPG claims 100%; AA allows the actual 51% equity. No single agency dominated the Lintas markdown.

Officers: Philip H. Geier Jr., chmn-ceo; William V. Weithas, vice chmn; Eugene P. Beard, exec vp-finance/operations, cfo

Headquarters: Interpublic Group of Cos./1271 Avenue of the Americas/Rockefeller Center, New York, N.Y. 10020/Phone: (212) 399-8000

Lintas:Worldwide

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$729.7	$736.2	-0.9
Volume	$4,887.2	$4,937.4	-1.0
Employees	7,822	7,786	7.4
Offices	NA	NA	NA
U.S.	**1991**	**1990**	**% chg**
Gross income	$254.8	$267.3	-4.7
Volume	$1,719.6	$1,810.0	-5.0
Employees	2,061	2,141	-3.7
Offices	NA	NA	NA

U.S. offices	Billings
Lintas:Campbell-Ewald, Los Angeles	27.7
Lintas:Campbell-Ewald, Warren, Mich	434.6
Lintas:Marketing Communications, Warren, Mich	142.4
Lintas:Marketing Communications, New York	106.6
Lintas:New York, New York	545.2
GS&B:Lintas, Miami	18.9

African offices	Billings
Graphic:Lintas, Blantyre, Malawi(MN)	3.3
Lintas Namibia, Windhoek(MJ)	1.7
Lintas:Abidjan, Abidjan(MJ)	7.1
Lintas:South Africa, Sandton(MN)	46.7
Lintas:Zimbabwe, Harare(MJ)	5.0

Asian offices	Billings
Hakuhodo:Lintas, Tokyo(JV)	75.2
Lintas:Australia, Sydney(MJ)	122.1
Lintas:Hong Kong, Hong Kong(MJ)	19.0
Lintas:India, Bombay(MN)	60.4
Lintas:Indonesia, Jakarta(NE)	31.1
Lintas:Malaysia, Kuala Lumpur(MJ)	18.4
Lintas:Manila, Manila(MN)	15.1
Lintas:New Zealand, Auckland(MJ)	17.8
Lintas:Samhee, Seoul(NE)	0.9
Lintas:Singapore, Singapore(MJ)	13.6
Lintas:Taiwan, Taipei(MJ)	19.3
Lintas:Thailand, Bangkok(MJ)	72.9
R:Lintas, Karachi(NE)	5.7

European offices	Billings
Grafika:Lintas, Istanbul(MN)	18.7
Lintas Oy, Helsinki(MJ)	46.7
Lintas:GR:Denmark, Copenhagen(MJ)	108.8
Lintas:Athens, Athens(MJ)	48.7
Lintas:Belgium, Brussels(MJ)	76.4
Lintas:Deutschland, Hamburg(MJ)	484.8
Lintas:Italy, Milan(MJ)	172.2
Lintas:Nederland, Amsterdam(MJ)	152.0
Lintas:Portugal, Lisbon(MJ)	45.1
Lintas:Spain, Madrid(MJ)	192.1
Lintas:Stockholm, Stockholm(MJ)	38.3
Lintas:Wien, Vienna(MJ)	64.7
Lintas:Zurich, Zurich(MJ)	51.7
Myers:Lintas Norway, Oslo(NE)	40.2
SPCTD:Lintas, London(MJ)	208.5

Latin American offices	Billings
Colonness:Lintas, Buenos Aires(MJ)	35.8
Franklin Whalls & Associates, Caracas(NE)	12.0
Lintas:Brasil Comunicacoes, Sao Paulo(MJ)	484.1
Lintas:Chile, Santiago(MJ)	13.0
Lintas:Colombia, Bogota(MN)	5.4
Lintas:Mexico, Mexico City(MJ)	11.0

Canadian office	Billings
MacLaren:Lintas, Toronto(MJ)	183.6

Notes: Consolidated returns for Lintas Worldwide include Lintas' worldwide network, Lintas Marketing Communications and U.S. agencies Dailey & Associates, Fahlgren Martin, GS&B Lintas and Long, Haymes & Carr. Full-year returns for recently acquired MPM Propaganda, Brazil, are included in Lintas' totals for both years, as are those of new IPG agency Long, Haymes & Carr.

Officers: Ken Robbins, chmn-ceo; Spencer Piavoukos, pres; Kamthorn Kamolvarinthip, chmn-ceo, Asia/Pacific; Ingo Zuberbier, chmn-ceo, Europe/Africa; Frank Devito, vice chmn; chmn-Worldwide Creative Council

Headquarters: Lintas:Worldwide/One Dag Hammarskjold Plaza/New York, N.Y. 10017/Phone: (212) 605-8000

Dailey & Associates

U.S.	1991	1990	% chg
Gross income	$22.9	$26.0	-11.9
Volume	$173.8	$199.9	-13.1
Employees	164	200	-18.0
Offices	1	1	0.0

Officer: Phillip Joanou, chmn-ceo

Headquarters: Dailey & Associates/3055 Wilshire Blvd./Los Angeles, Calif. 90010/Phone: (213) 386-7823

Fahlgren Martin

U.S.	1991	1990	% chg
Gross income	$21.6	$23.2	-6.8
Volume	$142.9	$154.7	-7.6
Employees	301	329	-8.5
Offices	10	11	-9.1

U.S. offices	Billings
Fahlgren Martin, Atlanta	73.6
Fahlgren Martin, Parkersburg, W.Va.	69.3

Officer: H. Smoot Fahlgren, pres-ceo

Headquarters: Fahlgren Martin/Rosemar Rd., P.O. Box 1628/Parkersburg, W.Va. 26102/Phone: (304) 424-3591

GS&B:Lintas

U.S.	1991	1990	% chg
Gross income	$3.4	$5.8	-41.1
Volume	$22.9	$38.9	-41.1
Employees	47	58	-19.0
Offices	1	1	0.0

RENT-A-CAR

- Car and Truck Rental
- Daily, Weekly and Monthly Rates
- Convenient Locations
- Major Credit Cards Accepted
- Low Rates
- Friendly Service

729-5608

Rent - From - Us

MEMO TO: Ray Johnson VP Marketing Rent-A-Car Inc.

Ray, Ad looks great! Right? How about next year's contract?

BILL WILLIAMS
Yellow Page Representative

Yellow Pages Agency.

Officer: Al Garcia-Serra, chmn.
Headquarters: GS&B Lintas/4104 Aurora St./Coral Gables, Fla. 33146/Phone: (305) 444-4221

Lintas:Marketing Communications

U.S.	1991	1990	% chg
Gross income	$44.8	$48.3	-7.2
Volume	$298.7	$321.9	-7.2
Employees	349	349	0.0
Offices	2	2	0.0

Officer: Frank Hoag, chmn-ceo
Headquarters: Lintas Marketing Communications/One Dag Hammarskjold Plaza/New York, N.Y. 10017/Phone: (212) 605-8000

Long, Haymes & Carr

U.S.	1991	1990	% chg
Gross income	$13.1	$15.1	-12.8
Volume	$87.7	$100.8	-13.0
Employees	145	163	-11.0
Offices	1	1	0.0

Officer: Donald N. Adams, chmn-ceo
Headquarters: Long, Haymes & Carr/140 Charlois Blvd., P.O. Box 5627/Winston-Salem, N.C. 27113/Phone: (919) 765-3630

Lowe Group

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$220.4	$196.5	12.1
Volume	$1,551.4	$1,392.3	11.4
Employees	1,087	1,200	-9.4
Offices	21	23	-8.7

U.S.	1991	1990	% chg
Gross income	$79.2	$79.0	0.3
Volume	$610.3	$609.0	0.2
Employees	600	635	-5.5
Offices	8	8	0.0

Lowe & Partners

U.S.	1991	1990	% chg
Gross income	$45.7	$45.5	0.4
Volume	$325.3	$325.3	0.0
Employees	290	318	-8.8
Offices	3	3	0.0

European offices	Billings
Lowe Espana, Barcelona/Madrid(MJ)	73.0
Lowe Howard-Spink, London(MJ)	464.1
Lowe Kuiper & Schouten, Amsterdam(MJ)	45.4
Lowe Luerzer, Frankfurt/Duesseldorf(MJ)	130.7
Lowe Quadrifoglio & Associes, Paris(MJ)	35.8
Lowe Troost, Brussels(MJ)	68.4
Pirella Goettsche Lowe, Milan/Rome(MJ)	145.6
Canadian offices	**Billings**
Deacon Day Advertising, Toronto(MN)	26.2

Notes: Consolidated Lowe Group returns are for Lowe's worldwide network and two U.S. shops, Lowe & Partners and Laurence, Charles, Free & Lawson, the latter of which is independent from Lowe but linked structurally within IPG. The Lowe Group's non-media gross income of $37.2 million on billings of $248.7 million in 1991, both down 19%, is included in Lowe Group's non-U.S. totals. The heretofore London-based group established a co-headquarters in New York in 1991 at its Lowe & Partners operation.

Officers: Lowe Group: Frank Lowe, chmn-ceo; Lucinda Holmes, exec vp-gm; Les Delano, exec dir-Lowe Group N. Amer.; Chris Morley, gm-Lowe Group Europe; Henry Strock, exec vp-cfo. Lowe & Partners: Andrew J. Langer, ceo; John Hayes, pres; Richard Villante, vice chmn
Headquarters: Lowe Group/Bowater House, 68-114 Knightsbridge/London SW1X7LT, England/Phone: 4471-225-3434/Fax: 4471-581-5742. Lowe & Partners/1345 Avenue of the Americas/New York, N.Y. 10105/Phone: (212) 708-8800

Laurence, Charles, Free & Lawson

U.S.	1991	1990	% chg
Gross income	$33.5	$33.5	0.0
Volume	$285.0	$284.0	0.4
Employees	310	317	2.2
Offices	5	5	0.0

Officer: Charles Goldschmidt, chmn
Headquarters: Laurence, Charles, Free & Lawson/260 Madison Ave./New York, N.Y. 10016/Phone: (212) 213-4646

McCann-Erickson Worldwide

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$811.6	$757.0	7.2
Volume	$5,413.5	$5,049.4	7.2
Employees	8,863	8,727	1.6
Offices	NA	NA	NA
U.S.	**1991**	**1990**	**% chg**
Gross income	$224.2	$210.1	6.7
Volume	$1,495.1	$1,401.4	6.7
Employees	1,883	1,688	11.6
Offices	13	12	8.3

U.S. offices	Billings
McCann-Erickson, New York	724.0
McCann-Erickson, Houston	73.0
McCann-Erickson, Atlanta	63.0
McCann-Erickson, Los Angeles	128.0
McCann-Erickson, Detroit	153.0
McCann-Erickson, Seattle	90.0
McCann-Erickson, San Francisco	143.0
McCann/SAB, Detroit	38.0
Phillips-Ramsey, San Diego	58.0
Phillips-Ramsey, Phoenix	6.0
Asian offices	**Billings**
McCann-Erickson, Seoul(MJ)	20.8
McCann-Erickson, Hong Kong(MJ)	41.0
McCann-Erickson, Sydney(MJ)	110.1
McCann-Erickson China, Beijing(MJ)	4.6
McCann-Erickson Malaysia, Kuala Lumpur(MJ)	26.2
McCann-Erickson New Zealand, Auckland(MJ)	24.3
McCann-Erickson Philippines, Manila(MJ)	25.2
McCann-Erickson Singapore, Singapore(MJ)	26.4
McCann-Erickson Taiwan, Taipei(MJ)	46.2
McCann-Erickson Thailand, Bangkok(MJ)	24.6
McCann-Erickson Hakuhodo, Tokyo(MJ)	702.5
Tara Sinha McCann-Erickson, New Delhi(MN)	11.1
European offices	**Billings**
ITI McCann-Erickson, Warsaw(MJ)	1.8
Jadran McCann-Erickson, Zagreb(MJ)	7.4
McCann-Erickson Group, Madrid(MJ)	231.6
McCann-Erickson, Dublin(MJ)	0.9
McCann-Erickson, Vienna(MJ)	38.4
McCann-Erickson, Copenhagen(MJ)	18.3
European offices	**Billings**
McCann-Erickson Belgium, Brussels(MJ)	126.4
McCann-Erickson Czechoslovakia, Prague(NA)	NA
McCann-Erickson France, Paris(MJ)	313.2
McCann-Erickson Germany, Frankfurt(MJ)	392.2
McCann-Erickson Hellas, Athens(MJ)	27.1
McCann-Erickson Interpress, Budapest(MJ)	7.5
McCann-Erickson Italiana, Milan(MJ)	316.5
McCann-Erickson Nederland, Amsterdam(MJ)	90.4
McCann-Erickson Portugal, Lisbon(MJ)	102.7
McCann-Erickson Sweden, Stockholm(MJ)	105.6
McCann-Erickson Switzerland, Zurich(MJ)	67.0
McCann-Erickson UK, London(MJ)	447.7
Novosti McCann-Erickson, Moscow(MJ)	NA
Oy Liikemainonta-McCann, Helsinki(MJ)	71.8
Pars McCann-Erickson, Istanbul(MJ)	30.4
Reklamens Hus McCann, Oslo(MJ)	79.9
Latin American offices	**Billings**
Conte McCann-Erickson, Panama City(MJ)	5.7
Ecco McCann-Erickson, La Paz(NE)	0.5
McCann-Erickson, Buenos Aires(MJ)	31.0
McCann-Erickson, St. Michaels(MJ)	6.0
McCann-Erickson, San Juan(MJ)	20.7
McCann-Erickson, Guayaquil(MJ)	13.0
McCann-Erickson Brazil, Sao Paulo(MJ)	219.3
M-E Centroamericana, Tegucigalpa(MJ)	3.7
M-E Centroamericana, San Salvador(MJ)	4.4
McCann-Erickson Centroamericana, San Jose(MJ)	7.6
McCann-Erickson Chile, Santiago(MJ)	27.2
McCann-Erickson Colombia, Bogota(MJ)	33.5
McCann-Erickson Dominicana, Santo Domingo(MJ)	6.3
McCann-Erickson Jamaica, Kingston(MJ)	3.6
McCann-Erickson Mexico, Mexico City(MJ)	109.9
McCann-Erickson Nicaragua, Managua(NE)	0.5
McCann-Erickson Paraguay, Asuncion(MJ)	0.7
McCann-Erickson Peru, Lima(MJ)	12.8
McCann-Erickson Publicidad, Caracas(MJ)	32.5
McCann-Erickson Trinidad, Port of Spain(MJ)	15.0
McCann-Erickson Uruguay, Montevideo(MJ)	6.8
Publicidad McCann-Erickson, Guatemala City(MJ)	10.7
Other offices	**Billings**
McCann-Erickson Canada, Toronto(MJ)	202.1
McCann Group, Johannesburg(MJ)	39.2
McCann-Erickson Kenya, Nairobi(MJ)	7.7
McCann-Erickson Lorin, Casablanca(MJ)	2.5

Notes: Consolidated McCann-Erickson Worldwide returns include the M-E network worldwide and specialty shops McCann Direct and McCann Healthcare.
Officers: Robert L. James, chmn-ceo; John J. Dooner Jr., pres-ceo; Max Cumir, exec vp, regional dir-Europe; Michael Perrier, exec vp, regional dir-Asia-Pacific; Jens Olesen, exec vp, regional dir-Latin Amer.; Michael Sennott, exec vp, regional dir-Europe
Headquarters: McCann-Erickson Worldwide/750 Third Ave./New York, N.Y. 10017/Phone: (212) 697-6000

McCann Direct

U.S.	1991	1990	% chg
Gross income	$7.2	$6.0	20.0
Volume	$48.0	$40.0	20.0
Employees	277	245	13.1
Offices	23	21	9.5

Officer: William Morrissey, exec vp-worldwide dir.
Headquarters: McCann Direct/750 Third Ave./New York, N.Y. 10017/Phone: (212) 286-9460

McCann Healthcare

U.S.	1991	1990	% chg
Gross income	$4.5	$4.2	7.1
Volume	$30.0	$28.0	7.1
Employees	36	30	20.0
Offices	1	1	0.0

Officer: Hugh Thornauer, sr vp-dir client svcs.
Headquarters: McCann Healthcare/625 N. Michigan Ave./Chicago, Ill. 60611/Phone: (312) 266-9200

Berry
NETWORK, INC.
Dave Tremain
513-290-2154
Ray,
Last month the test ad in Memphis generated 860 calls on the regular number and 427 calls on the 800#. With a 45% conversion and an average rental of $75, the ad brought in gross revenue of $43,425. Lets discuss expansion of program to next set of target MSA's.
Dave
America's Yellow Pages Connection
RENT-A-CAR
For a Day, For a Week, For a Month
LOW RATES! NEW CARS!
Convenient Locations
Major Credit Cards Accepted
Car and Truck Rental
Wide Variety of Cars
829-8056 | 800 886-2107
EXPRESS CHECKOU

Yellow Pages Marketing Partner.

Do geo-demographics, syndicated usage research, keyed ads, pre-testing, and sales to zip analysis really make a difference? And does a strategic alliance with people who hold themselves personally accountable for the effectiveness of your program really make a difference? See for yourself. Call Dave Tremain at 800-366-1264.

Berry
NETWORK, INC.
"America's Yellow Pages Connection"

RANK: 27

I&S Corp.

Tokyo
Gross income: $106.1 million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$106.1	$104.1	1.9
Volume	$849.0	$833.0	1.9
Employees	1,000	950	5.3
Offices	11	11	0.0

Notes: Worldwide returns in tables are all from Japan
Officers: M. Suzuki, chmn; K. Sugisawa, pres-ceo; L. Suzuki, vp; Y. Kinoshita, vp
Headquarters: I&S Corp./1-5-3 Nihonbashi-Muromachi, Chuo-ku/Tokyo 103, Japan/Phone: 813-3246-8500/Fax: 813-3246-8787

RANK: 24

Ketchum Communications

Pittsburgh
Gross income: $127.2 million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$127.2	$134.2	-5.2
Volume	$978.8	$1,030.4	-5.0
Employees	1,252	1,480	-15.4
Offices	24	26	-7.7
U.S.	**1991**	**1990**	**% chg**
Gross income	$112.2	$121.3	-7.5
Volume	$878.5	$944.0	-6.9
Employees	1,100	1,226	-10.3
Offices	13	14	-7.1

U.S. offices	Billings
Ketchum Advertising, New York	241.6
Ketchum Advertising, Philadelphia	53.7

U.S. offices	Billings
Ketchum Advertising, Pittsburgh	90.4
Ketchum Advertising, San Francisco	213.8
Ketchum Advertising, Atlanta	12.1
Ketchum Advertising, Louisville	14.9
Ketchum Advertising, Chicago	53.2
Ketchum Advertising, Los Angeles	166.3
Ketchum Advertising, Washington	32.2
Asian offices	**Billings**
Harris Robinson & Associates, Sydney(NE)	18.9
Ketchum Advertising (Japan), Tokyo(MJ)	10.7
Ketchum Advertising Singapore, Singapore(MJ)	10.0
P.T. Roma Perwira, Jakarta(NE)	NA
European offices	**Billings**
Brunning, London(MN)	47.8
CIA Ketchum, Paris(MN)	22.0
Ketchum Advertising Germany, Mainz(MJ)	16.0
Canadian offices	**Billings**
Stringer Veroni Ketchum, Toronto(MN)	2.7

Officers: William H. Genge, chmn.; Paul H. Alvarez, pres./ceo; Edward L. Graf, vice chmn./cfo; Robert W. Kroyer, pres./Ketchum Advertising, USA.

Headquarters: Ketchum Communications/6 PPG Place/Pittsburgh, Pa. 15222/Phone: (412) 456-3500

RANK: 25

Lopex

London

Gross income: $124.0 million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$124.0	$162.3	-24.1
Volume	$818.4	$1,077.9	-24.1
Employees	1,010	1,239	-18.5
Offices	28	35	-20.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$9.8	$10.5	-6.6
Volume	$65.5	$69.7	-6.0
Employees	160	175	-8.6
Offices	2	2	0.0

Asian offices	Billings
Adextra Alliance, Kuala Lumpur(NE)	4.4
CCAA International Alliance, Hong Kong(NE)	3.5
Core Group Alliance, Manila(NE)	1.4
Golden Flower Alliance, Taipei(NE)	9.0
P.T. Mega Dasa Perwara Alliance, Jakarta(NE)	0.4
Tropical Alliance, Singapore(MJ)	4.8
European offices	**Billings**
Alliance Intl. Ltd., London(MJ)	140.4
Arks Alliance, Dublin(MJ)	29.0
BCK Alliance, Barcelona(MN)	53.5
Crehalet Foliot Poussielgues, Paris(MN)	181.0
Epsilon-Epsilon Alliance, Athens(NE)	4.8
Guettig & Hoffmeister Alliance, Frankfurt(MN)	31.8
Mueller & Partner Alliance, Zurich(MN)	4.1
PVK Alliance, Helsinki(NE)	6.3
Serrander Alliance, Stockholm(NE)	12.8
Timing Alliance, Lisbon(MJ)	19.0
Young Advertising, Dublin(MJ)	12.8
Canadian office	**Billings**
Miller Myers Bruce DallaCosta Alliance Toronto(MJ)	18.5

Notes: Lopex controls management finances of Alliance International network and owns controlling interest in Alliance International holding company. Agencies listed in this profile hold shares in Alliance. Lopex in turn owns varying percentages of most of the Alliance shops, including 100% of Alliance International U.K., the network's largest, and 41% of Warwick Baker & Fiore, New York, the second largest. Folded into totals are Lopex's non-advertising results of $67.2 million gross income in 1991 vs. $105.2 million in 1990, and $448 million in billings in 1991 vs. $701.7 million in 1990. This non-advertising business (all U.K. operations) includes Purchasepoint Group, a sales promotion, incentive, training agency; Design in Action; RCF, database marketing; Riley, recruitment advertising; Research Services, market research, although sold in January 1992; and the Grayling Group, a pr and lobbying unit in U.K., France, Benelux and Ireland. Lopex and Alliance severed ties with five shops in 1991. Their figures were not included in totals for both years. Three of them, Prad Alliance, Amsterdam; HVR, The Hague; and LVH, Brussels, were sold by Lopex to Publicis Communications in mid-1991. Studio Marketing, Ljubljana, Slovenia, and Brandt & Falk, Copenhagen, were dropped from the Alliance network, although Lopex never held equity in the agencies. Another Alliance agency, Publikmarket-Idea2, Milan, did not report billings. Part of the shop was sold to Omnicom, although Lopex still retains its 14.9% share. Its figures were omitted for both years. Offices and employee numbers are for the Alliance network and not Lopex's non-advertising units.

Officers: Lord Marsh, non-exec chmn.; Peter Thomas, ceo; Barrie Warman, group finance dir.

Headquarters: Lopex/Alliance House/63 St. Martins Lane/London WC2N 4BH, England/Phone: 44-71-836-0281/Fax: 44-71-240-7612

Warwick Baker & Fiore

U.S.	1991	1990	% chg
Gross income	$74.0	$75.8	-2.3
Volume	$160.0	$170.0	-5.9
Employees	160	175	-8.6
Offices	2	2	0.0

Officers: Wilder D. Baker, chmn./ceo; Robert J. Fiore, pres./chief creative officer/coo; Ronald S. Fermon, exec. vp/gm; Susan Small-Weil, exec. vp/chief planning officer

Headquarters: Warwick Baker & Fiore/100 Avenue of the Americas/New York, N.Y. 10013/Phone: (212) 941-4200

RANK: 31

Man Nen Sha

Osaka, Japan

Gross income: $91.1 million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$91.1	$87.0	4.7
Volume	$588.0	$566.0	3.9
Employees	470	460	2.2
Offices	11	11	0.0

Notes: Man Nen Sha includes equity returns from Man Nen Sha International, a Tokyo agency 12.9% owned; Man Nen Sha Agency in Kyoto, 49% owned; and trunk agency Man Nen Sha, Osaka. Worldwide returns in tables are all from Japan.

Officers: Tsuneji Higaki, chmn.; Osamu Horikawa, pres.

Headquarters: Man Nen Sha/5-13, Awaganicho 1-Chome, Chuo-ku/Osaka 541, Japan/Phone: 816-202-3212/Fax: 816-227-1651

RANK: 38

Nihon Keizaisha Advertising

Tokyo

Gross income: $63.6 million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$63.6	$62.5	1.8
Volume	$389.6	$366.3	6.4
Employees	554	530	4.5
Offices	16	15	6.7

Notes: Worldwide returns in tables are all from Japan.

Officers: Takeyoshi Yamazaki, chmn.; Yasuo Shimada, pres.; Hiroshi Takeda, sr mg dir.; Mitsunari Sano, mg dir.

Headquarters: Nihon Keizaisha Advertising/13-20, Ginza 7-Chome, Chuo-ku/Tokyo 104, Japan/Phone: 813-3542-0411/Fax: 813-3546-2797

RANK: 4

Omnicom Group

New York

Gross income: $1,471.2 million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$1,471.2	$1,349.0	9.1
Volume	$10,442.9	$9,813.2	6.4
Employees	12,218	12,268	-0.4
Offices	371	359	3.3
U.S.	**1991**	**1990**	**% chg**
Gross income	$678.4	$668.2	1.5
Volume	$5,169.3	$5,080.8	1.7
Employees	5,817	6,353	-8.4
Offices	91	101	-9.9

Notes: Agency mega-units in Omnicom, a holding company, include BBDO Worldwide, DDB Needham Worldwide, Tracy-Locke and Diversified Agency Services, a collection of agencies whose figures are included in consolidated returns for either BBDO and DDB Needham depending on which network brought the agencies into Omnicom.

Officers: Bruce Crawford, pres./ceo; Fred J. Meyer, chr.; Raymond E. McGovern, secretary-genl counsel

Headquarters: Omnicom Group/437 Madison Ave./New York, N.Y. 10022/Phone: (212) 415-3600

BBDO Worldwide

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$772.8	$723.8	6.8
Volume	$5,498.7	$5,221.7	5.3
Employees	6,048	5,739	5.4
Offices	242	233	3.9
U.S.	**1991**	**1990**	**% chg**
Gross income	$371.9	$370.4	0.4
Volume	$2,716.9	$2,672.8	1.6
Employees	3,078	3,301	-6.8
Offices	50	51	-2.0

U.S. offices	Billings
BBDO Worldwide, Minneapolis	67.9
BBDO Worldwide, Atlanta	249.6
BBDO Worldwide, Los Angeles	166.5
BBDO Worldwide, Southfield, Mich.	149.7
BBDO Worldwide, New York	711.6
BBDO, Chicago	171.1
TFB/BBDO, Palo Alto, Calif.	57.5
Asian offices	**Billings**
BBDO Asia Pacific, Hong Kong(MJ)	4.3
BBDO Hong Kong, Hong Kong(MJ)	40.7
PAC/BBDO, Manila(MN)	9.7
R.K. Swamy/BBDO, Madras(MN)	24.0
Spencer/BBDO Advertising, Singapore(MJ)	17.4
Stentor/BBDO, Taipei(MJ)	12.5
Wings &3DO, Petaling Jaya(MJ)	13.2
European offices	**Billings**
Abbott Mead Vickers/BBDO, London(MN)	271.0
Akt/BBDO Business Communications, Helsinki(NE)	11.4
Alice/BBDO, Istanbul(MN)	9.7
Antena/BBDO, Lisbon(MJ)	15.6
ASGS/BBDO Group, Zurich(MN)	67.4
Bartels/Verdonk Impuls, Amsterdam(MJ)	30.3
BBDO Group Greece, Athens(MJ)	74.9
BBDO Marketing, Moscow(MJ)	2.7
BBDO Zagreb, Zagreb(MJ)	4.1
BBDO Espana, Barcelona(MJ)	259.6
CLM/BBDO, Boulogne-Billancourt(MJ)	228.6
Contrapunto, Madrid(MN)	121.3
Ehrenstrahle & Co., Stockholm(MJ)	25.2
HLR & Co./BBDO Reklambyra, Stockholm(MN)	34.9
Italia/BBDO, Milan(MJ)	180.1
Jonssen & Borkenhagen 3 A S., Oslo(MJ)	8.3
Jonssen & Borkenhagen/BBDO, Oslo(MN)	41.5
Mark/BBDO, Prague(NE)	2.3
Moors Bronsveizer, Brussels(MJ)	19.2
Morsel & Partners, Antwerp(MJ)	9.2
Oy Avant/BBDO, Helsinki(NE)	6.2
Team/BBDO, Copenhagen(MJ)	80.4
Team/BBDO, Vienna(MJ)	43.3
Team/BBDO Group Germany, Dusseldorf(MJ)	471.8
Toprotiam/BBDO, Budapest(NE)	4.2
VVL/BBDO, Brussels(MJ)	46.3
Latin American offices	**Billings**
ABW-Zegers, Santiago(MN)	0.4
AL MAP/BBDO Communicaciones, Sao Paulo(MN)	92.4
Alonso/BBDO, Bogota(NE)	14.4
BBDO de Chile, Santiago(MN)	27.3
BBDO Puerto Rico, Hato Rey(MJ)	37.5
David Ratto/BBDO, Buenos Aires(MN)	18.4
Diesto/BBDO, Mexico City(MN)	31.8
Garnier BBDO, San Jose(NE)	20.9
PYA/BBDO, Caracas(MN)	7.3
Other offices	**Billings**
Baker Lovick/BBDO, Toronto(MN)	125.6
Impact 6 Echo, Kuwait City(MN)	2.3
Impact/BBDO, Jeddah(MN)	6.4

MARKETING RESEARCH

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FORUM
PERSONNEL INC

342 Madison Avenue, New York, N.Y. 10017, (212) 687-4050

Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
Greece — **Exchange rates: 0.005583 0.006340 drachma -11.9%**			
DM&S, Athens MJ	1,639	20.2	9,080
Magnet Advertising, Athens NA	1,362	26.1	6,532
ProAd O&M Direct, Athens MN	1,033	20.7	7,230
RSCG Polaviditis, Athens MJ	1,027	75.5	5,656
Saatchi & Saatchi Direct, Athens JV	826	37.2	4,690
Grey, Athens MJ	737	1.1	4,913
Echo Advertising, Salonica NA	737	-1.5	5,226
Epsilon-Epsilon Alliance, Athens NE	687	14.4	4,578
Conquest Europe Greece, Athens JV	678	99.4	4,580
Bozell Grant, Athens NE	536	65.8	4,667
Win Communications, Athens NA	431	47.8	1,563
Enterprise Middle East, Athens MJ	342	-9.8	2,280
Eurocorn/Target Advertising, Athens MJ	284	-66.9	5,616
Kobs & Draft Helias, Athens NE	270	5.9	1,800
Victory, Athens NA	243	3.5	1,943

Notes: BBDO Group includes BBDO Athens, Grafo, Global Advertising, Team Athens, BBDO Direct and BBDO Business Communications. Enterprise Middle East, Athens, majority owned by Leo Burnett Co., does business in the Middle East.

Guatemala — **Exchange rates: 0.231000 0.193050 quetzal 19.7%**			
Publicidad McCann-Erickson, Guatemala City MJ	1,608	60.2	10,725
Communica Publicidad, Guatemala City NE	1,410	89.9	9,404
Eco Publicidad, Guatemala City NE	949	NA	1,462
Foote, Cone & Belding, Guatemala City MJ	595	46.1	3,957
APCU Thompson Asociados, Guatemala City MN	531	44.8	3,511
Modernoble Publicidad, Guatemala City MN	149	37.5	995

Notes: Communica Publicidad affiliated with Leo Burnett Co.; Modernoble Publicidad 50% equity held by Ogilvy & Mather; Eco Publicidad affiliated with Young & Rubicam.

Hong Kong — **Exchange rates: 0.128633 0.128400 Hong Kong dollar 0.2%**			
Ogilvy & Mather, Hong Kong MJ	15,077	7.0	103,981
Leo Burnett Co., Hong Kong MJ	11,280	10.0	75,206
J. Walter Thompson Co., Hong Kong MJ	10,621	12.9	70,805
DDB Needham DIK, Hong Kong MJ	8,652	55.5	57,708
Dentsu, Young & Rubicam Hong Kong Hong Kong MJ	8,227	12.8	54,872
Bell Partnership, Hong Kong MJ	7,960	2.2	53,067
Backer Spielvogel Bates, Hong Kong MJ	7,442	13.6	49,639
Grey Hong Kong, Hong Kong MJ	6,518	32.3	43,478
Bozell, Hong Kong MJ	6,214	22.0	41,428
McCann-Erickson, Hong Kong MJ	6,146	15.1	40,994
BBDO Hong Kong, Hong Kong MJ	5,640	-13.6	40,710
Saatchi & Saatchi Advertising, Hong Kong MJ	4,555	18.3	30,872
K&O Asia, Hong Kong MJ	3,585	20.1	23,900
DMB&B Modern, Hong Kong MJ	3,240	14.7	19,684
Lintas:Hong Kong, Hong Kong MJ	2,844	4.8	18,973
Foote, Cone & Belding, Hong Kong MJ	2,212	17.7	14,754
Asatsu International, Hong Kong MJ	2,013	40.8	12,581
Lee Davis Ayer Advertising, Hong Kong MN	1,957	4.6	13,077
Hakuhodo Hong Kong, Hong Kong MJ	704	10.2	4,628
BBDO Asia Pacific, Hong Kong MJ	638	-31.2	4,258
CCAA International/Alliance, Hong Kong NE	521	10.3	3,473
Medicus Intercon Pacific, Hong Kong MJ	449	-51.0	3,431

Notes: Medicus Intercon Pacific also includes figures for offices in Singapore and Manila.

Hungary — **Exchange rates: 0.014500 0.016455 forint -11.9%**			
Ogilvy & Mather, Budapest MJ	1,499	64.8	10,341
Young & Rubicam Hungary, Budapest MN	1,455	-5.4	9,705
McCann-Ericksen Interpress, Budapest MJ	1,126	122.5	7,510
GGK Budapest, Budapest MN	1,059	101.0	7,033
BSB/S&S Advertising, Budapest JV	943	NA	6,287
Toprotiam/BBDO, Budapest NE	723	39.8	4,177
RSCG Havasi & Varga, Budapest MJ	609	15.7	2,784
Grey, Budapest JV	271	17.7	1,866
DMB&B/Profil M, Budapest MJ	250	NA	1,600

Notes: BBDO Worldwide acquired 30% equity in 1992 in Toprotiam/BBDO.

India — **Exchange rates: 0.046208 0.057400 rupee -19.5%**			
Hindustan Thompson Associates, Bombay NE	10,068	-7.6	67,118
Lintas:India, Bombay MN	9,060	4.3	60,433
Mudra Communications, Ahmedabad NE	5,023	-10.1	33,510
Ogilvy & Mather, Bombay MN	4,828	6.5	33,296
Ulka Advertising, Bombay NE	4,096	14.2	27,309
R.K. Swamy/BBDO, Madras MN	3,596	31.6	23,968
Everest Advertising, Bombay/New Delhi NE	2,888	-15.7	19,278
Chaitra Advertising, Bombay MN	2,241	0.1	14,925
Clarion Advertising Services, Calcutta NA	2,218	-16.0	14,694
Contract Advertising, Bombay MN	2,042	-12.0	13,616
Trikaya Grey, Bombay MN	1,796	-9.1	11,978
MAA Communications, Bangalore NA	1,784	1.5	11,875
Tara Sinha McCann-Erickson, New Delhi MN	1,664	177.3	11,091
Sista's Private, Bombay NE	1,178	-9.1	7,859
Arms Bozell, New Delhi NE	356	24.0	2,394
Raka Advertising & Marketing, Bombay NA	284	5.2	1,893

Notes: New equity affiliations: Mudra Communications with DDB Needham; Ulka Advertising with Euro RSCG; Everest with Saatchi & Saatchi Advertising; Chaitra with Leo Burnett Co.; Sista's Private with Bacher Spielvogel Bates; J. Walter Thompson Co. holds 40% equity in Contract Advertising.

Indonesia — **Exchange rates: 0.000519 0.000550 rupiah -5.6%**			
Lintas:Indonesia, Jakarta NE	4,657	3.8	31,061
Ad Force-JWT, Jakarta NE	3,389	27.7	22,603
P.T. Indo Ad, Jakarta NE	2,673	5.5	18,435
P.T. Inter Admark, Jakarta NA	1,521	1.1	9,342
P.T. Forum Cahaya Buana, Jakarta NE	1,126	12.7	7,514

Gross income and billings are U.S.$ in thousands.

Seven-year U.S.-agency gross income & billings review

	Total gross income						Total capitalized billings					
Year	Worldwide	% chg	U.S.	% chg	Foreign	% chg	Worldwide	% chg	U.S.	% chg	Foreign	% chg
1991	$13,567.7	4.7	$7,648.9	2.9	$5,918.8	7.0	$96,341.0	4.1	$56,161.3	3.1	$40,179.7	5.5
1990	12,964.8	13.4	7,431.6	6.2	5,533.2	24.9	92,568.5	15.5	54,467.3	8.9	38,101.2	26.6
1989	11,429.0	1.7	6,998.5	2.5	4,430.5	0.4	80,134.8	2.8	50,033.5	3.6	30,101.3	1.4
1988	11,238.3	16.9	6,827.5	9.8	4,410.8	29.9	77,988.9	18.7	48,299.2	12.4	29,689.7	30.6
1987	9,613.1	11.1	6,217.7	-4.4	3,395.4	58.2	65,702.4	10.8	42,971.2	-4.0	22,731.2	55.9
1986	8,648.9	5.8	6,502.2	3.8	2,146.7	12.3	59,318.8	6.3	44,740.8	8.1	14,578.0	1.0
1985	8,174.6	14.7	6,262.2	18.7	1,912.4	3.2	55,805.5	15.2	41,371.8	15.3	14,433.7	15.0

Notes: Dollars are in millions. Change is computed from previous years' figures, including 1984, not shown. All figures are constant, representing reporting by the top 500 U.S.-based agencies in the year given, except 1990 which is restated to reflect agency reporting in 1991.

Other offices	Billings
Impact/BBDO Cairo, Cairo(MN)	1.3
Impact/BBDO Dubai, Dubai(MN)	3.7
Impact/BBDO International, Nicosia(MN)	NA

Notes: BBDO Worldwide totals include the BBDO domestic and international network (including 46.67% equity in another World's Top 50 agency, Clemenger/BBDO, Melbourne), Tracy-Locke, and five Diversified Agencies—Doremus & Co., Lavey/Wolff/Swift, Frank J. Corbett Inc., Baxter, Gurian & Mazzei and half of Rapp Collins Marcoa. Figures for Ammirati & Puris, sold in 1990, were excluded from BBDO's 1990 totals. Tracy-Locke includes the Dallas agency of the same name and Altschiller Reitzfeld/Tracy-Locke, New York.

Officers: Allen Rosenshine, chmn-ceo; Jim Cannon, vice chmn-cfo; Phil Dusenberry, vice chmn-BBDO Worldwide, chmn/ceo-BBDO N.Y.; Tom Clark, vice chmn-BBDO Worldwide, chmn-BBDO N. Amer.

Headquarters: BBDO Worldwide/1285 Avenue of the Americas/New York, N.Y. 10019/Phone: (212) 459-5000.

Baxter, Gurian & Mazzei

U.S.	1991	1990	% chg
Gross income	$5.1	$5.0	2.9
Volume	$34.2	$33.0	3.6
Employees	36	45	-20.0
Offices	2	2	0.0

Officers: Kenneth J. Gurian, chmn-ceo; Donald J. Baxter, vice chmn; Joseph Doyle, pres.

Headquarters: Baxter, Gurian & Mazzei/8501 Wilshire Blvd., Suite 220/Beverly Hills, Calif. 90211/Phone: (310) 657-5050.

Frank J. Corbett Inc.

U.S.	1991	1990	% chg
Gross income	$11.9	$10.2	16.3
Volume	$79.3	$68.2	16.3
Employees	85	76	11.8
Offices	1	1	0.0

Officer: John J. Fisher, chmn.

Headquarters: Frank J. Corbett Inc./211 E. Chicago Ave., Suite 1100/Chicago, Ill. 60611/Phone: (312) 664-5310.

Doremus & Co.

Worldwide	1991	1990	% chg
Gross income	$13.0	$15.5	-16.0
Volume	$95.7	$111.3	-14.0
Employees	153	175	-12.6
Offices	5	5	0.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$11.5	$14.1	-18.6
Volume	$86.5	$102.1	-15.3
Employees	141	163	-13.5
Offices	4	4	0.0

European office	Billings
Doremus & Co., London(MJ)	9.2

Officers: Curtis Troeger, ceo; Carl Anderson, exec vp-cfo; John Eckelberry, exec vp.

Headquarters: Doremus & Co./200 Varick St./New York, N.Y. 10014/Phone: (212) 366-3000.

Lavey/Wolff/Swift

U.S.	1991	1990	% chg
Gross income	$21.6	$20.4	6.1
Volume	$144.3	$136.0	6.1
Employees	258	154	67.5
Offices	6	5	20.0

Officers: John F. Swift, pres-ceo; Kenneth H. Lavey, chmn-creative dir; Charles A. Rockefeller, exec vp; Stephen I. Weiss, vp-finance.

Headquarters: Lavey/Wolff/Swift/488 Madison Ave./New York, N.Y. 10022/Phone: (212) 593-3630.

Tracy-Locke

U.S.	1991	1990	% chg
Gross income	$54.5	$57.1	-4.5
Volume	$395.4	$406.3	-2.7
Employees	588	631	-6.8
Offices	3	3	0.0

U.S. offices	Billings
Altschiller Reitzfeld/Tracy-Locke, New York	51.5
Tracy-Locke, Los Angeles	11.0
Tracy-Locke, Dallas	332.9

Officer: Howard Davis, pres.

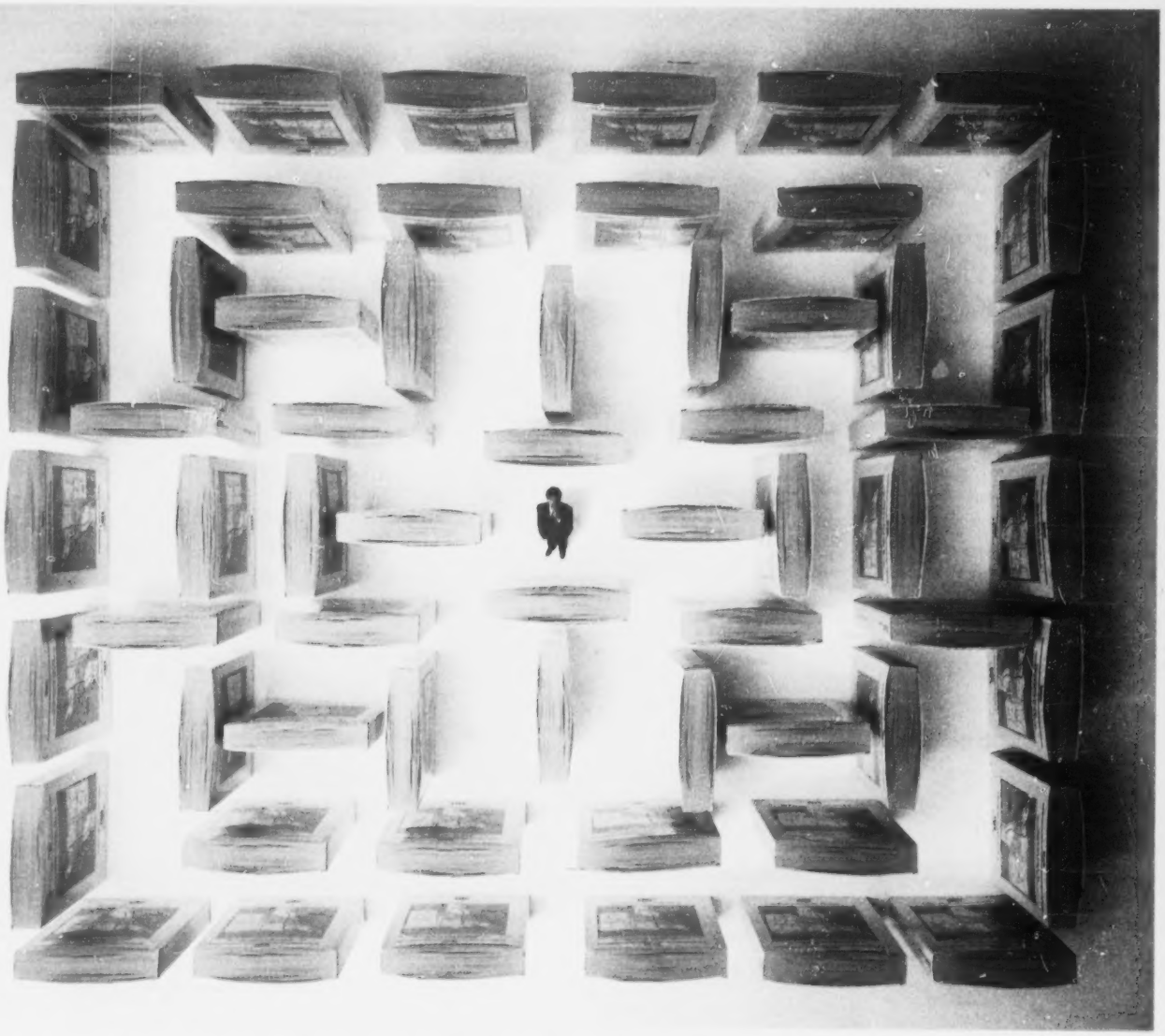
Headquarters: Tracy-Locke/200 Crescent Ct./Dallas, Texas 75201/Phone: (214) 969-9000.

DDB Needham Worldwide

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$698.4	$625.2	11.7
Volume	$5,034.3	$4,591.5	9.6
Employees	6,800	6,450	5.4
Offices	129	134	-3.7
U.S.	**1991**	**1990**	**% chg**
Gross income	$306.4	$297.8	2.9
Volume	$2,452.5	$2,407.9	1.9
Employees	2,741	3,025	-9.4
Offices	41	46	-10.9

U.S. offices	Billings
DDB Needham, Denver	17.2
DDB Needham, Los Angeles	186.2
DDB Needham, Chicago	622.2
DDB Needham, New York	574.7
DDB Needham, McLean, Va.	28.3
DDB Needham, Detroit	139.7
DDB Needham Retail, New York	37.7



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U.S. offices	Billings
Elgin Syferd DDB Needham, Seattle	51.0
M/V/P/G DDB Needham, Honolulu	31.7
Asian offices	**Billings**
DDB Needham, Taipei(MJ)	11.0
DDB Needham, Sydney(MJ)	183.5
DDB Needham, Bangkok(MJ)	9.8
DDB Needham DIK, Hong Kong(MJ)	57.7
DDB Needham DIK, Singapore(MJ)	7.2
DDB Needham Japan, Tokyo(MJ)	19.3
DDB Needham New Zealand, Auckland(MJ)	20.2
Far East Advertising, Bangkok(MN)	35.9
Mudra Communications, Ahmedabad(NE)	33.5
NAGA DDB Needham DIK, Petaling Jaya(MN)	25.1
European offices	**Billings**
Admar, Istanbul(NE)	8.3
Avanti DDB Needham, Oslo(MJ)	21.5
BMP DDB Needham, London(MJ)	446.0
Brand Sellers DDB Needham, Helsinki(MN)	16.8
Carlsson & Broman/DDB Needham, Stockholm(MJ)	26.0
DDBN, Brussels(MJ)	60.6
DDBN, Kuesnacht/Zurich(MN)	24.6
DDBN, Copenhagen(MJ)	22.0
DDBN, Amsterdam(MJ)	82.3
DDBN, Paris(MJ)	510.0
DDBN, Prague(MJ)	0.5
DDBN Heye & Partner, Vienna(MJ)	33.0
DDBN & Guerreiro Publicidade, Lisbon(MJ)	25.6
Heye & Partner DDB Needham, Munich(MN)	113.9
Olympic DDB Needham, Athens(MJ)	44.2
Tandem DDB Needham, Madrid(MJ)	241.3
Wensauer DDB Needham, Duesseldorf(MJ)	238.3
Latin American offices	**Billings**
DDB Needham, Mexico City(MJ)	14.9
Ruben Marti/DDB Needham, Buenos Aires(NE)	5.9
Unitros Chile, Santiago(NE)	8.6
Canadian offices	**Billings**
Carder Gray DDB Needham, Toronto(MJ)	57.1

Notes: DDB Needham includes the DDB Needham global network and Diversified Agencies—Rainoldi Kerzner Radcliffe, Bernard Hodes Group, Kallir, Philips, Ross and half of Rapp Collins Marcoa. DDB Needham's domestic network also includes returns for Milici Valenti Park & Gabriel, Honolulu, and Elgin Syferd, Seattle. DDB Needham added early this year San Francisco agency Goodby, Berlin & Silverstein, which recently opened an office in Los Angeles to service the newly won American Isuzu Motors account. GBS is not included in DDB Needham's total.

Officers: Keith Reinhard, chmn-ceo; John Bernbach, pres; Bernard Brochand, pres-intl; John Bradstock, corp exec vp, chmn/mg dir-Australia.

Headquarters: DDB Needham Worldwide/437 Madison Ave./New York, N.Y. 10022/Phone: (212) 415-2000.

Bernard Hodes Group

Worldwide	1991	1990	% chg
Gross income	$28.7	$38.0	-24.4
Volume	$191.5	$253.2	-24.4
Employees	404	470	-14.0
Offices	32	31	3.2
U.S.	**1991**	**1990**	**% chg**
Gross income	$23.5	$30.2	-22.1
Volume	$156.9	$201.4	-22.1
Employees	323	384	-15.9
Offices	25	24	4.2

Officers: Bernard S. Hodes, pres-ceo; Alan V. Schwartz, exec vp-coo-cfo; Marion J. Starr, exec vp.

Headquarters: Bernard Hodes Group/555 Madison Ave./New York, N.Y. 10022/Phone: (212) 935-4000.

Kallir, Philips, Ross

Worldwide	1991	1990	% chg
Gross income	$27.6	$26.7	3.4
Volume	$213.9	$211.7	1.0
Employees	252	264	-4.5
Offices	3	3	0.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$23.5	$22.2	5.8
Volume	$186.2	$181.5	2.6
Employees	210	214	-1.9
Offices	1	1	0.0
European offices			**Billings**
KPR, Brussels(MJ)			11.8
Paling Ellis KPR, London(MJ)			15.9

Officers: John Kallir, chmn; Norman Cooper, pres-ceo; Michael Boyer, coo; Loredana Belusic, cfo.

Headquarters: Kallir, Philips, Ross/333 E. 38th St./New York, N.Y. 10016/Phone: (212) 856-8400.

Rainoldi Kerzner Radcliffe

U.S.	1991	1990	% chg
Gross income	$3.7	$3.1	18.4
Volume	$25.0	$20.6	21.7
Employees	30	29	3.4
Offices	1	2	-50.0

Officer: Joseph C. Rainoldi, pres.

Headquarters: Rainoldi Kerzner Radcliffe/222 Kearny St., 10th Fl./San Francisco, Calif. 94108/Phone: (415) 398-6222.

Rapp Collins Marcoa

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$68.9	$58.9	17.1
Volume	$512.3	$438.9	16.7
Employees	734	601	22.1
Offices	24	24	0.0

U.S.	1991	1990	% chg
Gross income	$31.3	$25.5	23.0
Volume	$260.3	$208.9	24.6
Employees	384	316	21.5
Offices	4	4	0.0

Note: Returns for RCM are split between BBDO and DDB Needham because it is a post-Omnicom merger of Rapp & Collins from DDB Needham and Marcoa DR from BBDO.

Officers: G. Steven Dapper, ceo; Robert Mohr, pres; Emily Soell, vice chmn-chief creative officer; Ed McNally, cfo.

Headquarters: Rapp Collins Marcoa/475 Park Ave. South/New York, N.Y. 10016/Phone: (212) 951-7200.

RANK: 50

Oricom

Seoul

Gross income: **$43.8** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$43.8	$46.2	-5.1
Volume	$147.9	$174.0	-15.0
Employees	409	413	-1.0
Offices	1	1	0.0

Note: Worldwide totals in the tables are all from South Korea.

Officers: Jungsuk Yang, pres; T.Y. Rhee, vp; J.H. Han, exec mg dir; P.S. Min, exec dir.

Headquarters: Oricom/Doosan Bldg./105-7 Nonhyun-Dong Kangnam-Ku/Seoul 135-714, Korea/Phone: 822-510-4010/Fax: 822-542-3966.

RANK: 40

Orikomi Advertising

Tokyo

Gross income: **$58.7** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$58.7	$57.5	2.0
Volume	$487.6	$440.0	10.8
Employees	389	367	6.0
Offices	5	5	0.0

Notes: Orikomi worldwide figures in the organization tables are all from Japan. They include the main Tokyo agency and regional shops of the same name in Osaka, Nagoya, Fukuoka and Sapporo, all 100% held. In addition, totals include Senken, Tokyo, Orikomi Service, Tokyo and year-old Orikomi Creative, Tokyo, all 100% held. Equity totals from 83%-held Ad Mail, Tokyo, also are included.

Officers: Fusajiro Saito, chmn; Kazuo Watanabe, pres; Kazuo Negishi, exec mg dir; Shoji Hosoya, exec mg dir.

Headquarters: Orikomi Advertising/Ozu Bldg./2-6-3 Nihonbashi-Honcho, Chuo-ku/Tokyo 103, Japan/Phone: 813-3665-4704/Fax: 813-5695-2388.

RANK: 13

Publicis-FCB Communications

Paris

Gross income: **$512.8** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$512.8	$438.1	17.0
Volume	$3,433.7	$2,962.7	15.9
Employees	4,176	4,176	0.0
Offices	111	111	0.0

Publicis Inc.

U.S.	1991	1990	% chg
Gross income	$5.8	$5.5	5.6
Volume	$48.9	$44.4	10.2
Employees	45	41	9.8
Offices	1	2	-50.0
European offices			**Billings**
Arge, Madrid(MJ)			66.9
Baums, Mang & Zimmermann, Duesseldorf(MJ)			122.0
Communicar, Lisbon(MJ)			9.0
Des O'Meara & Partners, Dublin(NE)			17.0
European offices			**Billings**
FCB Advertising, London(MJ)			151.0
FCB Publicidade, Lisbon(MJ)			45.4
Foote, Cone & Belding, Neuilly(MJ)			183.5
Gnomi/Publicis FCB, Athens(MN)			22.1
Intermarco/FCB, Stockholm(MJ)			37.3
LVH, Brussels(MJ)			23.1
Park Publicidade, Lisbon(MJ)			12.7
Publicis, London(MJ)			275.4
Publicis Ciesa, Lisbon(MJ)			49.6
Publicis Conseil, Paris(MJ)			1,112.8
Publicis FCB, Oslo(MJ)			57.7
Publicis FCB, Zurich(MJ)			74.9
Publicis FCB, Brussels(MJ)			77.0
Publicis FCB, Madrid(MJ)			48.9
Publicis FCB, Duesseldorf(MJ)			260.3
Publicis FCB, Vienna(MJ)			27.6
Publicis FCB, Milan(MJ)			518.3
Publicis FCB-Prad, Amsterdam(MJ)			184.6
Publicis FCB/HSW, Copenhagen(MJ)			13.7
Yarsim/Publicis FCB, Istanbul(MN)			10.8

Notes: Publicis-FCB Communications B.V. grew out of the alliance struck in 1989 between Foote, Cone & Belding Communications, Chicago, and Publicis Communications, Paris, that gave Publicis 51% of B.V. and FCB 49%, a total folded into FCB (see FCB profile). B.V. comprises the former European shops of FCB and those of Publicis.

Officers: Maurice Levy, chmn-ceo; Antonio Beja, exec deputy chmn; Gerard Pedraglio, pres-coo; Jean-Paul Morin, exec vp; Frederick W. Rhines, ceo-N.Y.

Headquarters: Publicis-FCB Communications/133 Avenue des Champs Elysees/75008 Paris, France/Phone: 331-47-20-67-72/Fax: 331-47-20-29-60.

Publicis/1675 Broadway/New York, N.Y. 10019/Phone: (212) 956-8550.

RANK: 48

Hal Riney & Partners

San Francisco

Gross income: **$48.8** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$48.8	$45.0	8.3
Volume	$325.0	$300.0	8.3
Employees	335	310	8.1
Offices	3	3	0.0
U.S. offices			**Billings**
Hal Riney & Partners, Chicago			48.8
Hal Riney & Partners, San Francisco			227.5
Hal Riney & Partners, New York			48.8

Notes: Worldwide figures in the organization table are all from the U.S.

Officers: Hal Riney, chmn-ceo; Jim Travis, pres-coo; John Yost, sr vp-gm; Lyn Muegge, exec vp-cfo.

Headquarters: Hal Riney & Partners/735 Battery St./San Francisco, Calif. 94111/Phone: (415) 981-0950.

RANK: 28

Ross Roy Group

Bloomfield Hills, Mich.

Gross income: **$105.1** million

Organization totals ($ in millions)

Worldwide	1991	1990	%chg
Gross income	$105.1	$106.0	-0.9
Volume	$700.5	$707.0	-0.9
Employees	976	1,038	-6.0
Offices	15	16	-6.3
U.S.	**1991**	**1990**	**%chg**
Gross income	$105.1	$106.0	-0.9
Volume	$700.5	$707.0	-0.9
Employees	883	953	-7.3
Offices	13	14	-7.1

Ross Roy Inc.

U.S.	1991	1990	% chg
Gross income	$67.1	$66.0	1.6
Volume	$447.0	$440.0	1.6
Employees	674	742	-9.2
Offices	7	8	-12.5

Notes: Ross Roy Group worldwide figures in the organization table are all from the U.S. During 1991, Group 243, Ann Arbor, Mich., was shut down following the loss of Domino's Pizza. Ross Roy then created Ross Roy Franchise, moving some former Group 243 personnel to this unit's base in Bloomfield Hills, Mich.

Officers: Glen W. Fortinberry, chmn-pres-ceo; Chris A. Lawson, exec vp-cfo; Patrick J. Morin,

Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
Indonesia	**Exchange rates: 0.000519 0.000550 rupiah -5.6%**		
Binamark Indonesia, Jakarta NE	1,005	21.9	6,280
P.T. Mega Dasa Pariwara Alliance, Jakarta NE	958	0.1	6,364
P.T. Bates Mulia, Jakarta JV	954	-27.1	5,881
Perwanala/DMB&B, Jakarta MN	758	45.3	4,774
Pratama Advertising, Jakarta NE	296	-8.1	1,972
The Agency/SSA, Jakarta MN	0	NA	0
P.T. Rama Perwira, Jakarta NE	0	NA	0

Notes: Non-equity affiliations—Lintas Indonesia, Ad Force with J. Walter Thompson Co.; Pratama with Bozell; P.T. Forum Cahaya Buana with Publicis FCB. The Agency/SSA started in 1991.

Ireland	**Exchange rates: 1.619625 1.640500 pound -1.3%**		
Wilson Hartnell Group, Dublin MJ	8,463	2.6	58,362
Arks Alliance, Dublin MJ	4,211	13.6	28,020
BSB Hunter, Dublin MJ	3,401	36.7	15,224
Saatchi & Saatchi Advertising, Dublin MJ	3,160	-32.5	16,178
Des O'Meara & Partners, Dublin NE	2,551	29.6	17,006
CDP Associates, Dublin NE	2,300	-14.8	16,100
Young Advertising, Dublin MJ	1,927	2.2	12,795
DDFH & B Advertising, Dublin MN	1,720	31.3	11,400
Quinn McDonnell Pattison, Dublin NE	1,620	5.0	13,605
Brindley Advertising, Dublin NA	850	NA	5,669
DMB&B Result, Dublin MN	700	-1.3	4,656
McCann-Erickson, Dublin MJ	141	NA	941

Notes: Quinn McDonnell Pattison affiliated with Bozell; DDFH & B Advertising, 20% equity held by J. Walter Thompson Co.; Des O'Meara & Partners affiliated with Publicis FCB. Gross income figures for both years AA estimates.

Israel	**Exchange rates: 0.454375 0.507700 shekel -10.5%**		
Ariely Communication Group, Tel Aviv NA	4,998	-10.5	29,080
Gitam Image Promotion, Ramat-Gan NA	3,885	8.5	25,899
Tamir Cohen (Jacobsohn), Tel Aviv NA	3,680	5.1	24,536
Warshavsky Freilich Dover, Tel Aviv NE	2,550	13.7	12,125
Pelled Advertising, Tel Aviv NE	1,704	1.7	11,359
Bing Linial Advertising, Tel Aviv NA	1,268	7.6	6,877

Notes: Gross income for Tamir and Gitam AA estimates; Warshavsky affiliated with Grey. Pelled part of Publicis FCB.

Italy	**Exchange rates: 0.000812 0.000830 lira -2.2%**		
Publicis FCB, Milan MJ	77,707	42.2	518,308
Gruppo Armando Testa, Turin MJ	63,764	3.0	490,345
Young & Rubicam Italia, Milan MJ	57,062	1.9	457,658
McCann-Erickson Italiana, Milan MJ	47,756	2.1	318,533
Italia/BBDO, Milan MJ	42,224	12.9	280,140
J. Walter Thompson Italia, Milan MJ	41,852	20.8	307,577
Saatchi & Saatchi Advertising, Milan/Rome MJ	32,046	3.2	300,440
Milano & Grey, Milan MJ	29,661	9.0	222,488
DMB&B, Milan MJ	26,169	0.1	168,565
Lintas:Italy, Milan MJ	25,813	9.0	172,176
Euro RSCG Italia, Milan MJ	23,616	-2.9	224,809
Pirella Goettsche Lowe, Milan/Rome MJ	21,839	8.2	145,592
Livraghi, Ogilvy & Mather, Milan MN	20,751	1.1	143,108
Barbella Gagliardi Saffirio, Turin MJ	17,945	24.3	129,920
Canard, Turin/Milan MJ	17,100	-3.9	168,100
Leo Burnett Co., Milan MJ	17,052	14.1	113,680
TBWA, Milan MJ	16,159	-9.4	143,724
BSB Italia, Milan MJ	12,232	35.6	93,150
B Communications, Milan NE	9,503	30.4	83,636
FCA/Sabbatini Baldoni Panzeri, Milan MJ	9,496	17.4	63,336
Bozell Testa Pella Rossetti, Milan MJ	8,770	-5.7	71,456
ATA Tonic, Milan MJ	8,023	3.4	53,511
P&T Co., Milan NA	8,010	-22.8	60,872
Alberto Cremons-Alle, Milan NA	7,308	4.5	40,600
Longari & Loman BDDP, Milan MJ	6,861	-9.7	45,768
Ayer Italy, Milan MJ	6,496	8.0	56,840
Conquest Europe Italy, Milan MJ	2,912	-20.9	34,074
GGK Milan, Milan MJ	2,099	-9.7	14,002
STZ, Milan NA	2,030	23.9	13,540
Wirz Italia, Milan MN	488	NA	3,254
Kobs & Draft Italia, Milan MJ	180	50.0	1,200

Notes: Young & Rubicam Italia includes Wunderman; Cato Johnson; Sudler & Hennessey and Burson-Marsteller; ATA Tonic and Barbella Gagliardi Saffirio part of Euro RSCG Italia; Lintas:Italy includes Centro Media and CPC; McCann-Erickson Italiana includes MPA; CDP Europe holds 60% equity in Canard; Mediacus Intercon's figures for its 5 Italian offices included in DMB&B totals. Gross income for MI was $4,555,320 for 1991.

Japan	**Exchange rates: 0.007418 0.006920 yen 7.2%**		
Dentsu Inc., Tokyo MJ	1,303,759	14.1	9,608,096
Hakuhodo Inc., Tokyo MJ	551,897	11.4	4,191,588
Tokyu Agency, Tokyo NA	176,777	3.8	1,482,292
Daiko Advertising, Osaka NA	174,329	9.3	1,278,084
Asatsu, Tokyo NA	139,241	19.2	1,066,508
Dai-Ichi Kikaku, Tokyo MJ	115,992	10.8	828,516
Yomiko Advertising, Tokyo NA	110,751	7.7	889,566
I&S, Tokyo NA	106,125	1.9	849,000
McCann-Erickson-Hakuhodo, Tokyo MJ	105,316	12.5	702,458
Asahi Advertising, Tokyo NA	96,704	8.8	582,062
Man Nen Sha, Osaka NA	91,100	4.7	588,000
Nihon Keizaisha Advertising, Tokyo NA	63,600	1.8	389,800
Sogei, Tokyo NA	58,896	11.1	369,251
Orikomi Advertising, Tokyo NA	58,658	2.0	487,570
Chuo Senko Advertising, Tokyo NA	52,836	5.8	382,868
Kyodo Advertising, Tokyo NA	41,277	14.4	324,512
Nihon Keizai, Tokyo NA	39,879	-4.9	295,348
Dentsu, Young & Rubicam, Tokyo MJ	37,959	0.4	290,484
Tokyu Agency International, Tokyo MN	36,351	10.5	278,645
Meitsu Inc., Tokyo NA	36,215	23.2	249,749

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Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
Japan	**Exchange rates: 0.007418 0.006920 yen 7.2%**		
Leo Burnett-Kyodo Co., Tokyo **MJ**	35,054	37.8	233,707
J. Walter Thompson Japan, Tokyo **MJ**	33,600	2.4	223,997
Sanko Sha, Nagoya **NA**	28,559	19.6	184,115
Standard Advertising, Tokyo **NA**	22,684	24.9	149,102
Ad Dentsu Tokyo, Tokyo **MJ**	12,812	2.2	89,796
Hakuhodo:Lintas, Tokyo **JV**	11,283	11.7	75,248
Grey-Daiko, Tokyo **MJ**	10,845	-6.8	72,337
Sanyu Agency, Tokyo **MJ**	10,082	15.4	67,216
Community Ad Hakuhodo, Tokyo **MJ**	9,805	-3.6	104,902
Cove-Ito Advertising, Tokyo **NA**	8,531	11.4	34,123
BSB Japan, Tokyo **MJ**	6,566	19.0	51,655
Medicus Intercon K.K., Tokyo/Osaka **MJ**	5,861	16.8	21,665
Saatchi & Saatchi Advertising, Tokyo **MJ**	4,959	9.0	30,000
Dentsu, Sudler & Hennessey, Tokyo **MJ**	4,101	15.9	27,353
DDB Needham Japan, Tokyo **MJ**	2,889	196.3	19,272
Morioka Hakuhodo, Iwate **MJ**	2,881	37.5	19,481
Bozell Meitsu, Tokyo **MN**	2,853	-4.1	16,047
Dai-Ichi Communications, Tokyo **MJ**	2,420	42.0	12,100
Ketchum Advertising (Japan), Tokyo **MJ**	1,600	-41.1	10,667
Aomori Hakuhodo, Aomori **MJ**	1,544	44.0	10,049
Fukusima Hakuhodo, Fukusima **MJ**	1,134	2.5	7,984
Tokyu MS&L, Tokyo **MN**	683	269.6	4,553

Notes: McCann-Erickson-Hakuhodo includes Cato Design and KK Standard McIntyre, a joint venture with Standard Advertising; Medicus Intercon part of DMB&B; Sanyu Agency majority-owned by Dai-Ichi Kikaku; DMB&B holds 25% equity in Tokyu Agency International and 40% in Tokyu MS&L; gross income figures for Sogei are AA estimates.

Malaysia	**Exchange rates: 0.364483 0.369930 ringgit -1.5%**		
Ogilvy & Mather, Kuala Lumpur **MJ**	5,290	15.1	36,486
McCann-Erickson Malaysia, Kuala Lumpur **MJ**	3,922	0.1	26,160
Dentsu, Young & Rubicam, Kuala Lumpur **MJ**	3,827	5.6	25,527
NAGA DDB Needham DIK, Petaling Jaya **MN**	3,763	211.8	25,096
BSB Malaysia, Kuala Lumpur **MJ**	3,390	-4.5	20,703
Leo Burnett Co., Kuala Lumpur **MN**	3,343	5.2	22,286
J. Walter Thompson Co., Kuala Lumpur **MJ**	2,910	13.6	19,427
Lintas:Malaysia, Kuala Lumpur **MJ**	2,759	20.2	18,401
AP:Foote, Cone & Belding, Kuala Lumpur **MN**	2,678	18.5	17,149
Wings BBDO, Petaling Jaya **MJ**	1,936	-2.6	13,235
Bozell, Petaling Jaya **MN**	1,864	12.1	12,426
Bali Partnership, Kuala Lumpur **MJ**	1,660	10.3	11,074
KHK DMB&B, Kuala Lumpur **MN**	1,474	0.2	9,831
Hakuhodo Malaysia, Kuala Lumpur **MN**	1,353	24.4	5,836
Grey Malaysia, Kuala Lumpur **MN**	1,215	13.3	8,105
Saatchi & Saatchi Advertising, Kuala Lumpur **MJ**	1,004	95.1	4,773
Adextra Alliance, Kuala Lumpur **NE**	656	38.6	4,374
RA Advertising, Kuala Lumpur **NA**	559	38.4	5,432

Notes: McCann-Erickson Malaysia includes Mutiara Malaysia and Universal Com-Mal; NAGA DDB Needham DIK is 20% owned by DDB Needham and 10% by Dai-Ichi Kikaku.

Mexico	**Exchange rates: 0.000333 0.000356 peso -6.5%**		
McCann-Erickson Mexico, Mexico City **MJ**	16,479	29.6	109,915
J. Walter Thompson de Mexico, Mexico City **MJ**	9,779	30.0	75,226
Publicidad Ferrer y Asociados, Mexico City **NA**	9,026	-4.6	60,171
Leo Burnett Co., Mexico City **MJ**	8,639	36.8	57,599
Bozell, Mexico City **MN**	6,650	8.8	44,333
SMS de Mexico, Mexico City **MJ**	6,501	45.7	43,339
Panamericana Ogilvy & Mather, Mexico City **MJ**	6,371	20.6	42,471
Young & Rubicam, Mexico City **MJ**	5,180	13.3	38,348
Noble Group, Mexico City **MJ**	5,049	26.7	33,675
Dieste/BBDO, Mexico City **MN**	4,683	42.0	31,844
Grey Mexico, Mexico City **MJ**	3,782	35.6	25,224
Arellano/BSB Publicidad, Mexico City **MN**	3,615	8.3	24,100
Teran Publicidad, Mexico City **NE**	3,312	59.0	22,078
FCB de Mexico, Mexico City **MJ**	3,135	63.4	20,902
Paulino Romero y Asociados, Mexico City **NA**	2,498	48.5	16,650
DDB Needham, Mexico City **MJ**	2,236	36.3	14,915
Lintas:Mexico, Mexico City **MJ**	1,648	39.7	10,990
Saatchi & Saatchi Advertising, Mexico City **MJ**	0	NA	0

Notes: Teran affiliated with Chait/Day/Mojo; Noble Group majority-owned by DMB&B; Saatchi & Saatchi Advertising opened in 1991. Saatchi formerly was affiliated with Montenegro.

Netherlands	**Exchange rates: 0.539242 0.545300 guilder -1.1%**		
BBDO Nederland, Amstelveen **MJ**	40,307	-1.6	268,715
PMSvW/Young & Rubicam, Amsterdam **MJ**	34,900	9.3	232,779
Publicis FCB-Prad, Amsterdam **MJ**	31,279	12.3	184,586
Ogilvy & Mather, Amsterdam **MJ**	23,241	-0.9	160,285
Lintas:Nederland, Amsterdam **MJ**	22,787	0.7	151,988
PPGH/JWT Groep, Amsterdam **MJ**	21,905	9.0	146,106
ARA/BDDP, Rotterdam **MJ**	20,119	5.4	134,195
McCann-Erickson Nederland, Amsterdam **MJ**	13,548	7.4	90,365
Euro RSCG Holland, Amsterdam **NA**	13,375	-18.0	89,165
DDB Needham, Amsterdam **MJ**	12,338	27.0	82,294
Grey, Amsterdam **MJ**	11,378	-15.9	75,891
Noordervliet & Winninghoff/Leo Burnett Amsterdam **MJ**	11,324	6.4	75,498
Saatchi & Saatchi Advertising, Amstelveen **MJ**	11,324	-4.5	78,729
TBWA, Amsterdam **MJ**	10,246	-17.0	68,484
DMB&B, Amsterdam **MJ**	6,866	3.8	45,772
Lowe Kuiper & Schouten, Amsterdam **MJ**	6,811	21.0	45,404
MORE Adviesbureau, Deventer **NE**	6,363	19.1	44,541
BSB Amsterdam, Amsterdam **MJ**	6,142	30.0	40,967
ARVH Reklame & Marketing, Zaandam **MJ**	5,932	3.6	39,904
BVH, Rotterdam **NA**	5,285	5.3	35,051

Gross income and billings are U.S.$ in thousands.

pres-Ross Roy Advertising; Richard C. Ward, pres-Ross Roy Communications.
Headquarters: Ross Roy Group/100 Bloomfield Hills Parkway/Bloomfield Hills, Mich. 48304/ Phone: (313) 433-6000.

Calet, Hirsch & Spector

	1991	1990	% chg
U.S.			
Gross income	$16.8	$15.4	9.1
Volume	$112.0	$102.7	9.1
Employees	80	80	0.0
Offices	2	2	0.0

Officer: Ricardo Calvillo, pres.
Headquarters: Calet, Hirsch & Spector/250 Park Ave. South/New York, N.Y. 10003/Phone: (212) 777-0666.

Griswold

	1991	1990	% chg
U.S.			
Gross income	$7.8	$7.7	2.0
Volume	$52.0	$51.0	2.0
Employees	100	100	0.0
Offices	2	2	0.0

Officer: Jeffrey Weber, exec vp-gm.
Headquarters: Griswold/101 Prospect Ave. West/ Cleveland, Ohio 44115/Phone: (216) 696-3400.

Consolidation note

Agencies are shown by 100% of their returns in profiles of the World's Top 50 Agency Organizations. However, only their equity portion is included in the parent organization's totals comprising the ranking.

RANK: 3

Saatchi & Saatchi Co.

New York/London
Gross income: **$1,705.5** million

Organization totals ($ in millions)

Worldwide	**1991**	**1990**	**% chg**
Gross income	$1,705.5	$1,700.5	0.3
Volume	$11,663.4	$11,637.4	0.2
Employees	12,970	14,877	-12.8
Offices	429	429	0.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$698.9	$683.8	2.2
Volume	$4,879.9	$4,773.1	2.2
Employees	5,299	5,151	2.9
Offices	85	85	0.0
Asian office			**Billings**
BSB/S&S Advertising, Guangzhou-Beijing(JV)			1.6
European offices			**Billings**
BSB/S&S Advertising, Budapest(JV)			6.3
BSB/S&S Creative Comm., Prague(JV)			1.3
BSB/S&S Marco, Warsaw(JV)			4.1
BSB/S&S Studio Mktg., Belgrade(JV)			11.1

Notes: Saatchi & Saatchi Co. consists of two networks. Saatchi & Saatchi Advertising Worldwide and Backer Spielvogel Bates Worldwide, and agency Campbell-Mithun-Esty. The holding company totals for both years also include returns from marketing services operations of $123.7 million gross income on $824.5 million in billings in 1991, both down 15.7%. These numbers are included in non-U.S. S&S Co. figures only. Non-advertising businesses include Rowland Worldwide, a public relations company, Siegel & Gale, a design business, Litigation Sciences Inc., and a number of market research companies. Agencies identified as BSB/ S&S shops (immediately below organization totals) are joint ventures of the two S&S Co. networks. Returns from these shops were split between Backer Spielvogel Bates Worldwide and Saatchi & Saatchi Advertising Worldwide.
Officers: Maurice Saatchi, chmn; Robert Louis-Dreyfus, ceo; Charles Scott, coo; Charles Saatchi, dir.
Headquarters: Saatchi & Saatchi Co./83-89 Whitfield St./London W1A 4XA, England/Phone: 4471-436-4000/Fax: 4471-436-1998.

Saatchi & Saatchi Advertising Worldwide

Consolidated returns ($ in millions)

Worldwide	**1991**	**1990**	**% chg**
Gross income	$829.2	$814.6	1.8
Volume	$5,665.7	$5,566.0	1.8
Employees	4,514	6,308	-28.4
Offices	NA	NA	NA

Germany's Business and Financial Daily

There are numerous daily newspapers in Germany, but only one concentrating on business and finance – an important fact to be aware of, if you want to do business with German companies. 81% of Handelsblatt readers are entrepreneurs, board members, managing directors or other senior executives (source: LAF '91).

A commitment to editorial excellence provides readers with in-depth news and information on business, finance and trade developments in Germany and abroad.

Important Business Reading: Germany

Handelsblatt	**39%**
FAZ	**37%**
Süddeutsche Zeitung	**6%**
Die Welt	**4%**
Börsen-Zeitung	**4%**

Source: European Business Readership Survey 1991

Daily topics include "Economics and Politics", "Money and Credit", the "World Economy", "Companies and Branches of Industry" and the "Financial Section". News is interpreted from both a national and international point of view.

The "European Business Readership Survey 1991" shows Handelsblatt to be No. 1 in the category "Important Business Reading" in Germany – in front of all other German or English-language publications.

For information about advertising in Handelsblatt, please contact:

NEW YORK: HANDELSBLATT, Inc.
Mr. Guy Holroyd, 415 Madison Avenue, 14th floor, New York, NY 10017,
Tel: 212-754 08 50, Fax: 212-688 12 16

U.S.	1991	1990	% chg
Gross income	$371.6	$350.5	6.0
Volume	$2,566.1	$2,420.5	6.0
Employees	2,135	2,135	0.0
Offices	16	15	6.7

Africa & Middle East offices	Billings
Barker McCormac, Harare(NE)	7.6
Gilbert/Hickey, Lusaka(NE)	1.5
Horizon Advertising, Gaborone(NE)	0.7
Klerck & Barrett, Johannesburg/Cape Town(NE)	31.5
MCL, Nairobi(NE)	1.9
MC&A, Lagos(NE)	4.4
Saatchi & Saatchi Advertising, Jeddah(MJ)	7.8
Saatchi & Saatchi Advertising, Cairo(MJ)	1.0
Saatchi & Saatchi/BDA, Beirut(NE)	NA

Asian offices	Billings
Ace/Saatchi & Saatchi Advertising, Manila(MN)	19.3
Everest Advertising, Bombay/New Delhi(NE)	19.3
IAL, Karachi(NE)	5.8
Saatchi & Saatchi, Taipei(MJ)	20.9
Saatchi & Saatchi, Sydney/Melbourne(MJ)	110.1
Saatchi & Saatchi, Singapore(MJ)	30.3
Saatchi & Saatchi, Bangkok(MJ)	11.5
Saatchi & Saatchi, Tokyo(MJ)	30.0
Saatchi & Saatchi, Kuala Lumpur(MJ)	4.8
Saatchi & Saatchi, Wellington/Auckland(MJ)	68.2
Saatchi & Saatchi, Hong Kong(MJ)	30.9
Saatchi & Saatchi/IMC, Seoul(JV)	0.5
The Agency/SSA, Jakarta(MN)	NA

European offices	Billings
Adel/SSA, Athens(JV)	27.2
Guzel Sanatlar S&S, Istanbul(NE)	51.4
Impuls, Zurich(NE)	41.2
Interplan, Helsinki(NE	21.9
KHBB, London(MJ)	221.8
RTS Rieger, Stuttgart(NE)	38.8
Saatchi & Saatchi, Brussels(MJ)	36.3
Saatchi & Saatchi, Dublin(MJ)	16.2
Saatchi & Saatchi, Milan/Rome(MJ)	300.4
Saatchi & Saatchi, Stockholm(MJ)	14.4
Saatchi & Saatchi, Lisbon(MJ)	5.0
Saatchi & Saatchi, Amstelveen(MJ)	78.7
Saatchi & Saatchi, Frankfurt(MJ)	201.7
Saatchi & Saatchi, Oslo(MJ)	10.5
Saatchi & Saatchi, Paris(MJ)	286.7
Saatchi & Saatchi, London(MJ)	1,187.5
Saatchi & Saatchi, Madrid/Barcelona(MJ)	117.2
Saatchi & Saatchi, Vienna(MJ)	64.7
Saatchi & Saatchi, Copenhagen(MJ)	15.7
Saatchi & Saatchi Direct, Athens(JV)	4.7
SSBC, Stockholm(MJ)	16.1
SSBC, Nyon/Zurich(MJ)	22.5

Latin American offices	Billings
Advertising Associates Compton/SSA, Hamilton(NE)	3.5
AW/SSA, Caracas(MN)	18.4
Badillo/SSA, San Juan(MJ)	73.6
Better Communicacao, Sao Paulo(NE)	46.1
CGR Communications, Kingston(NE)	1.6
Cumbre/SSA, Santo Domingo(NE)	2.2
GM/SSA, San Jose(NE)	1.2
Israel & De Bianchi, Santiago(NE)	9.4
Lautrec/SSA, Buenos Aires(NE)	22.5
Lonsdale/SSA, Port of Spain(NE)	9.1
Lonsdale/SSA, St. Michaels, Barbados(NE)	3.6
MIG Publicidad, Lima(NE)	3.7
Propaganda Sancho, Bogota(NE)	14.6
Publicitas/SSA, Guayaquil(NE)	2.9
Saatchi & Saatchi Advertising, Mexico City(MJ)	NA

Canadian office	Billings
Saatchi & Saatchi Advertising, Toronto(MJ)	79.3

Notes: S&SAW is a consolidation of the worldwide agency network of the same name and U.S. agencies Cadwell Davis Partners, Conill Advertising, Cliff Freeman & Partners, Klemtner Advertising, Rumrill-Hoyt and Team One Advertising.

Officers: Ed Wax, chmn-ceo; Bob Kennedy, pres-coo; Dick O'Brien, vice chmn-dir worldwide acct svcs; Jeremy Sinclair, co-chmn, exec creative dir.

Headquarters: Saatchi & Saatchi Advertising Worldwide/375 Hudson St./New York, N.Y. 10014/Phone: (212) 463-2000.

Cadwell Davis Partners

U.S.	1991	1990	% chg
Gross income	$15.1	$15.2	-0.6
Volume	$100.4	$101.0	-0.6
Employees	17	17	0.0
Offices	1	1	0.0

Officer: Herm Davis, chmn.

Headquarters: Cadwell Davis Partners/375 Hudson St./New York, N.Y. 10014/Phone: (212) 463-2100.

Conill Advertising

U.S.	1991	1990	% chg
Gross income	$4.3	$4.1	5.5
Volume	$28.0	$26.0	7.7
Employees	46	55	-16.4
Offices	2	2	0.0

U.S. offices	Billings
Conill Advertising, Los Angeles	6.8
Conill Advertising, New York	21.2

Officer: Carlos Rossi, ceo.

Headquarters: Conill Advertising/100 Avenue of the Americas/New York, N.Y. 10013/Phone: (212) 274-7500.

Cliff Freeman & Partners

U.S.	1991	1990	% chg
Gross income	$12.1	$11.9	2.3
Volume	$80.8	$79.0	2.3
Employees	24	30	-20.0
Offices	2	2	0.0

Officer: Cliff Freeman, chmn.

Headquarters: Cliff Freeman & Partners/375 Hudson St./New York, N.Y. 10014/Phone: (212) 463-3200.

Klemtner Advertising

U.S.	1991	1990	% chg
Gross income	$25.5	$17.6	44.9
Volume	$165.1	$134.4	22.8
Employees	160	140	14.3
Offices	1	1	0.0

Officers: Albert P. Molinaro Jr., chmn emeritus; Gavin A. Scotti, pres-ceo.

Headquarters: Klemtner Advertising/375 Hudson St./New York, N.Y. 10014/Phone: (212) 463-4000.

Rumrill-Hoyt

U.S.	1991	1990	% chg
Gross income	$14.9	$13.4	11.5
Volume	$99.4	$89.1	11.5
Employees	181	174	4.0
Offices	1	1	0.0

Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
Netherlands	**Exchange rates: 0.539242 0.545300 guilder -1.1%**		
GGK Amsterdam, Amsterdam **MJ**	4,914	10.9	32,774
Campaign Company, Amsterdam **NE**	4,400	10.0	29,300
Hakuhodo Nederland, Amsterdam **MJ**	4,385	7.3	33,560
Blend Marketing Communications, The Hague **NA**	4,314	-6.9	26,742
VVIH FCA, Amsterdam **MJ**	4,085	6.3	27,232
Kaspers, Koetse, Burger & de Roos/SMS Amsterdam **MJ**	3,397	32.1	22,645
Bozell Advertising, Amstelveen **MJ**	2,905	-3.3	19,364
Ayer Nederland, Deventer **MJ**	2,696	-2.0	17,984
Flem Reclamebureau, Gouda **NA**	2,265	4.6	15,107
Conquest Europe Netherlands, Amsterdam **MJ**	473	14.0	7,505
Kobs & Draft, Amsterdam **MJ**	315	61.5	2,100

Notes: Young & Rubicam includes Wunderman, Cato Johnson and Burson-Marsteller. Lintas:Nederland includes Data Gold, Lintas Direct, Initiative Media, Strating Promotion and Via Reklame; McCann-Erickson Nederland includes Universal Media; BBDO Nederland includes FHV/BBDO, BBDO Direct, BBDO PR, Business-to-Business, Business Communications, Liberty Films, Media Direction, Signum, Keja/Dona and Bartels/Verdonk Impuls. For 1991 Bartels/Verdonk Impuls recorded $4,547,428 gross income; last year Publicis FCB acquired from the Alliance International Group the Overad Group of agencies—Prad, Amsterdam, HVR, The Hague, and LVH, Brussels. The new network keeps the Overad name.

New Zealand	**Exchange rates: 0.582583 0.596880 NZ dollar -2.4%**		
Saatchi & Saatchi Advertising Wellington/Auckland **MJ**	13,632	12.0	68,162
Colenso Communications, Auckland **MJ**	12,972	24.8	59,030
Foote, Cone & Belding, Wellington **MJ**	8,214	-8.3	48,937
Ogilvy & Mather, Wellington **MJ**	6,145	-2.2	42,376
Mattingly & Partners, Auckland **MJ**	5,025	9.9	33,515
HKM Advertising, Auckland **MJ**	4,695	-21.9	23,475
McCann-Erickson New Zealand, Auckland **MJ**	3,648	10.9	24,332
J. Walter Thompson NZ, Wellington **MJ**	3,358	-20.9	16,870
DDB Needham New Zealand, Auckland **MJ**	3,034	-23.3	20,237
DM&&B, Auckland **MJ**	2,796	34.6	13,982
C/D/M Inc., Auckland **MJ**	2,700	17.4	17,000
Lintas:New Zealand, Auckland **MJ**	2,668	0.5	17,793
BSB New Zealand, Auckland **MJ**	2,513	-23.9	12,566
Young & Rubicam New Zealand, Auckland **MJ**	2,103	-2.2	14,512
Blanshard Somerville Woodroffe, Auckland **NA**	1,931	29.4	9,656
Leo Burnett-New Zealand, Wellington **MJ**	1,232	-7.1	6,161
Grey Advertising NZ, Auckland **MJ**	888	-4.8	5,926

Notes: Ayer closed its Auckland office in 1991; Colenso Communications and HKM Advertising part of Clemenger/BBDO NZ; Mattingly & Partners majority-owned by DY&R.

Norway	**Exchange rates: 0.155488 0.158650 kroner -2.0%**		
BSB Bates Gruppen, Oslo **MJ**	24,655	13.2	164,352
Scaneco-Young & Rubicam, Oslo **MJ**	10,118	-19.8	96,129
Publicis FCB, Oslo **MJ**	8,644	23.5	57,656
Nordskar & Thorkildsen Leo Burnett, Oslo **MN**	6,492	17.8	43,284
ScanPartner Norge, Oslo **NA**	6,477	6.3	63,264
Myers:Lintas Norway, Oslo **NE**	6,029	7.8	40,212
DMB&B/Lund & Lommer, Oslo **MJ**	6,017	6.4	40,134
Ogilvy & Mather, Oslo **MJ**	5,155	-3.2	43,368
Reklamens Hus McCann, Oslo **MJ**	4,480	7.3	29,882
Avanti DDB Needham, Oslo **MJ**	3,219	12.7	21,473
Jenssen & Borkenhagen/BBDO, Oslo **MN**	3,032	-6.3	41,514
Euro RSCG Norway, Oslo **MN**	2,239	-23.7	18,583
Jensen Grey, Oslo **MN**	2,122	2.9	14,156
Schjaerven/J. Walter Thompson, Oslo **NE**	1,821	2.2	12,149
Bj. Kverneland, Oslo **NA**	1,679	NA	9,329
Saatchi & Saatchi Advertising, Oslo **MJ**	1,570	30.1	10,522
Kobs & Draft, Oslo **MJ**	1,245	45.6	8,300
Jenssen & Borkenhagen 3, Oslo **MJ**	840	-24.4	8,272

Notes: Scaneco-Young & Rubicam includes Burson-Marsteller; gross income for both years for Bj. Kverneland AA estimates. BSB Bates Gruppen includes Bates Advertising, Backer & Spielvogel, Bergen, Stavanger, Telemarketing, AV Kontakt, Gradex, Geo Media, Bates Gruppen and Benjamin.

Pakistan	**Exchange rates: 0.042925 0.046540 rupee -7.8%**		
Interflow Communications, Karachi **NE**	1,610	15.3	10,731
International Advertising, Karachi **NE**	872	37.0	5,795
R:Lintas, Karachi **NE**	854	5.5	5,699
Orient Advertising, Karachi **NA**	837	-2.6	5,578
Asiatic Advertising, Karachi **NE**	596	-15.9	3,975
Blazon Advertising, Karachi **NE**	450	13.1	2,999
Prestige Communications, Karachi **NA**	386	13.0	2,576
G.H. Thaver & Co., Karachi **NA**	136	-25.7	977

Notes: Non-equity affiliations—Asiatic Advertising with J. Walter Thompson Co.; IAL with Saatchi & Saatchi Advertising; Interflow Communications with Ogilvy & Mather; Blazon Advertising with Grey.

Panama	**Exchange rates: 1.000000 1.000000 U.S. dollar 0.0%**		
Publitres/FCB, Panama City **NE**	1,200	27.0	5,600
Campagnani Publicidad, Panama City **NE**	980	40.4	4,100
Conte/McCann-Erickson, Panama City **MJ**	849	27.5	5,663
APCU de Panama, Panama City **NE**	607	15.2	4,000
Modernobile Mega Publicidad, Panama City **NA**	517	90.7	2,300
Siegrist Publicidad, Panama City **NA**	340	21.4	1,720

Notes: Campagnani Publicidad has affiliations with Grey, Bozell and BBDO Worldwide; Modernobile Mega Publicidad affiliated with Ogilvy & Mather.

Philippines	**Exchange rates: 0.036883 0.042810 peso -13.8%**		
McCann-Erickson Philippines, Manila **MJ**	3,779	-7.4	25,206
Basic/Foote, Cone & Belding, Manila **MN**	3,773	12.1	25,154
J. Walter Thompson Co., Manila **MJ**	3,176	11.0	22,001
Ace/Saatchi & Saatchi Advertising, Manila **MN**	2,899	4.9	19,327
Lintas:Manila, Manila **MN**	2,270	21.6	15,139
Hemisphere-Leo Burnett Co., Manila **MJ**	1,829	3.8	12,196
Dentsu, Young & Rubicam-Alcantara, Manila **MN**	1,656	-0.7	11,044

Gross income and billings are U.S.$ in thousands.

Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
Philippines	**Exchange rates: 0.036883 0.042810 peso -13.8%**		
PAC/BBDO, Manila **MN**	1,387	-20.4	9,682
Aspac & Grey, Manila **MN**	921	16.3	6,142
Jimenez/DMB&B, Manila **MN**	479	212.3	3,246
Admakers, Manila **NA**	424	-19.8	2,824
Atlas Bozell Advertising, Manila **NE**	249	4.8	1,661
Core Group/Alliance, Manila **NE**	210	23.5	1,430
Prime Advertising Systems, Manila **NA**	144	6.7	959
Communication Concepts, Manila **NA**	71	15.8	508
Ogilvy & Mather, Manila **MN**	52	NA	443

Notes: Ogilvy & Mather dissolved its association with Olbes in 1991.

Poland	**Exchange rates: 0.000182 NA zloty NA**		
BSB/S&S Marco, Warsaw **JV**	616	NA	4,109
Grey, Warsaw **MJ**	294	NA	1,961
ITI McCann-Erickson, Warsaw **MJ**	266	NA	1,776
GGK Warsaw, Warsaw **MN**	164	NA	1,092
Biuro Reklam, Warsaw **NE**	75	NA	500
DMB&B, Warsaw **MJ**	28	NA	187
Young & Rubicam Poland, Warsaw **NA**	0	NA	1

Notes: Biuro Reklam affiliated with Bozell.

Portugal	**Exchange rates: 0.006967 0.006980 escudo -0.2%**		
McCann-Erickson/Hora, Lisbon **MJ**	15,397	17.3	102,698
J. Walter Thompson Publicidade, Lisbon **MJ**	8,327	23.3	55,541
Publicis Ciesa, Lisbon **MJ**	7,440	-0.4	49,624
FCB Publicidade, Lisbon **MJ**	6,812	8.4	45,434
Lintas:Portugal, Lisbon **MJ**	6,767	14.9	45,139
Ogilvy & Mather, Lisbon **MJ**	6,520	20.5	44,968
Team/Young & Rubicam, Lisbon **MJ**	5,986	18.0	39,934
Euro RSCG Portugal, Lisbon **MJ**	4,522	82.5	25,030
DDB Needham & Guerreiro Publicidade, Lisbon **MJ**	3,832	16.4	25,558
BSB Portugal, Lisbon **MJ**	3,380	14.6	22,536
Bozell Portugal, Lisbon **MJ**	2,939	49.3	12,449
Timing-Alliance, Lisbon **MJ**	2,856	45.0	19,020
Cineponto/Leo Burnett, Lisbon **MN**	2,580	6.2	17,203
Markimage, Lisbon **NA**	2,313	102.1	23,918
Antena/BBDO, Lisbon **MJ**	2,261	8.0	15,584
Park Publicidade, Lisbon **MJ**	1,903	34.0	12,696
Communicar, Lisbon **MJ**	1,347	75.4	8,984
Neovox Publicidade, Lisbon **NE**	1,310	2.6	8,741
Latina, Lisbon **NA**	1,134	-2.2	4,007
Saatchi & Saatchi Advertising, Lisbon **MJ**	944	611.7	5,000
DMB&B, Lisbon **MJ**	907	27.7	6,051
Ayer Portugal, Lisbon **MN**	662	26.4	4,415
Barro Lisbon, Lisbon **MN**	600	200.0	4,000
FCA Caixa Alta, Lisbon **MN**	538	28.8	3,584

Notes: Team/Young & Rubicam includes Wunderman and Cato Johnson; Antena/BBDO consolidated in 1991 Antena/BBDO and Smash figures. For 1990, only Antena/BBDO figures are given; McCann-Erickson/Hora also includes Jotaeme, Canal Um, McCann Direct and Universal Media; Neovox Publicidade affiliated with Grey, Park Publicidade and Communicar majority-owned by Publicis FCB. Barro Lisbon 36% owned by CDP Europe.

Puerto Rico	**Exchange rates: 1.000000 1.000000 U.S. dollar 0.0%**		
Badillo/SSA, San Juan **MJ**	11,038	-10.3	73,590
Marti, Flores, Prieto & Wachtel, San Juan **MN**	8,200	-3.1	54,700
West Indies & Grey, San Juan **MJ**	6,385	-3.6	42,588
Foote, Cone & Belding, Isla Verde **MJ**	5,089	19.0	33,944
Young & Rubicam Puerto Rico, Guaynabo **MJ**	4,784	-11.1	31,908
BBDO Puerto Rico, Hato Rey **MJ**	4,773	4.3	27,043
Leo Burnett Co., San Juan **MJ**	4,050	7.8	27,001
McCann-Erickson, San Juan **MJ**	3,098	-13.2	20,664
de la Cruz & Associates, Hato Rey **MN**	2,637	-7.3	17,577
Bozell CPV Advertising, Santurce **MJ**	438	-39.0	2,922

Notes: Marti, Flores, Prieto & Wachtel and de la Cruz & Associates minority-owned by J. Walter Thompson Co.; Young & Rubicam includes Wunderman and Burson-Marsteller.

Russia	**Exchange rates: 0.010000 0.182282 ruble -94.5%**		
Young & Rubicam/Sovero, Moscow **JV**	1,024	NA	8,031
BBDO Marketing, Moscow **MJ**	324	NA	2,159
DMB&B Moscow, Moscow **MJ**	224	198.7	1,491
Tisza, Ogilvy & Mather, Moscow **MN**	178	-50.0	616
Novosti McCann-Erickson, Moscow **MJ**	0	NA	0

Saudi Arabia	**Exchange rates: 0.266675 0.266690 riyal 0.0%**		
TMI, Jeddah **NE**	2,720	9.7	18,134
Targets Advertising, Jeddah **NE**	1,400	12.6	9,321
Saatchi & Saatchi Advertising, Jeddah **MJ**	1,170	-30.8	7,800
Impact/BBDO, Jeddah **MN**	962	45.4	6,414
Madco-Saudi Arabia, Jeddah **MJ**	957	6.1	5,307
Orientations Bozell, Jeddah **NE**	759	15.8	5,400

Notes: TMI affiliated with J. Walter Thompson Co.; Targets Advertising affiliated with Leo Burnett Co.

Singapore	**Exchange rates: 0.577475 0.547410 Singapore dollar 5.5%**		
Batey Communications Group, Singapore **MN**	13,162	16.2	87,789
Ogilvy & Mather, Singapore **MJ**	7,622	19.3	52,931
Saatchi & Saatchi Advertising, Singapore **MJ**	4,548	17.2	30,317
J. Walter Thompson Singapore, Singapore **MJ**	4,202	29.1	28,024
Dentsu, Young & Rubicam, Singapore **MJ**	4,197	13.1	27,998
McCann-Erickson Singapore, Singapore **MJ**	3,961	-2.7	26,420
Leo Burnett Co., Singapore **MJ**	3,111	-1.9	20,744
Hakuhodo Singapore, Singapore **MJ**	2,583	7.8	11,947
Grey, Singapore **MJ**	2,541	20.3	16,946
Spenser/BBDO Advertising, Singapore **MJ**	2,484	7.2	17,386
DNC Advertising, Singapore **NA**	2,412	3.0	16,079

Gross income and billings are U.S.$ in thousands.

Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
Singapore Exchange rates: 0.577475 0.547410 Singapore dollar 5.5%			
Bali Partnership, Singapore **MJ**	2,368	20.1	15,592
Lintas:Singapore, Singapore **MJ**	2,038	20.0	13,597
DDK Bozell, Singapore **MJ**	1,764	4.4	11,753
Ketchum Advertising/Singapore, Singapore **MJ**	1,500	14.6	10,000
C/D/M Inc., Singapore **MJ**	1,400	-36.4	9,000
BSB Singapore, Singapore **MJ**	1,239	13.1	7,423
DMB&B Tokyu/Singapore, Singapore **MJ**	1,157	-33.0	7,142
DDB Needham DIK, Singapore **MJ**	1,086	69.5	7,242
Tropical Alliance, Singapore **MJ**	722	9.9	4,793
Cartshore & Associates, Singapore **NA**	611	25.3	4,077
Notes: Returns for Batey Communications, headquartered in Singapore, include offices in Hong Kong, Taiwan, Malaysia and Philippines. Paris-based BDDP holds 20% equity in Batey			
South Africa Exchange rates: 0.366642 0.387510 rand -5.4%			
Ogilvy & Mather Rightford, Cape Town **MN**	19,406	31.7	133,835
Young & Rubicam South Africa, Johannesburg **MJ**	13,415	9.3	89,475
Lindsay Smithers-FCB, Sandton **NE**	12,686	-5.5	76,876
Grey Holdings, Johannesburg **MN**	11,121	-18.5	74,177
BSB/Bates, Sandton **NE**	10,633	-4.4	65,996
Lintas:South Africa, Sandton **MN**	6,995	0.9	46,655
McCann Group, Johannesburg **MJ**	5,872	9.3	39,166
Kierck & Barrett, Johannesburg/Cape Town **NE**	5,196	3.3	31,492
J. Walter Thompson Co., Sandton **MN**	3,637	-9.5	22,040
Barker McCormac Advertising, Johannesburg **NA**	3,061	-0.9	18,551
IMA Pty., Cape Town **NA**	2,331	13.2	14,125
Louis Wilsonach Group, Johannesburg **NE**	1,968	23.9	11,929
Notes: Kierck & Barrett affiliated with Saatchi & Saatchi Advertising; Louis Wilsenach Group affiliated with Bozell.			
South Korea Exchange rates: 0.001370 0.001420 won -3.5%			
Cheil Communications, Seoul **NA**	101,615	39.1	315,844
Oricom, Seoul **NA**	43,793	-5.1	147,933
Daehong Advertising, Seoul **NE**	41,353	1.3	187,453
Korad Ogilvy & Mather, Seoul **MN**	28,770	6.1	191,800
Diamond Ad, Seoul **MN**	12,660	10.1	112,540
Seoul DMB&B, Seoul **MN**	5,951	0.8	48,812
Cheil Bozell, Seoul **MN**	5,247	111.2	20,253
Geoson Advertising, Seoul **NE**	4,781	-53.4	36,500
McCann-Erickson, Seoul **MJ**	3,122	166.6	20,824
J. Walter Thompson Korea, Seoul **MJ**	1,507	73.4	10,054
Dentsu, Young & Rubicam Korea, Seoul **MN**	1,295	-2.0	9,727
Leo Burnett Sonyon, Seoul **NE**	1,064	NA	7,095
Lintas:Samhee, Seoul **NE**	141	36.5	938
Saatchi & Saatchi/IMC, Seoul **JV**	72	5.5	480
Notes: Daehong Advertising affiliated with DDB Needham and Dai-Ichi Kikaku; Diamond Ad is 10% owned by Backer Spielvogel Bates; Geoson Advertising affiliated with Grey.			
Spain Exchange rates: 0.009729 0.009740 peseta -0.1%			
Grupo BSB, Madrid **MJ**	53,879	2.8	359,360
Bassat, Ogilvy & Mather, Madrid **MJ**	44,615	15.5	301,453
TAPSA/N W Ayer, Madrid **MJ**	39,889	6.7	291,724
BBDO/Espana, Barcelona **MJ**	36,591	12.9	259,638
Tandem DDB Needham, Madrid **MJ**	36,172	24.9	241,270
McCann-Erickson Group, Madrid **MJ**	34,727	-4.8	231,629
J. Walter Thompson Co., Madrid **MJ**	33,926	-7.5	289,057
Young & Rubicam, Madrid **MJ**	30,014	5.2	200,196
Lintas:Spain, Madrid **MJ**	28,808	-5.9	192,148
Euro RSCG Spain, Madrid **MJ**	26,541	-17.3	190,087
Ruiz Nicoli Group, Madrid **MJ**	18,575	29.7	122,868
Contrapunto, Madrid **MN**	18,193	20.4	121,291
Saatchi & Saatchi Advertising, Madrid/Barcelona **MJ**	16,948	-12.6	117,196
DMB&B, Madrid **MJ**	16,867	7.0	113,182
Grey Espana, Madrid/Barcelona **MJ**	16,072	60.7	107,202
Slogan, Barcelona **NA**	14,107	31.7	82,697
Publicidad Noventa y Seis, Madrid **NA**	12,648	-16.8	84,350
Solucion BDDP, Madrid **MJ**	12,025	63.6	80,206
CID FCA, Madrid **MN**	11,490	6.1	87,804
Lowe Espana, Barcelona/Madrid **MJ**	10,945	-8.6	72,968
Arge, Madrid **MJ**	10,051	-8.3	66,942
Vitruvio/Leo Burnett, Madrid **MN**	9,572	8.9	63,820
Ricardo Perez Asociados, Madrid **NA**	9,243	5.4	68,103
TBWA, Madrid **MJ**	8,659	38.9	57,693
MMLB, Barcelona **NA**	8,075	-7.4	58,374
BCK Alliance, Barcelona **MN**	8,026	-1.3	53,510
Barro CDP Europe, Madrid/Barcelona **MJ**	7,400	-7.5	59,200
Publicis FCB, Madrid **MJ**	7,336	32.6	48,932
SCACS de Publicidad, Barcelona **NA**	5,497	4.5	33,079
Rilova Zamorana Rodriguez/SMS, Madrid **MJ**	5,235	-5.1	40,180
Dayax Testa International, Barcelona **MN**	3,900	23.2	30,000
Kobs & Draft, Madrid **MJ**	3,015	25.6	20,100
Bozell International, Madrid **MJ**	2,125	-1.0	12,617
GGK Madrid, Madrid **MJ**	1,445	-58.8	10,357
Conquest Europe Spain, Madrid **MJ**	1,438	-2.8	15,232
Medicus Intercon, Barcelona/Madrid **MJ**	765	268.1	5,836
Notes: Contrapunto 30% owned by BBDO Worldwide; McCann-Erickson includes Universal Media and Clarin Publicidad; GGK closed its Barcelona office in 1991; Grupo BSB includes BSB Publicidad (11 offices), BSB Delvico (3), BSB Central Media (3) and BSB Especializadas (4); Medicus Intercon part of DMB&B; Ruiz Nicoli part of Euro RSCG; Young & Rubicam includes Wunderman, Cato Johnson and Burson-Marsteller; Arge majority-owned by Publicis FCB.			
Sweden Exchange rates: 0.165950 0.168070 kroner -1.3%			
Hall & Cederquist/Y&R, Stockholm **MJ**	16,529	-21.1	102,299
McCann-Erickson Sweden, Stockholm **MJ**	15,867	107.8	105,833
Grey Communications, Stockholm **MJ**	14,106	-23.7	94,085

Gross income and billings are U.S.$ in thousands.

Top 20 U.S. cities by billings

Rank	Market	Total local shop billings 1991	1990	% chg	Reported shops	Top office in market by local billings	Billings
1	**New York**	$24,145.9	$23,402.2	3.2	185	**Grey Advertising**	$1,560.7
2	**Chicago**	7,128.7	7,021.8	1.5	65	**Leo Burnett Co.**	2,040.3
3	**Los Angeles**	3,949.5	4,081.6	-3.2	46	**Chiat/Day/Mojo** (Venice, Calif.)	422.0
4	**Detroit**	3,635.5	3,648.8	-0.4	30	**J. Walter Thompson USA**	482.0
5	**San Francisco**	1,853.9	1,658.6	11.8	27	**Foote, Cone & Belding**	438.0
6	**Dallas**	1,314.4	1,178.3	11.6	17	**Bozell**	350.0
7	**Minneapolis**	1,211.1	1,100.0	10.1	16	**Campbell-Mithun-Esty**	399.0
8	**Atlanta**	937.2	895.8	4.6	22	**BBDO Worldwide**	249.6
9	**Boston**	931.5	810.2	15.0	16	**Hill, Holliday, Connors, Cosmopulos**	357.3
10	**Philadelphia**	919.5	936.4	-1.8	23	**FCB/LGK**	115.0
11	**St. Louis**	721.1	645.2	11.8	9	**D'Arcy Masius Benton & Bowles**	401.0
12	**Cleveland**	685.5	726.9	-5.7	11	**Nationwide Advertising Service**	169.9
13	**Houston**	478.9	437.2	9.5	11	**Ogilvy & Mather**	130.0
14	**Kansas City**	363.9	342.3	6.3	9	**Bernstein-Rein**	129.1
15	**Seattle**	320.0	296.8	7.8	8	**Cole & Weber**	76.7
16	**Baltimore**	316.7	299.2	5.9	6	**Gray Kirk/VanSant**	75.5
17	**Pittsburgh**	304.5	299.0	1.8	7	**Ketchum Communications**	90.4
18	**Milwaukee**	284.1	265.1	7.1	11	**Frankenberry, Laughlin & Constable**	68.4
19	**Washington**	264.8	285.9	-7.4	8	**Earle Palmer Brown Cos.** (Bethesda, Md.)	170.7
20	**Portland, Ore.**	253.1	180.3	40.4	7	**Wieden & Kennedy**	165.0

Top 10 non-U.S. cities by billings

Rank	Market	Total local billings 1991	1990	% chg	Reported shops
1	**Tokyo**	$24,501.2	$22,599.5	8.4	36
2	**London**	12,074.5	11,677.0	3.4	62
3	**Paris**	9,718.9	10,112.9	-7.0	49
4	**Milan**	4,013.1	3,795.9	5.7	28
5	**Madrid**	3,491.8	3,326.4	5.0	27
6	**Frankfurt**	$2,741.5	$2,536.6	8.1	18
7	**Sydney**	2,417.7	2,551.8	-5.3	29
8	**Duesseldorf**	2,383.3	2,254.4	5.7	15
9	**Toronto**	2,318.0	2,144.6	8.1	28
10	**Amsterdam**	2,041.8	2,013.2	1.4	25

Notes: Billings are in millions of U.S. dollars. Figures for 1990 reflect billings reported by agencies in 1991. Totals are based on reporting from 722 offices of 532 U.S. agencies and 1,110 non-U.S. agencies.

Tampa Bay's winning numbers.

345,600

Daily readers between the ages of 25-54

108,500

Daily readers employed with $50,000+ household income

428,400

Sunday readers between the ages of 25-54

128,200

Sunday readers employed with $50,000+ household income

In Florida, the Tampa Bay market ranks first in population, households, retail and food store sales and the advertising vehicle that's number one in reaching adults in prime buying ages and incomes is The Tampa Tribune.

Tampa Bay's next closest newspaper comes up short in all of these categories every day of the week. Which is why, as far as advertisers are concerned, nothing beats The Tampa Tribune.

To advertise, call Joe Gess, General Advertising Manager at (813) 272-7447. Represented nationally by Sawyer Ferguson Walker, Co.

The Tampa Tribune

Media General

Sources: 1991 Scarborough Study, S & M M 1991 Survey of Buying Power

Top 10 agencies by U.S. media billings

Agencies ranked in 14 media categories by 1991 volume

Newspaper

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	Nationwide Advertising Service	$142.7	$180.3	-20.8	$169.9	84.0
2	DDB Needham Worldwide	116.7	101.1	15.4	1,688.7	6.9
3	BBDO Worldwide	115.5	87.9	31.3	1,554.0	7.4
4	Bernard Hodes Group	112.2	147.7	-24.0	156.9	71.5
5	Saatchi& Saatchi Advertising Worldwide	106.9	103.9	2.9	1,908.9	5.6
6	D'Arcy Masius Benton & Bowles	99.6	80.1	24.3	2,050.3	4.9
7	Bozell	94.6	77.4	22.2	1,230.0	7.7
8	Young & Rubicam	84.9	115.1	-26.2	2,026.6	4.2
9	Grey Advertising	78.5	106.0	-25.9	1,800.2	4.4
10	McCann-Erickson Worldwide	75.0	75.0	0.0	1,417.1	5.3

Consumer magazine

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	Saatchi& Saatchi Advertising Worldwide	$297.8	$289.1	3.0	$1,908.9	15.6
2	D'Arcy Masius Benton & Bowles	213.7	186.0	14.9	2,050.3	10.4
3	J. Walter Thompson Co.	207.1	204.1	1.5	1,663.5	12.5
4	Leo Burnett Co.	189.9	205.5	-7.6	2,040.3	9.3
5	Lintas:Worldwide	185.7	126.5	46.8	993.7	18.7
6	McCann-Erickson Worldwide	185.0	170.0	8.8	1,417.1	13.1
7	Bozell	180.7	156.8	15.2	1,230.0	14.7
8	DDB Needham Worldwide	177.7	179.4	-0.9	1,688.7	10.5
9	Grey Advertising	174.3	200.9	-13.2	1,800.2	9.7
10	Young & Rubicam	168.6	238.0	-29.2	2,026.6	8.3

Sunday newspaper distributed magazine

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	TBWA Advertising	$13.7	$12.5	9.3	$303.7	4.5
2	Ross Roy Inc.	11.1	9.3	19.3	447.0	2.5
3	Lois/USA	11.0	10.0	10.0	237.0	4.6
4	Noble Communications	5.9	6.4	-7.8	89.1	6.6
5	Laurence, Charles, Free & Lawson	5.1	5.0	1.0	285.0	1.8
6	Girgenti, Hughes, Butler & McDowell	4.9	0.0	NA	78.7	6.2
7	J. Richard Smith Advertising	4.3	4.3	0.0	45.5	9.4
8	Foote, Cone & Belding Communications	2.8	3.4	-19.4	2,032.0	0.1
9	N W Ayer	2.7	4.0	-33.0	754.4	0.4
10	Bernstein-Rein Advertising	2.2	2.5	-14.1	135.4	1.6

Business publications

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	Ketchum Communications	$61.7	$54.9	12.3	$878.5	7.0
2	Chiat/Day/Mojo	57.4	NA	NA	637.0	9.0
3	Lintas:Worldwide	56.0	8.8	535.0	993.7	5.6
4	J. Walter Thompson Co.	53.2	61.9	-14.0	1,663.5	3.2
5	BBDO Worldwide	49.7	27.4	81.3	1,554.0	3.2
6	Della Femina, McNamee	36.7	46.8	-21.7	713.0	5.1
7	McCann-Erickson Worldwide	33.0	30.0	10.0	1,417.1	2.3
8	Ogilvy & Mather Worldwide	26.5	31.2	-15.1	1,571.7	1.7
9	Young & Rubicam	25.4	28.4	-10.5	2,026.6	1.3
10	Foote, Cone & Belding Communications	24.8	24.0	3.2	2,032.0	1.2

Medical journals

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	Klemtner Advertising	$82.9	$49.5	67.5	$165.1	50.2
2	Lavey/Wolff/Swift	74.8	73.7	1.5	144.3	51.9
3	Sudler & Hennessey	32.7	33.5	-2.4	183.8	17.8
4	McCann-Erickson Worldwide	30.0	28.0	7.1	1,417.1	2.1
5	M.E.D. Communications	25.0	25.0	0.0	103.0	24.3
6	Cline, Davis & Mann	20.1	15.1	33.3	76.7	26.3
7	Dorritie Lyons & Nickel	18.9	30.6	-38.2	60.5	31.2
8	VICOM/FCB	17.3	21.4	-19.2	148.4	11.7
9	Kallir, Philips, Ross	17.2	15.2	12.9	186.2	9.2
10	Abelson-Taylor	14.3	14.2	0.9	46.5	30.8

Farm publications

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	Young & Rubicam	$11.7	$5.9	98.1	$2,026.6	0.6
2	Bader Rutter & Associates	5.4	6.5	-16.2	60.5	9.0
3	Tucker Wayne/Luckie & Co.	4.1	4.3	-5.2	131.2	3.1
4	Rumrill-Hoyt	4.0	3.6	11.4	99.4	4.1
5	Al Paul Lefton Co.	4.0	4.1	-2.4	74.6	5.4
6	Lois/USA	3.0	2.5	20.0	237.0	1.3
7	Dudnyk Co.	2.6	2.9	-10.5	22.1	11.6
8	Valentine-Radford Communications	1.8	2.5	-29.5	95.4	1.8
9	John Volk Co.	1.3	1.2	13.7	13.3	9.8
10	Meyocks Benkstein Associates	1.0	0.8	30.6	11.9	8.5

Yellow Pages

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	TMP Worldwide	$409.1	$351.7	16.3	$409.1	100.0
2	Berry Network	147.0	121.6	20.9	147.0	100.0
3	Foote, Cone & Belding Communications	76.6	83.0	-7.7	2,032.0	3.8
4	Ketchum Communications	76.4	80.5	-5.2	878.5	8.7
5	D'Arcy Masius Benton & Bowles	47.3	54.0	-12.4	2,050.3	2.3
6	Ruppman Marketing Technologies	33.7	32.1	5.0	33.7	100.0
7	Cato Johnson Worldwide	18.7	20.5	-8.6	159.5	11.7
8	Bernard Hodes Group	18.7	24.8	-24.7	156.9	11.9
9	Bozell	18.0	20.3	-11.3	1,230.0	1.5
10	Ogilvy & Mather Yellow Pages	11.2	10.6	5.7	11.2	100.0

Spot TV

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	Saatchi& Saatchi Advertising Worldwide	$515.5	$500.4	3.0	$1,908.9	27.0
2	Foote, Cone & Belding Communications	483.3	505.7	-4.4	2,032.0	23.8
3	Wells Rich Greene BDDP	391.5	375.1	4.4	923.7	42.4
4	D'Arcy Masius Benton & Bowles	348.8	448.6	-22.2	2,050.3	17.0
5	Grey Advertising	326.0	316.7	2.9	1,800.2	18.1
6	Campbell-Mithun-Esty	312.0	308.1	1.3	906.8	34.4
7	Young & Rubicam	304.6	356.7	-14.6	2,026.6	15.0
8	J. Walter Thompson Co.	302.1	355.1	-14.9	1,663.5	18.2
9	Backer Spielvogel Bates Worldwide	286.8	270.4	6.1	1,078.4	26.6
10	Admarketing	278.1	237.3	17.2	317.2	87.7

Network TV

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	Saatchi& Saatchi Advertising Worldwide	$809.4	$785.9	3.0	$1,908.9	42.4
2	Leo Burnett Co.	800.0	894.0	-10.5	2,040.3	39.2
3	D'Arcy Masius Benton & Bowles	760.0	731.7	3.9	2,050.3	37.1
4	Foote, Cone & Belding Communications	718.7	634.2	13.3	2,032.0	35.4
5	Young & Rubicam	669.8	564.9	18.6	2,026.6	33.0
6	Grey Advertising	621.8	634.5	-2.0	1,800.2	34.5
7	J. Walter Thompson Co.	617.8	523.6	18.0	1,663.5	37.1
8	McCann-Erickson Worldwide	522.0	493.0	5.9	1,417.1	36.8
9	BBDO Worldwide	506.0	514.1	-1.6	1,554.0	32.6
10	Ogilvy & Mather Worldwide	486.5	504.9	-3.6	1,571.7	31.0

Cable TV

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	Foote, Cone & Belding Communications	$118.4	$95.0	24.7	$2,032.0	5.8
2	DDB Needham Worldwide	105.8	89.1	18.7	1,688.7	6.3
3	D'Arcy Masius Benton & Bowles	101.3	125.2	-19.1	2,050.3	4.9
4	Leo Burnett Co.	90.0	54.9	64.1	2,040.3	4.4
5	Saatchi& Saatchi Advertising Worldwide	82.0	79.6	3.0	1,908.9	4.3
6	Grey Advertising	68.6	69.6	-1.4	1,800.2	3.8
7	Young & Rubicam	61.8	78.8	-21.6	2,026.6	3.0
8	McCann-Erickson Worldwide	55.0	40.0	37.5	1,417.1	3.9
9	BBDO Worldwide	52.7	49.2	7.1	1,554.0	3.4
10	Backer Spielvogel Bates Worldwide	48.8	NA	NA	1,078.4	4.5

Syndicated TV

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	Leo Burnett Co.	$134.5	$138.5	-2.9	$2,040.3	6.6
2	D'Arcy Masius Benton & Bowles	96.4	96.9	-0.6	2,050.3	4.7
3	Foote, Cone & Belding Communications	82.6	76.3	8.3	2,032.0	4.1
4	Jordan, McGrath, Case & Taylor	52.9	44.4	19.2	350.0	15.1
5	Backer Spielvogel Bates Worldwide	45.9	NA	NA	1,078.4	4.3
6	McCann-Erickson Worldwide	45.0	45.0	0.0	1,417.1	3.2
7	Ogilvy & Mather Worldwide	36.2	25.9	39.8	1,571.7	2.3
8	DDB Needham Worldwide	30.1	36.0	-16.3	1,688.7	1.8
9	Young & Rubicam	29.1	27.6	5.4	2,026.6	1.4
10	Saatchi& Saatchi Advertising Worldwide	26.7	26.0	2.7	1,908.9	1.4

Spot radio

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	Foote, Cone & Belding Communications	$111.5	$128.4	-13.2	$2,032.0	5.5
2	D'Arcy Masius Benton & Bowles	92.9	157.1	-40.8	2,050.3	4.5
3	Backer Spielvogel Bates Worldwide	86.0	73.8	16.5	1,078.4	8.0
4	DDB Needham Worldwide	85.0	102.8	-17.3	1,688.7	5.0
5	Bozell	80.7	79.4	1.6	1,230.0	6.6
6	Ketchum Communications	76.9	82.9	-7.2	878.5	8.8
7	Wells Rich Greene BDDP	73.9	63.1	17.1	923.7	8.0
8	BBDO Worldwide	69.3	57.3	20.8	1,554.0	4.5
9	McCann-Erickson Worldwide	65.0	75.0	-13.3	1,417.1	4.6
10	J. Walter Thompson Co.	59.5	62.8	-5.3	1,663.5	3.6

Network radio

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	Lintas:Worldwide	$48.6	$31.5	54.5	$993.7	4.9
2	DDB Needham Worldwide	46.2	55.8	-17.2	1,688.7	2.7
3	D'Arcy Masius Benton & Bowles	41.6	31.0	34.3	2,050.3	2.0
4	Ogilvy & Mather Worldwide	37.5	38.8	-3.5	1,571.7	2.4
5	J. Walter Thompson Co.	31.2	23.3	34.0	1,663.5	1.9
6	N W Ayer	29.1	30.2	-3.6	754.4	3.9
7	Young & Rubicam	26.4	34.7	-24.0	2,026.6	1.3
8	Chiat/Day/Mojo	24.0	30.2	-20.5	637.0	3.8
9	BBDO Worldwide	19.0	16.8	13.2	1,554.0	1.2
10	Ross Roy Inc.	15.6	10.1	54.1	447.0	3.5

Outdoor

Rank	Agency	Media billings 1991	1990	% chg	Total billings 1991	Media % total billings 1991
1	Leo Burnett Co.	$126.2	$127.1	-0.7	$2,040.3	6.2
2	Young & Rubicam	41.0	36.9	11.1	2,026.6	2.0
3	Wells Rich Greene BDDP	36.9	37.5	-1.6	923.7	4.0
4	Backer Spielvogel Bates Worldwide	35.9	36.4	-1.4	1,078.4	3.3
5	D'Arcy Masius Benton & Bowles	35.6	31.6	12.7	2,050.3	1.7
6	DDB Needham Worldwide	31.1	22.9	35.8	1,688.7	1.8
7	J. Walter Thompson Co.	26.1	25.5	2.4	1,663.5	1.6
8	McCann-Erickson Worldwide	25.0	15.0	66.7	1,417.1	1.8
9	Laurence, Charles, Free & Lawson	20.3	17.6	15.4	285.0	7.1
10	Saatchi& Saatchi Advertising Worldwide	19.1	18.5	3.2	1,908.9	1.0

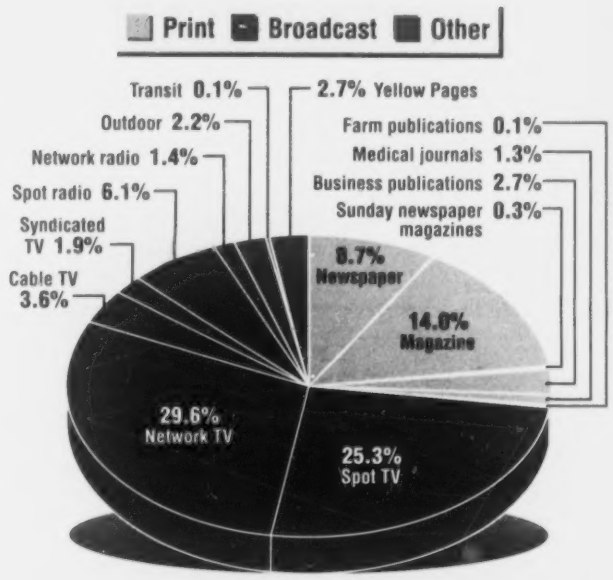
Notes: Dollars are in millions
See methodology on Page S-20
Total agency billings and billings by media exclude the billings of all subsidiary agencies ranked in this report. (In some cases, subsidiary billings by media could not be obtained.)

U.S. media billings by category

Media	Billings reported by 424 agencies 1991	1990	% chg	Medium as percent of total 1991	1990
Print					
Newspaper	$3,009.5	$3,085.0	-2.4	8.7	8.9
Magazine	4,833.9	4,933.8	-2.0	14.0	14.2
Sunday magazines	90.9	105.0	-13.4	0.3	0.3
Business publications	950.8	911.2	4.3	2.7	2.6
Medical journals	451.2	442.9	1.9	1.3	1.3
Farm publications	46.9	41.8	12.1	0.1	0.1
Subtotal print	9,383.1	9,519.7	-1.4	27.1	27.4
Broadcast					
Spot TV	8,766.4	8,827.0	-0.7	25.3	25.4
Network TV	10,268.0	10,355.8	-0.8	29.6	29.8
Cable TV	1,240.5	1,115.8	11.2	3.6	3.2
Syndicated TV	670.7	646.8	3.7	1.9	1.9
Spot radio	2,108.7	2,139.2	-1.4	6.1	6.2
Network radio	486.7	483.1	0.7	1.4	1.4
Subtotal broadcast	23,540.9	23,567.6	-0.1	68.0	67.9
Other					
Outdoor	749.8	715.2	4.8	2.2	2.1
Transit	29.3	28.9	1.3	0.1	0.1
Yellow Pages	938.7	881.6	6.5	2.7	2.5
Subtotal other	1,717.8	1,625.8	5.7	5.0	4.7
Total	34,641.9	34,713.1	-0.2	100.0	100.0

Notes: Dollars are in millions. Information in this chart is compiled from media breakouts supplied by 424 of 532 U.S.-based agencies. Not all agencies break out media for this survey.

Media by percent of $34.6 billion in 1991



AA graphic: John Hall; **AA chart:** Kevin Brown

Officer: Tim Cronin, ceo
Headquarters: Rumrill-Hoyt/60 Corporate Woods/Rochester, N.Y. 14623/Phone: (716) 272-6100

Team One Advertising

U.S.	1991	1990	% chg
Gross income	$27.5	$20.7	33.3
Volume	$183.5	$137.7	33.3
Employees	144	116	22.0
Offices	4	3	33.3

Officer: John Hirschboeck, pres
Headquarters: Team One Advertising/1960 E. Grand Ave., Suite 700/El Segundo, Calif. 90245/Phone: (310) 615-2000

Backer Spielvogel Bates Worldwide

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$630.4	$618.9	1.9
Volume	$4,266.3	$4,200.6	1.6
Employees	8,041	8,062	-0.3
Offices	211	168	25.6
U.S.	**1991**	**1990**	**% chg**
Gross income	$205.1	$213.0	-3.7
Volume	$1,407.0	$1,460.1	-3.6
Employees	1,770	2,012	-12.0
Offices	21	21	0.0
Asian offices			**Billings**
Backer Spielvogel Bates, Hong Kong(MJ)			49.6
BSB Japan, Tokyo(MJ)			51.7
BSB Malaysia, Kuala Lumpur(MJ)			20.7
BSB New Zealand, Auckland(MJ)			12.6
BSB Singapore, Singapore(MJ)			7.4
BSB Taiwan, Taipei(MJ)			5.1
BSB Thailand, Bangkok(MJ)			6.2
Diamond Ad, Seoul(MN)			112.5
George Patterson Pty., Sydney(MJ)			497.8
P.T. Bates Mulia, Jakarta(JV)			5.9
Sista's Private, Bombay(NE)			7.9
European offices			**Billings**
AdPlus Werbung & Media, Zurich(NE)			1.9
BSB Amsterdam, Amsterdam(MJ)			41.0
BSB Athens, Athens(MJ)			16.5
BSB Bates Gruppen, Oslo(MJ)			164.4
BSB Brussels, Brussels(MJ)			35.0
BSB Garland, London(MJ)			554.7
BSB Finnad, Helsinki(MJ)			59.3
BSB France, Puteaux(MJ)			108.4
BSB Frankfurt, Frankfurt(MJ)			99.9
BSB Gruppen, Copenhagen(MJ)			112.7
BSB Hunter, Dublin(MJ)			15.2
BSB Italia, Milan(MJ)			93.2
BSB Portugal, Lisbon(MJ)			22.5
BSB Sweden, Stockholm(MJ)			68.6
Dr. Puttner & BSB, Vienna(MJ)			47.1
Grupo BSB, Madrid(MJ)			359.4
Rota Advertising, Istanbul(NE)			11.4
Scholz & Friends, Hamburg(MJ)			262.1
Latin American offices			**Billings**
Arellano/BSB Publicidad, Mexico City(MN)			24.1
BSB Chile, Santiago(NE)			1.7
BSB de Colombia, Bogota(NE)			8.1
BSB Ghersy Quintero, Caracas(NE)			10.2
Cicero/BSB Publicidad, Buenos Aires(NE)			3.7
Denison/BSB, Sao Paulo(NE)			18.5
Martirene/Ted Bates BSB, Montevideo(NE)			0.2
Perdomo Ted Bates Publicidad, Lima(NE)			0.3
VIP/BSB Publicidad, Quito (NE)			1.5
Other offices			**Billings**
BSB Canada, Toronto(MJ)			101.6
BSB/Bates, Johannesburg(NE)			66.0
Fortune Promosevan, Manama(NE)			65.9
Insight Communications, Lagos(NE)			12.3

Notes: Backer Spielvogel Bates Worldwide is a consolidation of Kobs & Draft, AC&R Advertising and the worldwide Backer Spielvogel Bates agency network. AC&R Advertising reported to S&SAW in 1990, but swung to the BSB side in 1991 where it operates independent of BSB. The switch largely followed account alignments. Estee Lauder Inc., AC&R's largest account, is handled in international markets by BSB. AC&R, as a reporting unit of S&SAW, would have been a liability to S&SAW in its bid to get Procter & Gamble's Max Factor business last year. The switch also came after a failed attempt by AC&R management to buy back the agency. AC&R returns for both 1991 and 1990 do not include the Entertainment Division (formerly Diener/Hauser/Bates), a unit shut down in early 1991. In 1990, the Entertainment Division accounted for $11.5 million in gross income on billings of $101 million. AC&R's Irvine, Calif., shop also folded at yearend, only six months after it had regained its old name, Cochrane Chase, Livingston. BSB largely has no equity in its Latin American network, and AA does not include those returns in BSB's totals even though BSB notes 20-25% of the billings from these shops is from network accounts requiring service in the region.
Officers: Carl Spielvogel, chmn-ceo; William M. Backer, pres-exec creative dir; Alvin A. Achenbaum, vice chmn-professional svcs.
Headquarters: Backer Spielvogel Bates Worldwide/405 Lexington Ave./New York, N.Y. 10174/Phone: (212) 297-7000.

AC&R Advertising

U.S.	1991	1990	% chg
Gross income	$19.9	$22.1	-10.1
Volume	$172.7	$189.8	-9.0
Employees	188	260	-27.7
Offices	1	1	0.0

Officer: Alvin Chereskin, chmn.
Headquarters: AC&R Advertising/16 E. 32nd St./New York, N.Y. 10016/Phone: (212) 696-3900.

Kobs & Draft

Worldwide	1991	1990	% chg
Gross income	$49.9	$41.8	19.4
Volume	$324.6	$273.1	18.8
Employees	438	402	9.0
Offices	21	21	0.0

U.S.	1991	1990	% chg
Gross income	$23.4	$20.1	16.1
Volume	$155.9	$134.3	16.1
Employees	165	155	6.5
Offices	2	2	0.0
Asian offices			**Billings**
Kobs & Draft Bond Direct, Melbourne/Sydney(MJ)			26.6
K&D Asia, Hong Kong(MJ)			23.9
European offices			**Billings**
K&D, Paris(MJ)			29.8
K&D, Oslo(MJ)			8.3
K&D, London(MJ)			35.5
K&D, Amsterdam(MJ)			2.1
K&D, Madrid(MJ)			20.1
K&D, Stockholm(MJ)			2.4
K&D, Helsinki(MJ)			2.2
K&D Hellas, Athens(NE)			1.8
K&D Italia, Milan(MJ)			1.2
K&D Werbeagentur, Hamburg/Stuttgart(MJ)			45.3
Canadian offices			**Billings**
K&D, Toronto(MJ)			2.2

Officers: Howard Draft, ceo; Dan Ginsburg, pres-Kobs & Draft Worldwide; Richard Meyers, exec vp, dir-finance, treasurer; Sid Liebenson, exec vp, dir-mktg.
Headquarters: Kobs & Draft/142 E. Ontario St./Chicago, Ill. 60611/Phone: (312) 944-3500.

Campbell-Mithun-Esty

Consolidated returns ($ in millions)

U.S.	1991	1990	% chg
Gross income	$122.2	$120.3	1.6
Volume	$906.8	$892.5	1.6
Employees	1,041	1,169	-10.9
Offices	4	4	0.0

Note: CME appeared in AA's Agency Report last year as part of BSB.
Officer: William Dunlap, ceo.
Headquarters: Campbell-Mithun-Esty/222 S. Ninth St./Minneapolis, Minn. 55402/Phone: (612) 347-1000.

RANK: 34

Sogei

Tokyo
Gross income: **$68.4** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$68.4	$57.8	18.3
Volume	$433.0	$364.6	18.7
Employees	525	479	9.6
Offices	9	8	12.5

Notes: Worldwide totals in the tables for Sogei are all from Japan. Sogei owns 100% of a Brazilian shop. Sogei do Brasil Publicide, but did not fold into its totals results of the agency, a start-up shop. Sogei also includes four non-advertising businesses: Sogei Kobo, a printing operation; Soken, creative production; Sokensya, real estate-related market research; and UDR (Urban Development Research), or urban area marketing institutes. The latter was established in late 1990. These non-ad units accounted for gross income of $9.6 million on billings of $63.7 million in 1991, and gross income of $4.8 million on billings of $32.3 million in 1990.
Officers: Hirobumi Senoh, pres-ceo; Yasuo Tanaka, exec mg dir-executive officer; Hiroshi Kubota, mg dir-executive officer; Takeyoshi Muroya, exec vp.
Headquarters: Sogei/1-15-7 Tsukishima Chuo-ku/Tokyo 104, Japan/Phone: 813-3532-6301/Fax: 813-3532-6380.

RANK: 21

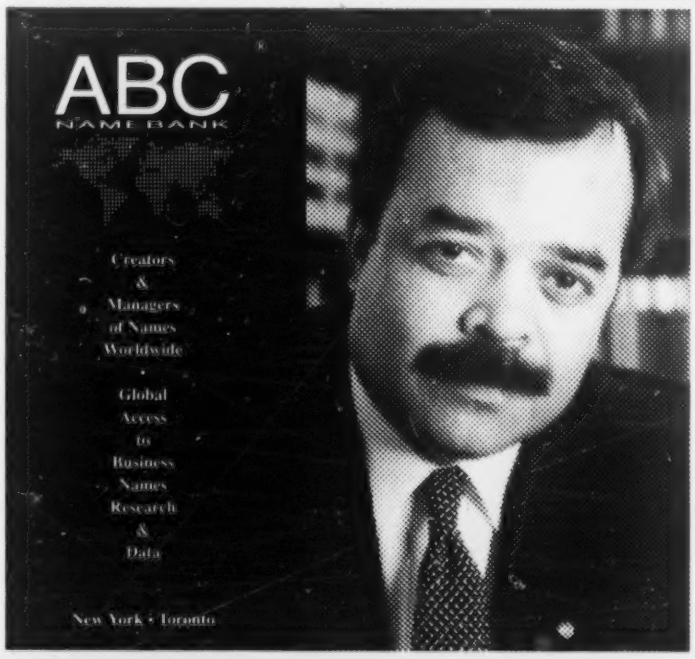
TBWA Advertising

New York
Gross income: **$144.8** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$144.8	$137.8	5.1
Volume	$1,001.9	$919.0	9.0
Employees	1,002	998	0.4
Offices	16	16	0.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$45.6	$42.2	8.0
Volume	$303.7	$281.2	8.0
Employees	301	298	1.0
Offices	2	2	0.0
U.S. offices			**Billings**
TBWA Advertising, New York			233.5
TBWA Kerlick Switzer, St. Louis			70.2
European offices			**Billings**
TBWA, Brussels(MJ)			37.1
TBWA, Frankfurt(MJ)			158.3
TBWA, Zurich(JV)			14.1
TBWA, Amsterdam(MJ)			68.5
TBWA, Milan(MJ)			143.7
TBWA, Madrid(MJ)			57.7
TBWA de Plas, Paris(MJ)			83.7
TBWA Holmes Knight Ritchie, London(MJ)			135.1

Notes: TBWA in 1991 purchased two U.S. specialty advertising shops: Lois Geller Direct and Beigler, a sales promotion company. Figures for both are folded into the New York office totals.



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Naseem Javed, President; ABC Namebank International.
122 East 42nd Street, Suite 1700, Chanin Bldg.,
New York, NY 10168. TEL: 212-697-7700.

TBWA also merged TBWA London with Holmes Knight Ritchie to form TBWA HKR, London, in early 1991. Totals treat the merger as if it occurred the beginning of 1990.

Officers: William Tragos, chmn-ceo; Richard Costello, pres-coo; Michael Switzer, chmn-TBWA Kerlick Switzer; Stuart Loss, exec vp-finance dir.

Headquarters: TBWA Advertising/292 Madison Ave./New York, N.Y. 10017/Phone: (212) 725-1150.

RANK: 35

Armando Testa Group Worldwide

Milan, Italy

Gross income: **$67.1** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$67.1	$64.3	4.3
Volume	$515.0	$481.3	6.9
Employees	550	499	10.2
Offices	19	20	-5.0
U.S.	**1991**	**1990**	**% chg**
Gross income	0.0	0.6	NA
Volume	0.0	4.2	NA
Employees	NA	NA	NA
Offices	NA	NA	NA
European offices			**Billings**
154-Testa International, Paris(MN)			30.0
Dayax Testa International, Barcelona(MN)			30.0
Gruppo Armando Testa, Turin(MJ)			490.3

Notes: Armando Testa Group Worldwide is a European network of agencies. Half are linked to Testa on a non-equity basis. Flagship agency is in Turin, Italy. Connected to Testa are non-equity shops Simons Testa International, London, Eiler & Riemel Testa International, Munich, Hager Testa International, Vienna, and HSG&L, Zurich. Founder Armando Testa died March 20. Marco, his son, has directed the company since 1985.

Officers: Marco Testa, ceo; Andrea Gavotto, exec vp; Eugenio Bona, exec vp; Mario de Barberis, exec vp.

Headquarters: Armando Testa Group Worldwide/Via Washington, 17/20146 Milan, Italy/Phone: 392-48-08-21/Fax: 392-48-19-37-24.

RANK: 37

TMP Worldwide

New York

Gross income: **$65.3** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$65.3	$55.8	17.0
Volume	$435.3	$371.9	17.0
Employees	829	922	-10.1
Offices	34	34	0.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$61.4	$52.8	16.3
Volume	$409.1	$351.7	16.3
Employees	785	878	-10.6
Offices	28	28	0.0
European offices			**Billings**
Servicio Marketing Elenchi Telefoni, Milan(MJ)			3.3
Programmes Marketing Annuaires, Paris(MJ)			8.1
TMP-LTD, Essex, England(MJ)			4.3
Other offices			**Billings**
National Directory Adv Programs, Toronto(MJ)			8.2
TMP Japan, Tokyo(MJ)			2.3

Officers: Andrew J. McKelvey, pres; David Hosokawa, ceo; Harold L. Levy, sr vp-sales & mktg; Thomas G. Collison, sr vp-cfo.

Headquarters: TMP Worldwide/1633 Broadway/New York, N.Y. 10019/Phone: (212) 977-4200.

RANK: 16

Tokyu Agency

Tokyo

Gross income: **$176.9** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$176.9	$170.3	3.9
Volume	$1,482.4	$1,387.0	6.9
Employees	1,110	1,017	9.1
Offices	6	6	0.0

Notes: Tokyu totals include returns for both years of Image Studio 109, a rental photo studio, Hansoku Kaihatsu, a sales promotion and novelties business, and Tokyu Space Development, an outdoor and transit agency. Together they contributed an estimated $10.7 million equity gross income on billings of $69 million in 1991. Worldwide totals in the tables are all from Japan.

Officers: Mamoru Miura, chmn; Tohru Maeno, pres; Toshio Wakabayashi, sr mg dir; Isamu Matsumura, sr mg dir.

Headquarters: Tokyu Agency/4-8-18 Akasaka, Minato-ku/Tokyo 107, Japan/Phone: 813-3404-5321/Fax: 813-3404-5016.

Consolidation note

Agencies are shown by 100% of their returns in profiles of the World's Top 50 Agency Organizations. However, only their equity portion is included in the parent organization's totals comprising the ranking.

Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
Sweden	**Exchange rates: 0.165950 0.168070 kroner**		**-1.3%**
KREAB, Stockholm **NA**	10,300	7.3	77,000
BSB Sweden, Stockholm **MJ**	10,300	-23.4	68,597
Lyberg Group, Stockholm **NE**	7,533	13.2	56,268
HLR & Co./BBDO Reklamsbyra, Stockholm **MN**	6,245	-7.1	34,942
Lintas:Stockholm, Stockholm **MJ**	5,747	6.5	38,329
Intermarco/FCB, Stockholm **MJ**	5,597	-16.7	37,315
Hawi Euro RSCG, Stockholm **MJ**	5,144	5.5	NA
Soren Blanking, Stockholm **NE**	4,896	14.2	55,261
Welinder, Stockholm **NA**	3,941	7.6	29,871
Carlsson & Broman/DDB Needham, Stockholm **MJ**	3,903	1.7	26,032
Ehrenstrahle & Co., Stockholm **MJ**	3,783	-5.7	25,218
DMB&B, Stockholm **MJ**	3,650	2.1	34,669
J. Walter Thompson Co., Stockholm **MJ**	3,309	21.1	22,059
SSBC, Stockholm **MJ**	2,407	-9.9	16,126
Saatchi & Saatchi Advertising, Stockholm **MJ**	2,315	-4.5	14,445
Serrander Alliance, Stockholm **NE**	1,908	170.4	12,778
Hera Ogilvy & Mather, Stockholm **MJ**	1,522	15.7	10,495
Conquest Europe Sweden, Stockholm **MJ**	680	11.5	4,650
JGM Annonsbyra, Stockholm **NA**	589	7.9	2,821
Kobs & Draft Adaptus Direct, Stockholm **MJ**	360	4.3	2,400
GGK/Laurent, Stockholm **MJ**	37	NA	250

Notes: Hall & Cederquist/Y&R includes Wunderman, Cato Johnson, Burson-Marsteller and Landor; Soren Blanking affiliated with CDP Europe; Serrander Alliance 1990 figures are for 6 months; McCann-Erickson includes Ronnberg Sweden and Werne/M/E Stockholm; Lintas:Stockholm includes Initiative Media.

Agency, city, equity	Gross income	% chg	1991 Billings
Switzerland	**Exchange rates: 0.703542 0.715300 Swiss franc**		**-1.6%**
Advico Young & Rubicam, Zurich **MJ**	21,585	-8.4	160,216
GGK Basel/Geneva/Zurich, Basel/Geneva/Zurich **MJ**	15,654	-8.9	113,130
Wirz Advertising, Zurich **MJ**	13,684	9.3	91,271
McCann-Erickson Switzerland, Zurich **MJ**	13,047	8.7	87,023
Publicis FCB, Zurich **MJ**	11,226	2.6	74,879
Eurocom Advertising, Zurich **MJ**	9,990	-15.4	66,696
ASGS/BBDO Group, Zurich **MN**	9,059	-28.5	67,439
Lintas:Zurich, Zurich **MJ**	7,747	13.6	51,669
Marti, Ogilvy & Mather, Zurich **MJ**	6,919	0.5	47,720
Impuls, Zurich **NE**	6,134	-4.0	41,157
Grey, Geneva/Zurich **MN**	5,403	-1.5	36,060
J. Walter Thompson Co., Zurich **MJ**	4,411	15.3	29,420
Bozell Advertising, Geneva **NE**	4,361	15.9	28,550
DDB Needham, Kuesnacht/Zurich **MN**	3,691	-4.6	24,622
SSBC, Nyon/Zurich **MJ**	3,449	-18.1	22,457
Smart Marketing Services, Geneva **MJ**	3,381	2.7	11,739
Cash RSCG, Werbeagentur BSW, Zurich **MJ**	2,885	3.4	19,347
ZKG Group, Zurich **NA**	2,322	41.1	15,486
TBWA, Zurich **MJ**	2,110	-36.6	14,071
Mueller & Partner/Alliance, Zurich **MN**	633	10.7	4,081
Conquest Europe Switzerland, Zurich **MJ**	381	-3.5	3,728
AdPlus Werbung & Media, Zurich **NE**	281	NA	1,900

Notes: Advico Young & Rubicam includes Wunderman, Cato Johnson and Burson-Marsteller; ASGS/BBDO Group includes ASGS Editorial, ASGS/BBDO Zurich, ASGS Identity, ASGS Direct and ASGS/BBDO Basel; McCann-Erickson includes Unimedia, SA & ME Services; Impuls affiliated with Saatchi & Saatchi Advertising; AdPlus Werbung & Media affiliated with BSB.

Agency, city, equity	Gross income	% chg	1991 Billings
Taiwan	**Exchange rates: 0.037575 0.037770 Taiwan dollar**		**-0.5%**
Ogilvy & Mather, Taipei **MJ**	9,274	14.3	63,962
United Advertising, Taipei **NA**	7,402	18.1	50,726
McCann-Erickson Taiwan, Taipei **MJ**	6,922	20.9	46,170
J. Walter Thompson Co., Taipei **MJ**	5,407	27.1	36,072
Hwa Wei & Grey, Taipei **MN**	4,997	26.0	33,333
H&Y Communications, Taipei **MJ**	3,927	-12.0	21,564
Regal International Advertising, Taipei **NA**	3,795	-8.0	24,846
Bozell CCAA Advertising, Taipei **MN**	3,541	-10.2	24,424
Saatchi & Saatchi Advertising, Taipei **MJ**	3,143	9.5	20,904
Lintas:Taiwan, Taipei **MJ**	2,898	4.0	19,331
Leo Burnett Co., Taipei **MJ**	2,882	3.8	19,212
Public/FCB Communications, Taipei **MN**	2,615	18.4	17,439
DIK-Ocean Advertising, Taipei **MJ**	2,255	-3.0	15,030
Stentor BBDO, Taipei **MJ**	1,876	-19.0	12,516
DDB Needham, Taipei **MJ**	1,653	17.8	11,028
Target Advertising, Taipei **NA**	1,653	-31.6	10,408
Dentsu, Young & Rubicam Taiwan, Taipei **MJ**	1,540	35.7	10,273
Golden Flower Alliance, Taipei **NE**	1,353	-0.5	9,018
Ball Partnership, Taipei **MJ**	1,127	2.6	7,515
BSB Taiwan, Taipei **MJ**	956	11.4	5,143

Notes: McCann-Erickson Taiwan includes McCann-Tuntex Ltd. agencies.

Agency, city, equity	Gross income	% chg	1991 Billings
Thailand	**Exchange rates: 0.039303 0.041630 baht**		**-5.6%**
Ogilvy & Mather, Bangkok **MJ**	13,362	19.0	92,153
Lintas:Thailand, Bangkok **MJ**	10,937	16.7	72,947
Far East Advertising, Bangkok **MN**	5,385	10.0	35,921
Spa Advertising, Bangkok **NA**	5,306	-0.4	29,399
Leo Burnett Co., Bangkok **MJ**	5,290	30.4	35,272
Prakit & FCB, Bangkok **MN**	4,716	2.3	28,298
Dentsu, Young & Rubicam, Bangkok **MJ**	3,763	45.5	25,096
McCann-Erickson Thailand, Bangkok **MJ**	3,686	15.1	24,586
J. Walter Thompson Co., Bangkok **MJ**	3,413	29.2	21,624
Thai Hakuhodo, Bangkok **MN**	2,653	47.4	16,507
Ball Partnership, Bangkok **MN**	2,428	41.9	16,198
Amex Team Advertising, Bangkok **NE**	2,190	24.2	14,608
Saatchi & Saatchi Advertising, Bangkok **MJ**	2,044	46.1	11,476
Dai-ichi Kikaku Thailand, Bangkok **MJ**	1,723	10.9	9,570
DDB Needham, Bangkok **MJ**	1,472	17.3	9,818
Synergie Tokyu DMB&B, Bangkok **MN**	1,166	58.1	6,901
Grey Thailand, Bangkok **MN**	1,085	48.5	7,235

Foreign agencies (continued)

Agency, city, equity	Gross income	% chg	1991 Billings
Thailand	**Exchange rates: 0.039303 0.041630 baht**		**-5.6%**
BSB Thailand, Bangkok **MJ**	928	54.7	6,184
Hakuhodo Bangkok, Bangkok **MN**	475	51.3	2,100
Spaulding & Partners, Bangkok **NE**	373	-5.6	2,490

Notes: Amex Team affiliated with Bozell; Far East Advertising is 10% owned by DDB Needham; Spaulding & Partners affiliated with Chiat/Day/Mojo; DMB&B holds 40% equity in Synergie Tokyu DMB&B.

Agency, city, equity	Gross income	% chg	1991 Billings
Turkey	**Exchange rates: 0.000264 0.000398 lira**		**-33.7%**
Cenajans/Grey, Istanbul **MN**	7,915	3.1	52,791
Guzel Sanatlar/Saatchi & Saatchi, Istanbul **NE**	7,543	12.5	51,385
Manajans/Thompson, Istanbul **MN**	6,279	21.0	37,352
Pars/McCann-Erickson, Istanbul **MJ**	4,562	-1.1	30,429
Moran, Ogilvy & Mather, Istanbul **MN**	4,479	25.0	27,646
Young & Rubicam Turkey, Istanbul **MJ**	3,292	17.8	21,958
Ajans Ada, Istanbul **NA**	2,870	-33.2	19,112
Grafika:Lintas, Istanbul **MN**	2,797	2.6	18,657
Merkez Ajans, Istanbul **NA**	2,533	20.7	14,745
Markom/Leo Burnett, Istanbul **MN**	2,050	18.7	13,665
RPM Radar, Istanbul **MN**	2,007	-24.6	13,587
Yorum, Istanbul **NA**	1,927	93.7	20,236
Ira Reklam Ajansi, Istanbul **NA**	1,767	106.5	16,127
Yaratim/Publicis FCB, Istanbul **MN**	1,587	11.0	10,824
Penajans DMB&B, Istanbul **MN**	1,403	68.6	11,690
Admar, Istanbul **NE**	1,224	13.9	8,316
Ax Ajans Advertising, Istanbul **NA**	1,195	NA	15,725
Ilancilik Reklam Ajansi, Istanbul **NA**	1,187	20.8	9,413
Birlesik Reklamcilar, Istanbul **NA**	1,167	14.5	8,414
Ajans Ultra Reklam, Istanbul **NE**	1,027	32.3	5,851
Rota Advertising, Istanbul **NE**	1,006	3.8	11,386
Parajans, Istanbul **NA**	942	222.2	8,668
Repro Reklam Ajansi, Istanbul **NA**	923	49.5	8,022
Ajans Ekol Reklam, Istanbul **NA**	902	-21.1	6,926
Era Tanitim ve Yayin, Istanbul **NA**	890	46.1	7,224
Alice/BBDO, Istanbul **MN**	755	158.7	9,700
Birikim Reklamcilik, Istanbul **MN**	734	-15.1	5,101
Euro RSCG Fulmar Advertising, Istanbul **MJ**	679	12.2	4,578
Reklamcilik Ticaret, Istanbul **NA**	546	-6.4	4,282
A4 Reklamcilik, Istanbul **NE**	449	-6.0	2,772
Bozell Poyraz, Istanbul **NE**	417	61.2	2,670
Kampanya Reklam Hizmetleri, Istanbul **NA**	370	-22.6	4,752
Cozum Reklamciiik, Istanbul **NA**	256	14.3	3,034
Prizma Reklam Hizmetleri, Istanbul **NA**	198	-72.4	1,990
Sonat Reklam Ajansi, Istanbul **NA**	107	-61.5	1,061
MS Reklam Hizmetleri, Istanbul **NA**	104	-47.5	1,030

Notes: CDP Europe holds 30% equity in RPM Radar. Rota Advertising affiliated with BSB; FCA holds 10% equity in Birikim Reklamcilik; Admar affiliated with DDB Needham; A4 Reklamcilik affiliated with TBWA International; BBDO holds 30% equity in Alice/BBDO; Ajans Ultra Reklam affiliated with BDDP, Paris.

Agency, city, equity	Gross income	% chg	1991 Billings
United Arab Emirates	**Exchange rates: 0.272317 0.272770 dirham**		**-0.2%**
Publi-Graphics, Dubai **NA**	11,000	22.2	72,000
Madco Gulf-Dubai, Dubai **MJ**	2,621	6.6	6,088
TMI, Dubai **NE**	1,510	2.5	10,072
Gulf Marketing & Servicing, Dubai **NA**	1,362	42.6	6,808
Pangulf Publicity, Dubai **NA**	1,046	-2.7	4,929
Inca Tanvir Advertising, Sharjah **NA**	666	-5.4	4,439
Impact/BBDO Dubai, Dubai **MN**	559	-28.0	3,723
Transgulf Design & Advertising, Sharjah **NA**	400	NA	2,570
Arab Advertising Dubai, Dubai **NA**	368	-18.3	2,451

Notes: TMI affiliated with J. Walter Thompson Co.

Agency, city, equity	Gross income	% chg	1991 Billings
Uruguay	**Exchange rates: 0.000531 0.000996 peso**		**-46.7%**
Corporacion/Thompson, Montevideo **NE**	1,890	125.0	7,000
Punto Publicidad, Montevideo **NE**	1,715	23.9	11,431
McCann-Erickson Uruguay, Montevideo **MJ**	1,014	56.2	6,763
Vice Versa/Young & Rubicam, Montevideo **NE**	506	NA	3,824
Grey Uruguay, Montevideo **MN**	490	36.7	3,268
Martirene/Ted Bates BSB, Montevideo **NE**	5	NA	247

Notes: Punto Publicidad affiliated with Ogilvy & Mather.

Agency, city, equity	Gross income	% chg	1991 Billings
Venezuela	**Exchange rates: 0.017875 0.021790 bolivar**		**-18.0%**
Corpa, Caracas **MN**	11,225	37.3	77,414
Leo Burnett-Venezuela, Caracas **MJ**	5,293	18.7	35,286
J. Walter Thompson de Venezuela, Caracas **MJ**	5,232	13.5	34,878
McCann-Erickson Publicidad, Caracas **MJ**	4,871	30.2	32,490
JMC Creatividad Orientada/Y&R, Caracas **MJ**	4,826	60.9	32,193
Fischer-Grey, Caracas **MJ**	3,505	50.3	23,380
AW/SSA, Caracas **MN**	2,756	39.5	18,384
FCB/Siboney/Blanco Uribe, Caracas **MJ**	2,166	-5.0	14,444
BSB Ghersy Quintero, Caracas **NE**	2,038	8.7	10,189
Franklin Whaite & Associates, Caracas **NE**	1,796	12.5	11,982
PVA/BBDO, Caracas **MN**	1,469	19.0	7,344
DMB&B de Venezuela, Caracas **MN**	1,255	81.7	5,956
Vapro Publicidad, Caracas **NE**	959	38.4	6,793

Notes: Corpa 19.9% owned by Ogilvy & Mather; Franklin Whaite & Associates affiliated with Lintas Worldwide; Vapro Publicidad affiliated with Bozell.

In the 46 foreign agency charts, an agency's equity position is indicated by: **MJ** Majority-owned, 51%-100%; **MN** Minority-owned, 1%-49%; **NE** No equity; **NA** Not applicable; **JV** 50/50 joint venture.

The agencies presented below did not appear elsewhere in this issue because their countries of origin were not among the 46 charted and they remain independent of any international network, whose agencies were broken out as part of the profiles of the World's Top 50 Advertising Organizations. Those agencies and their 1991 gross income were:

- MADCO-Bahrain, $1,031,959
- MADCO-Beirut, $175,000
- MADCO-Kuwait, $386,702
- Almirall y Compania, Asuncion, $260,000
- Mark-Plan, Pancevo, Yugoslavia, $340,139

Gross income and billings are U.S.$ in thousands.

RANK: 1

WPP Group

London

Gross income: **$2,661.8** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$2,661.8	$2,715.0	-2.0
Volume	$17,915.8	$18,095.0	-1.0
Employees	20,900	22,000	-5.0
Offices	625	635	-1.6
U.S.	**1991**	**1990**	**% chg**
Gross income	$1,303.9	$1,330.0	-2.0
Volume	$8,692.2	$8,953.0	-2.9
Employees	NA	NA	NA
Offices	NA	NA	NA
European offices			**Billings**
Conquest Europe Austria, Vienna(MJ)			1.8
Conquest Europe Belgium, Brussels(MJ)			12.1
Conquest Europe France, Paris(MJ)			13.5
Conquest Europe Germany, Frankfurt(MJ)			8.7
Conquest Europe Greece, Athens(JV)			4.6
Conquest Europe Italy, Milan(MJ)			34.1
Conquest Europe Netherlands, Amsterdam(MJ)			7.5
Conquest Europe Spain, Madrid(MJ)			15.2
Conquest Europe Sweden, Stockholm(MJ)			4.7
Conquest Europe Switzerland, Zurich(MJ)			3.7
LansdownEuro London, London(MJ)			106.5

Notes: WPP Group has three major U.S.-based advertising agency networks: Ogilvy & Mather Worldwide, J. Walter Thompson Co. and Scali, McCabe, Sloves. A fourth network, Conquest Europe, is a small European-based network that used to be affiliated with JWT. Advertising comprises 86% of WPP's total gross income. The remainder comes from marketing services companies, including Hill & Knowlton, pr; MRB Group, market research, Business Design Group, graphics and design, Grass Roots Group, incentive and motivation, Enson Freeman and Promotional Campaigns, sales promotion, and Anspach Grossman Portugal, Mendoza Dillon & Asociados and HLS Corp., specialty agencies. The non-advertising total of $368.3 million gross income is in non-U.S. totals.

Officers: Martin Sorrell, ceo; Robert Lerwill, cfo; David Ogilvy, non-exec chmn.

Headquarters: WPP Group/27 Farm St./London W1X 6RD, England/Phone: 4471-408-2204/Fax: 4471-872-8088.

Ogilvy & Mather Worldwide

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$794.9	$775.3	2.5
Volume	$5,520.7	$5,374.8	2.7
Employees	10,000	10,000	0.0
Offices	275	292	-5.8
U.S.	**1991**	**1990**	**% chg**
Gross income	$322.4	$321.7	0.2
Volume	$2,242.5	$2,219.7	1.0
Employees	2,581	2,708	-4.7
Offices	NA	NA	NA
U.S. offices			**Billings**
Ogilvy & Mather, Atlanta			45.5
Ogilvy & Mather, New York			705.0
Ogilvy & Mather, Honolulu			16.7
Ogilvy & Mather, Chicago			485.0
Ogilvy & Mather, Houston			130.0
Ogilvy & Mather, Los Angeles			170.0
Asian offices			**Billings**
Interflow Communications, Karachi(NE)			10.7
Korad Ogilvy & Mather, Seoul(MN)			191.8
Ogilvy & Mather, Wellington(MJ)			42.4
Ogilvy & Mather, Kuala Lumpur(MJ)			36.5
Ogilvy & Mather, Sydney(MJ)			95.9
Ogilvy & Mather, Taipei(MJ)			64.0
Ogilvy & Mather, Bangkok(MJ)			92.2
Ogilvy & Mather, Bombay(MN)			33.3
Ogilvy & Mather, Hong Kong(MJ)			104.0
Ogilvy & Mather, Manila(MN)			0.4
Ogilvy & Mather, Singapore(MJ)			52.9
P.T. Indo Ad, Jakarta(NE)			18.4
European offices			**Billings**
Bassat, Ogilvy & Mather, Madrid(MJ)			301.5
Bold Advertising/Ogilvy & Mather, Athens(MN)			45.5
Hera Ogilvy & Mather, Stockholm(MJ)			10.5
HHD Ogilvy & Mather, Brussels(MJ)			98.2
Livraghi, Ogilvy & Mather, Milan(MN)			143.1
Marti, Ogilvy & Mather, Zurich(MJ)			47.7
Moran, Ogilvy & Mather, Istanbul(MN)			27.6
Ogilvy & Mather, Vienna(MJ)			61.4
Ogilvy & Mather, Copenhagen(MJ)			42.4
Ogilvy & Mather, Lisbon(MJ)			45.0
Ogilvy & Mather, London(MJ)			593.1
Ogilvy & Mather, Oslo(MJ)			43.4
Ogilvy & Mather, Helsinki(MJ)			20.5
Ogilvy & Mather, Frankfurt(MJ)			353.5
Ogilvy & Mather, Budapest(MJ)			10.3
Ogilvy & Mather, Amsterdam(MJ)			160.3
Ogilvy & Mather, Paris(MJ)			348.3
ProAd O&M Direct, Athens(MN)			7.2
Tisza, Ogilvy & Mather, Moscow(MN)			0.6
Wilson Hartnell Group, Dublin(MJ)			58.4
Latin American offices			**Billings**
Biedermann, Asuncion(NE)			5.9
Centrum Ogilvy & Mather, Bogota(MN)			9.9
Corpa, Caracas(MN)			77.4
Modernoble Mega Publicidad, Panama City(NA)			2.3
Modernoble Publicidad, Guatemala City(MN)			1.0
Modernoble Publicidad, San Salvador(NE)			8.3
Northcote/Ogilvy & Mather, Santiago(MN)			12.8
Ogilvy & Mather, Buenos Aires(MJ)			39.3
Panamericana Ogilvy & Mather, Mexico City(MJ)			42.5
Punto Publicidad, Montevideo(NE)			11.4
Standard Ogilvy & Mather, Sao Paulo(MJ)			139.8
Veritas/Ogilvy & Mather, Guayaquil(NE)			16.2
Other offices			**Billings**
Ogilvy & Mather, Toronto(MJ)			159.3
Ogilvy & Mather, Nairobi(MJ)			8.1
Ogilvy & Mather Rightford, Cape Town(MN)			133.8

Notes: Ogilvy & Mather Worldwide is a consolidation of the O&M Worldwide agency network, Cole & Weber, Thomson-Leeds, O&M Public Relations and O&M Direct, which includes A. Eicoff & Co. and O&M Yellow Pages.

Officers: Graham Phillips, chmn-ceo; Jerome Pickholz, vice chmn; Peter Scarperi, exec vp-cfo; Julian Clopet, pres-N. Amer.; Harry Reid, chmn-Europe; Rod Wright, regional dir-Asia; Flavio Correa, pres-Latin Amer.

Headquarters: Ogilvy & Mather Worldwide/Worldwide Plaza/309 W. 49th St./New York, N.Y. 10019/Phone: (212) 237-4000.

Cole & Weber

U.S.	1991	1990	% chg
Gross income	$9.5	$10.4	-8.6
Volume	$83.2	$83.0	0.3
Employees	118	122	-3.3
Offices	2	2	0.0
U.S. offices			**Billings**
Cole & Weber, Seattle			76.7
Cole & Weber, Portland, Ore			6.5

Officers: Mark McNeely, chmn; Scott Marshall, president.

Headquarters: Cole & Weber/308 Occidental Ave. S./Seattle, Wash. 98104/Phone: (206) 447-9595.

Thomson-Leeds

U.S.	1991	1990	% chg
Gross income	$1.8	$1.2	48.2
Volume	$12.3	$8.3	48.2
Employees	NA	NA	NA
Offices	1	1	0.0

Officer: Douglas Leeds, pres-ceo.

Headquarters: Thomson-Leeds/450 Park Ave. South/New York, N.Y. 10016/Phone: (212) 679-6700.

Ogilvy & Mather Direct

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$117.5	$116.2	1.1
Volume	$797.0	$815.8	-2.3
Employees	1,266	1,385	-8.6
Offices	56	48	16.7
U.S.	**1991**	**1990**	**% chg**
Gross income	$51.6	$50.7	1.8
Volume	$344.1	$388.2	-11.4
Employees	490	518	-5.4
Offices	10	8	25.0

Officers: Jerome Pickholz, chmn; Stanley Winston, U.S. exec creative dir; Howard Lelchuk, exec media dir.

Headquarters: Ogilvy & Mather Direct/309 W. 49th St./New York, N.Y. 10019/Phone: (212) 237-6000.

A. Eicoff & Co.

U.S.	1991	1990	% chg
Gross income	$12.5	$12.9	-3.1
Volume	$99.9	$103.0	-3.0
Employees	114	120	-5.0
Offices	1	1	0.0

Officer: Ronald L. Bliwas, pres-ceo.

Headquarters: A. Eicoff & Co./401 N. Michigan Ave./Chicago, Ill. 60611/Phone: (312) 527-7100.

Ogilvy & Mather Yellow Pages

U.S.	1991	1990	% chg
Gross income	$1.7	$1.6	5.7
Volume	$11.2	$10.6	5.7
Employees	10	10	0.0
Offices	1	1	0.0

Officer: Charles Guariglia, sr vp-gm.

Headquarters: Ogilvy & Mather Yellow Pages/427 Bedford Rd./Pleasantville, N.Y. 10570/Phone: (914) 769-0827.

Scali, McCabe, Sloves

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$91.1	$102.5	-11.1
Volume	$631.1	$694.8	-9.2
Employees	1,089	1,172	-7.1
Offices	15	17	-11.8
U.S.	**1991**	**1990**	**% chg**
Gross income	$58.5	$66.4	-11.9
Volume	$409.6	$454.2	-9.8
Employees	590	627	-5.9
Offices	7	8	-12.5
European offices			**Billings**
Audeur, Soum, Larue/SMS, Paris(MJ)			49.9
Hildmann, Simon, Rompen & Schmitz/-SMS, Duesseldorf(MJ)			105.2
Kaspers, Koetsu, Burger & deRoos/-SMS, Amsterdam(MJ)			22.6
Rilova Zamorana Rodriguez, Madrid(MJ)			40.2
Latin American offices			**Billings**
Futura/SMS, Sao Paulo(MJ)			14.6
SMS de Mexico, Mexico City(MJ)			43.3
Canadian offices			**Billings**
SMS/Canada, Toronto/Vancouver(MJ)			35.0

Notes: SMS is a consolidation of Fallon McElligott (80% equity), Morton Goldberg Associates and The Martin Agency (85%), the latter including the Stenrich Group. SMS sold its equity in Abbott, Mead, Vickers, London, in 1991.

Officers: Marvin Sloves, chmn-ceo; Alan Jurman, exec vp.

Headquarters: Scali, McCabe, Sloves/800 Third Ave./New York, N.Y. 10022/Phone: (212) 735-8000.

Fallon McElligott

U.S.	1991	1990	% chg
Gross income	$16.6	$12.9	29.2
Volume	$126.1	$97.1	29.9
Employees	150	147	2.0
Offices	1	1	0.0

Officer: Pat Fallon, chmn.

Headquarters: Fallon McElligott/901 Marquette Ave., Suite 3200/Minneapolis, Minn. 55402/Phone: (612) 332-2445.

Morton Goldberg Associates

U.S.	1991	1990	% chg
Gross income	$2.2	$2.2	NA
Volume	$13.9	$14.4	-3.3
Employees	13	13	0.0
Offices	1	1	0.0

Officer: Morton C. Goldberg, pres.

Headquarters: Morton Goldberg Assoc./350 Park Ave./New York, N.Y. 10022/Phone: (212) 752-3552.

The Martin Agency

U.S.	1991	1990	% chg
Gross income	$23.7	$23.3	1.6
Volume	$158.0	$155.5	1.6
Employees	175	175	0.0
Offices	3	4	-25.0

Notes: Martin includes returns from Stenrich Group.

Officer: John Adams, pres.

Headquarters: The Martin Agency/500 N. Allen Ave./Richmond, Va. 23220/Phone: (804) 254-3400.

Stenrich Group

U.S.	1991	1990	% chg
Gross income	$6.3	$5.5	15.6
Volume	$42.0	$36.3	15.6
Employees	71	57	24.6
Offices	1	1	0.0

Officer: Steven R. Isaac, chmn-ceo.

Headquarters: Stenrich Group/10128 W. Broad St., Suite J/Glen Allen, Va. 23060/Phone: (804) 747-1202.

J. Walter Thompson Co.

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$727.0	$690.7	5.3
Volume	$5,048.8	$4,852.3	4.0
Employees	6,695	6,837	-2.1
Offices	211	199	6.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$272.5	$285.2	-4.5
Volume	$1,919.0	$2,010.7	-4.6
Employees	2,317	2,449	-5.4
Offices	62	66	-6.1
U.S. offices			**Billings**
J. Walter Thompson USA, Atlanta			60.0
J. Walter Thompson USA, Detroit			482.0
J. Walter Thompson USA, New York			535.0
J. Walter Thompson USA, Chicago			350.0
J. Walter Thompson USA, San Francisco			238.0
African offices			**Billings**
J. Walter Thompson Co., Sandton(MN)			22.0
TMI, Cairo(NE)			3.6
TMI, Jeddah(NE)			18.1
TMI, Dubai(NE)			10.1
TMI, Beirut(NE)			3.3
TMI Cinemapresse, Casablanca(NE)			6.4
Asian offices			**Billings**
Ad Force-JWT, Jakarta(NE)			22.6
Asiatic Advertising, Karachi(NE)			4.0
Contract Advertising, Bombay(MN)			13.6
Hindustan Thompson Associates, Bombay(NE)			67.1
J. Walter Thompson Australia, Sydney(MJ)			97.9
J. Walter Thompson Co., Hong Kong(MJ)			70.8
J. Walter Thompson Co., Taipei(MJ)			36.1
J. Walter Thompson Co., Bangkok(MJ)			21.6
J. Walter Thompson Co., Manila(MJ)			22.0
J. Walter Thompson Co., Kuala Lumpur(MJ)			19.4
J. Walter Thompson Japan, Tokyo(MJ)			224.0
J. Walter Thompson Korea, Seoul(MJ)			10.1
J. Walter Thompson NZ, Wellington(MJ)			16.9
J. Walter Thompson Singapore, Singapore(MJ)			28.0
Thompson Lanka, Colombo(MN)			4.0
European offices			**Billings**
DDFH & B Advertising, Dublin(MN)			11.4
Haupt-Stummer/J. Walter Thompson, Vienna(MJ)			43.6
J. Walter Thompson, Brussels(MJ)			45.3
J. Walter Thompson, Copenhagen(MJ)			20.0
J. Walter Thompson, Levallois Perret(MJ)			152.0
J. Walter Thompson Co., Frankfurt(MJ)			269.0
J. Walter Thompson Co., London(MJ)			721.5
J. Walter Thompson Co., Zurich(MJ)			29.4
J. Walter Thompson Co., Madrid(MJ)			289.1
J. Walter Thompson Co., Stockholm(MJ)			22.1
J. Walter Thompson Italia, Milan(MJ)			307.6
J. Walter Thompson Publicidade, Lisbon(MJ)			65.5
J. Walter Thompson-Finland Oy, Helsinki(MN)			17.7
Manajans/Thompson, Istanbul(MN)			37.4
PPGH/JWT Group, Amsterdam(MJ)			146.1
Schjerven/J. Walter Thompson, Oslo(NE)			12.1
Spot/Thompson Advertising, Athens(MN)			64.1
Latin American offices			**Billings**
APCU de Costa Rica, San Jose(NE)			2.4
APCU de Honduras, Tegucigalpa(NE)			0.5
APCU de Nicaragua, Managua(NE)			0.6
APCU de Panama, Panama City(NE)			4.0
APCU El Salvador, San Salvador(NE)			3.1
APCU Thompson Asociados, Guatemala City(MN)			3.5
Allas Publicidad, Bogota(NE)			14.5
Azucar, Morrison, Walker, Santiago(MN)			18.9
CBBA Propaganda, Sao Paulo(MJ)			20.1
Corporacion/Thompson, Montevideo(NE)			7.0
de la Cruz & Associates, Hato Rey(MN)			17.6
J. Walter Thompson, Asuncion(MJ)			1.0
Latin American offices			**Billings**
J. Walter Thompson Argentina, Buenos Aires(NE)			50.7
J. Walter Thompson Chilena, Santiago(MJ)			26.9
J. Walter Thompson de Mexico, Mexico City(MJ)			75.2
J. Walter Thompson de Venezuela, Caracas(MJ)			34.9
J. Walter Thompson Peruana, Lima(MJ)			14.9
J. Walter Thompson Publicidade, Sao Paulo(MJ)			46.6
Marti, Flores, Prieto & Wachtel, San Juan(MN)			54.7
Horlop Thompson Asociados, Guayaquil(MN)			15.9
Thompson AIFE-MFP, Santo Domingo(MN)			3.0
Canadian offices			**Billings**
Enterprise Advertising, Toronto(MJ)			14.8
J. Walter Thompson Co., Toronto(MJ)			141.8

Notes: J. Walter Thompson Co. is a consolidation of the JWT worldwide agency network, Brouillard Communications, J. Walter Thompson Healthcare, J. Walter Thompson Direct and Thompson Recruitment.

Officers: Burt Manning, chmn-ceo; Peter Schweitzer, vice chmn-agency operations; William C. Thompson Jr., vice chmn-client operations; Donald G. Sullivan, exec vp-planning & development.

Headquarters: J. Walter Thompson Co./466 Lexington Ave./New York, N.Y. 10017/Phone: (212) 210-7000.

Brouillard Communications

U.S.	1991	1990	% chg
Gross income	$9.4	$11.1	-15.9
Volume	$62.4	$74.3	-15.9
Employees	69	90	-23.3
Offices	1	1	0.0

Officer: James H. Foster, pres-ceo.

Headquarters: Brouillard Communications/420 Lexington Ave./New York, N.Y. 10017/Phone: (212) 867-8300.

J. Walter Thompson Direct

U.S.	1991	1990	% chg
Gross income	$4.1	$3.0	35.0
Volume	$27.0	$20.0	35.0
Employees	40	35	14.3
Offices	1	1	0.0

Officer: Mitchell Orfuss, pres.

Headquarters: J. Walter Thompson Direct/420 Lexington Ave./New York, N.Y. 10017/Phone: (212) 210-8440.

J. Walter Thompson Healthcare

U.S.	1991	1990	% chg
Gross income	$7.1	$6.0	17.5
Volume	$47.0	$40.0	17.5
Employees	60	60	0.0
Offices	1	1	0.0

Officer: Jack Stevens, chmn.

Headquarters: J. Walter Thompson Healthcare/420 Lexington Ave./New York, N.Y. 10017/Phone: (212) 210-8090.

Thompson Recruitment

U.S.	1991	1990	% chg
Gross income	$18.1	$22.3	-19.0
Volume	$119.0	$149.0	-20.1
Employees	271	310	-12.6
Offices	20	20	0.0

Officer: Kim Macalister, pres-ceo.

Headquarters: Thompson Recruitment/6500 Wilshire Blvd., 21st Fl./Los Angeles, Calif. 90048/Phone: (213) 655-4262.

RANK: 26

Yomiko Advertising

Tokyo

Gross income: **$110.8** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$110.8	$102.9	7.7
Volume	$889.6	$795.6	11.8
Employees	NA	NA	NA
Offices	NA	NA	NA

Notes: Worldwide totals in the tables are all from Japan. Yomiko established one-person "representative" offices in New York and Los Angeles in 1991 that produced gross income of $56,800, equivalent to billings of about $370,000. These numbers were not included in Yomiko's totals.

Officers: Toshio Kuroki, pres; Y. Amano, sr mg dir; M. Toriyama, sr mg dir; K. Ogata, sr mg dir.

Headquarters: Yomiko Advertising/8-14 Ginza 1-Chome, Chuo-ku/Tokyo 104, Japan/Phone: 813-3567-8111/Fax: 813-3564-3360.

RANK: 6

Young & Rubicam

New York

Gross income: **$1,057.1** million

Organization totals ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$1,057.1	$1,073.6	-1.5
Volume	$7,840.1	$8,000.7	-2.0
Employees	10,324	11,133	-7.3
Offices	279	324	-13.9
U.S.	**1991**	**1990**	**% chg**
Gross income	$466.4	$486.7	-4.2
Volume	$3,739.2	$3,936.9	-5.0
Employees	2,939	3,159	-7.0
Offices	71	65	9.2

Young & Rubicam

Consolidated returns ($ in millions)

Worldwide	1991	1990	% chg
Gross income	$980.8	$1,001.4	-2.1
Volume	$7,331.4	$7,519.3	-2.5
Employees	10,324	11,133	-7.3
Offices	279	324	-13.9
U.S.	**1991**	**1990**	**% chg**
Gross income	$425.3	$450.6	-5.6
Volume	$3,464.8	$3,696.4	-6.3
Employees	2,939	3,159	-7.0
Offices	71	65	9.2
U.S. offices			**Billings**
Young & Rubicam, Chicago			40.8
Young & Rubicam, Detroit			194.0
Young & Rubicam, New York			1,516.6
Creswell, Munsell, Fultz & Zirbel, Cedar Rapids			39.0
Sive Young & Rubicam, Cincinnati			141.9
African offices			**Billings**
Michael Hogg/Young & Rubicam, Harare(MN)			8.4
Young & Rubicam South Africa, Johannesburg(MJ)			89.5
Young & Rubicam (Zambia), Lusaka(MJ)			3.8
Asian offices			**Billings**
Young & Rubicam Australia, Sydney(MJ)			191.1
Young & Rubicam New Zealand, Auckland(MJ)			14.5
European offices			**Billings**
Advico Young & Rubicam, Zurich(MJ)			160.2
Geo-Young & Rubicam, Athens(MN)			20.6
Hall & Ceder/wist/Y&R, Stockholm(MJ)			102.3
PMSvW/Young & Rubicam, Amsterdam(MJ)			232.8
Sconoco-Young & Rubicam, Oslo(MJ)			96.1
Taucher, Young & Rubicam, Helsinki(MN)			76.2
Team/Young & Rubicam, Lisbon(MJ)			39.9
Young & Rubicam, Vienna(MJ)			68.7
Young & Rubicam, Frankfurt(MJ)			365.9
Young & Rubicam, Madrid(MJ)			200.2
Young & Rubicam Belgium, Brussels(MJ)			64.3
Young & Rubicam Copenhagen, Copenhagen(MJ)			65.9
Young & Rubicam France, Paris(MJ)			430.8
Young & Rubicam Hungary, Budapest(MN)			9.7
Young & Rubicam Italia, Milan(MJ)			457.7

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SOURCES: MAGAZINES' CURRENT SUBSCRIBER STUDIES 1988-1991

European offices	Billings
Young & Rubicam Italia, Milan(MJ)	457.7
Young & Rubicam Poland, Warsaw(NA)	0.0
Young & Rubicam Turkey, Istanbul(MJ)	22.0
Young & Rubicam U.K., London(MJ)	600.8
Y&R Czechoslovakia, Prague(NA)	4.9
Latin American offices	**Billings**
Aser Publicidad/Y&R, Bogota(MN)	15.9
Eca Publicidad, Guatemala City(NE)	1.5
FSD/Young & Rubicam, Buenos Aires(MN)	52.5
JMC Creatividad Orientada/Y&R, Caracas(MJ)	32.2
Vice Versa/Young & Rubicam, Montevideo(NE)	3.8
Young & Rubicam, Mexico City(MJ)	38.3
Young & Rubicam Damaris, Santo Domingo(MJ)	12.5
Young & Rubicam de Chile, Santiago(MJ)	5.2
Young & Rubicam do Brasil, Sao Paulo(MJ)	72.5
Young & Rubicam Puerto Rico, Guaynabo(MJ)	31.9
Canadian office	**Billings**
Young & Rubicam, Toronto(MJ)	376.0

Notes: The difference between organization figures of Y&R the holding company and consolidated numbers for Y&R the agency is the treatment of Burson-Marsteller. The holding company claims 100% of returns for B-M, a marketing services company, while Y&R the agency claims two-thirds, or the media-only portion of B-M. AA omits non-media activity from consolidated agencies. A 50% share of Dentsu, Young & Rubicam Partnerships, which in the U.S. includes Lord, Dentsu & Partners, New York, and Bowes Dentsu & Partners, is in Y&R returns. Figures also include Dentsu/Burson-Marsteller USA, New York, 51% of D/B-M, Tokyo, and 50% each of Russian Ventures and DWD Japan. Y&R's specialized shops included are CMF&Z, Cedar Rapids, Iowa, Sive Y&R, Cincinnati, Landor, San Francisco, and in New York, Sudler & Hennessey, Chapman Direct, Arbeit/DBR, Cato Johnson Worldwide and Wunderman Worldwide. The latter two merged early this year, but their numbers remain separate in this report.

Officers: Alex Kroll, chmn-ceo; Peter Georgescu, pres; Joe De Deo, vice chmn-chief creative officer; R. John Cooper, exec vp-genl counsel.

Headquarters: Young & Rubicam/285 Madison Ave./New York, N.Y. 10017/Phone: (212) 210-3000.

Cato Johnson Worldwide

Worldwide	1991	1990	% chg
Gross income	$62.3	$63.6	-2.1
Volume	$423.6	$417.9	1.4
Employees	671	671	0.0
Offices	23	22	4.5
U.S.	**1991**	**1990**	**% chg**
Gross income	$23.9	$28.2	-15.1
Volume	$159.5	$191.6	-16.8
Employees	284	313	-9.3
Offices	5	5	0.0

U.S. offices	Billings
Cato Johnson, New York	50.0
Cato Johnson, Chicago	24.8
Cato Johnson, Detroit	2.7
Cato Johnson, Rochester, N.Y.	64.8
Cato Johnson Wilk, Chicago	17.2

Officers: Jean-Paul Lafave, ceo; Brian Harris, cfo.

Headquarters: Cato Johnson Worldwide/675 Avenue of the Americas, 3rd Fl./New York, N.Y. 10010/Phone: (212) 941-3700.

Chapman Direct

U.S.	1991	1990	% chg
Gross income	$17.0	$15.0	13.1
Volume	$113.2	$100.1	13.1
Employees	113	120	-5.8
Offices	1	1	0.0

Officer: William P. Sutherland, pres-ceo.

Headquarters: Chapman Direct/230 Park Ave. South/New York, N.Y. 10003/Phone: (212) 614-3880.

Sudler & Hennessey

Worldwide	1991	1990	% chg
Gross income	$40.8	$39.5	3.3
Volume	$275.7	$267.3	3.1
Employees	342	353	-3.1
Offices	10	10	0.0
U.S.	**1991**	**1990**	**% chg**
Gross income	$27.6	$26.0	6.0
Volume	$183.8	$173.4	6.0
Employees	223	229	-2.6
Offices	2	2	0.0

Officers: William B. Gibson, chmn-pres-ceo; John Chervokas, exec vp-chief creative officer; Thomas Crotty, exec vp-treasurer; Neil Leiner, exec vp-group dir, communications svcs.

Headquarters: Sudler & Hennessey/1633 Broadway/New York, N.Y. 10019/Phone: (212) 969-5800.

Wunderman Worldwide

Worldwide	1991	1990	% chg
Gross income	$85.0	$85.0	-0.1
Volume	$577.2	$267.0	116.2
Employees	854	958	-10.9
Offices	35	29	20.7
U.S.	**1991**	**1990**	**% chg**
Gross income	$36.2	$38.1	-5.1
Volume	$241.4	$254.4	-5.1
Employees	324	377	-14.1
Offices	3	4	-25.0

U.S. offices	Billings
Wunderman Worldwide, Detroit	32.5
Wunderman Worldwide, New York	191.5
Wunderman Worldwide, San Francisco	12.6
Wunderman Worldwide, Little Rock, Ark.	4.9

Officers: Lester Wunderman, chmn; John Sanders, pres-ceo; Mitch Kurz, chmn-N. Amer.; Steve Eckels, pres-Europe.

Headquarters: Wunderman Worldwide/675 Avenue of the Americas/New York, N.Y. 10010/Phone: (212) 941-3000.

Staff for this report

Fred Danzig, Dennis Chase, Larry Edwards, R. Craig Endicott, Kevin Brown, Ilse Cermak, Kathy Welyki, Nancy Giges, Julie Skur Hill, Geof Shives, Richard K. Skews, William Spain, Debra Aho.

Index to U.S.-based agency brands by rank

Brand name agency	Rank
Abelson-Taylor	204
Ackerman Hood & McQueen	143
AC&R Advertising	75
Adair-Greene Advertising	430
Adams & Longino Advertising	517
Adelante Advertising	446
Adler Boschetto Peebles & Partners	216
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Ad-Pro	472
Ad Team	215
Adteam	519
Ad-Tech Communications	361
Advertising Works	272
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Arnold Fortuna Lane & Co	116
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N W Ayer	20
Babbit & Reiman Advertising	217
Backer Spielvogel Bates Worldwide	12
Bader Rutter & Associates	158
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Bailey Lauerman & Associates	362
Gordon Bailey & Associates	236
Perry Ballard/advertising	462
Barbeau-Hutchings Advertising	483
Bar-Dell & Associates	530
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Baxter, Gurian & Mazzei	231
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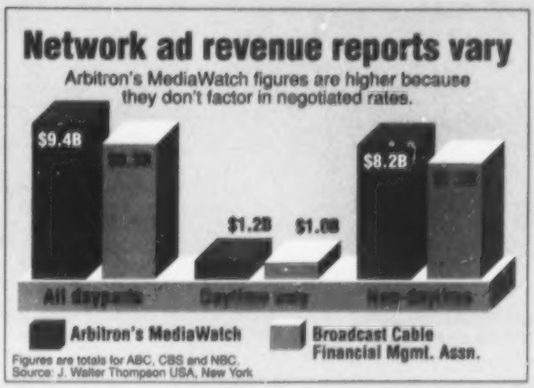

John Hall

Network revenues down for '91—but how much?

NEW YORK—While Arbitron Co. reports 1991 ad revenues on the Big 3 TV networks fell 6.7% to $9.46 billion, the true level is about 12% lower than that, according to an analysis by J. Walter Thompson USA.

JWT compares Arbitron's MediaWatch findings with data from the Broadcast Cable Financial Management Association, which estimates 1991 ad revenues of $8.33 billion.

While MediaWatch relies on estimates provided by the networks, the association's data are derived from the networks' unaudited submissions to accountants Ernst & Young.

MediaWatch inflates network revenues because it doesn't factor in negotiated rates or packages, and counts make-good units at regular ad rates, JWT reports.

While the absolute dollar amounts vary, JWT notes the relative shifts are about the same: "Both concluded that overall 1991 network revenues fell about 6% below 1990 levels and that daytime revenues exhibited little change from the prior year." □

LAUNCHING PAD

New publication launches.

'Good Housekeeping's Living Well'

Hearst Magazines, in a joint venture with the American Medical Association, is testing with a spring issue *Good Housekeeping's Living Well*, a family-oriented health magazine. Portions of the magazine were published in the March issue of *Good Housekeeping*. A second test issue will be published in September. *Living* Well has a rate base of 100,000 and will be sold on newsstands and distributed through doctors offices. A b&w page is $6,700 and a color page is $10,000. *Good* Housekeeping Publisher Alan Waxenberg is publisher, Michael Segell is editor and John H. Grant Jr. is associate publisher-advertising. Offices are at 959 Eighth Ave., New York 10019. Phone: (212) 649-2000.

'Where San Francisco'

Where Magazine International introduces with a July issue *Where San Francisco*, a monthly distributed through 60 local hotels. Similar titles are published in 18 cities. Controlled circulation is 50,000. A b&w page is $2,550; a color page is $3,000. Patricia Varga is publisher and ad director; Christin Loudon is editor. Offices are at 90 New Montgomery St., Suite 210, San Francisco 94105. Phone: (415) 456-6101.

'Building Renovation'

Penton Publishing introduces with a September issue *Building Renovation*, targeting contractors, building owners, developers and architects. The every-other-monthly will be a sister publication to Penton's *Progressive Architecture*. Controlled circulation is 45,000. A b&w page is $5,500; a color page is $7,000. Richard Strachan is publisher and ad director; Thomas Fisher is editorial director. Office are at 600 Summer St., Stamford, Conn. 06904. Phone: (203) 348-7531.

'On Production'

On Production Inc. introduced with a March issue *On Production*, an every-other-monthly targeting film and video production and post-production companies. Editorial covers feature films, TV, commercials, music videos and corporate communications. Rate base is 13,000. A b&w page is $1,567; a color page is $2,475. Howard Kunin is publisher, editor and West Coast ad director; Mitchell Hall is ad sales account executive-East Coast. Offices are at 1733 Ventura Blvd., Suite 226, Encino, Calif. 91316. Phone: (818) 907-6682. □

NEWSSTAND

Advertising opportunities in print.

I.D. Magazine, New York, "I.D. annual design review" special editorial section, July/August issue; ad close: May 20. B&w page: $2,970; color page: $3,965.

Sports Illustrated, New York, "Summer Olympic preview" special ad section, July 22 issue; ad close: May 25. Color page: $145,000.

Good Housekeeping, New York, "Guide to parenting" special ad section, Sept. issue; ad close: June 5. B&w page: $97,260; color page: $122,035.

McCall's, New York, "McCall's on men" special edition, November issue; ad close: Aug. 14. B&w page: $70,615; color page: $83,315. □

Joe Mandese coordinates MediaWorks.

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Advertising Age
WHERE THE WORLD GETS THE WORD
On Marketing

Outdoor weathers '91 with stable spending

By Alison Fahey

Outdoor advertising came through 1991 in better shape than other media, seeing spending fall just 0.7% to $684 million.

The size of the decline, as reported by LNA/Arbitron Multi-Media Service, was welcome news for the industry. Some outdoor executives had feared 1990's hefty 2.4% decline, the biggest nose dive in at least a decade, would carry into 1991.

LNA reported bigger slides for other media, including network TV (off 6.7% to $9.45 billion), newspapers (down 23.1% to $6.8 billion) and network radio (down 24.5% to $578.7 million).

Spending "was flat in 1991 and, given the significant declines in other media, I think flat is a pretty good performance," said James Keller, VP-marketing at Gannett Outdoor Group, a leading outdoor company.

"In an overall down advertising industry, we've remained relatively flat, which is sort of like an increase," said Gordon Hughes, president of OAAA Marketing, a division of the Outdoor Advertising Association of America.

Mr. Hughes cited the entertainment category as one of the bright spots in the industry. Advertisers in that category increased spending about 12% to $53 million *(see chart)*.

Among the top 10 outdoor categories, six showed declines, with the most notable drops coming from the retail, publishing and media, and insurance and real estate categories.

That's no surprise, considering each has been hit hard by the economic and/or media recessions.

One surprising finding showed tobacco-related advertisers increased outdoor spending 1.2% to $184.9 million.

The increase seemed odd because outdoor spending by those marketers has been falling for years and the outdoor industry had already voluntarily implemented restrictions on where tobacco- and alcohol-related product marketers could run their boards.

Mr. Keller questioned the LNA gain for tobacco-related products. The outdoor industry has questioned the accuracy of LNA figures and is working with its members and LNA to improve the situation.

As for the future, Mr. Keller said new spending from non-traditional advertisers would offset losses such as R.J. Reynolds Tobacco Co.'s planned outdoor spending cuts. He cited a recent buy by McDonald's Corp., the marketer's first major national outdoor campaign, as an example.

Still, it remains to be seen whether the industry will ever rebound to 1988's record $718.2 million. Outdoor ad spending has dipped every year since then. □

Top 10 outdoor categories

Category	1990 spending (millions)	1991 spending (millions)	% chg
Cigarettes, tobacco & access.	$182,834	$184,862	1.2
Retail	68,871	62,930	−8.6
Business and consumer services	64,732	62,740	−3.1
Beer, wine, liquor	56,511	61,521	8.9
Entertainment & amusements	47,197	53,036	12.4
Automotive, access./equip.	53,010	51,864	−2.2
Travel, hotels and resorts	49,926	48,548	−2.8
Publishing & media	38,621	34,624	−10.3
Miscellaneous (not elsewhere classified)	25,141	32,702	30.1
Insurance & real estate	28,371	23,344	−17.7

Source: LNA/Arbitron Multi-Media Service

KGB vets spy deals

By Betsy McKay

MOSCOW—KGB agents don't die; they go to Hollywood.

A group of 500 retired spies, called the Foreign Intelligence Veterans Association, has signed a deal with the Entertainment & Communications Holdings Organization giving the Hollywood-based company exclusive rights to market some of the KGB's most hidden secrets to the entertainment world.

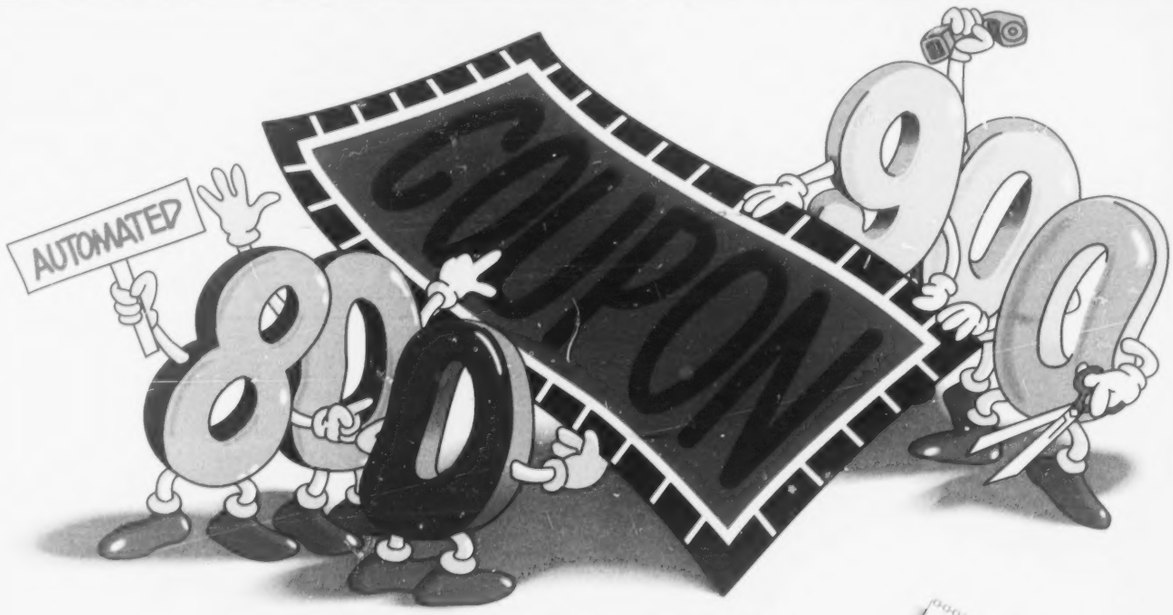
The organization will act as the agent for the ex-spies in selling movie and book rights to stories such as how the KGB obtained U.S. secrets about the atom bomb after World War II and Lee Harvey Oswald's relationship with the KGB. Mr. Oswald reportedly met with spy Oleg Nechiporenko two months before President Kennedy was killed.

"Profits will be divided in a fair and equitable fashion," said organization President-CEO Brian Litman. He declined to provide specifics on the commercial agreement.

Contrary to popular belief, the retired spies lead modest lives, said Anatoly Privalov, deputy chairman of the association, formed to provide financial and moral support to former spies.

"The idea that people in espionage are rich is a myth," he said.

The average pension for a former Soviet spy is between $5 and $10 a month, less than the average Russian worker's wage of $9.60. □



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FOR THE RECORD

THOMAS J. LIPTON INC., Englewood Cliffs, N.J., as expected, moved its $30 million-plus tea business to **J. Walter Thompson USA**, New York, from Lintas:New York (AA, Feb. 17). The move consolidates all of the tea brand's advertising following JWT's win of the Pepsi/Lipton Tea Partnership, a joint venture that will market ready-to-drink teas.

BOB EVANS FARMS, Columbus, Ohio, will hear credentials presentations on its $17.7 million account from Eire Partners, Noble & Associates and Tatham/RSCG, all Chicago; W.B. Doner & Co., Southfield, Mich.; and J. Walter Thompson USA, Detroit. The winner will succeed Campbell-Mithun-Esty, Chicago.

M&M/MARS is reducing wholesale prices by 9.4% on family packs of M&M's chocolate candies, its No. 1 selling brand. In addition, the candy marketer announced a major promotion, from May 3 to Oct. 15, giving consumers 5¢ back for wrappers from its candy or ice cream product lines. TV, radio and print ads from D'Arcy Masius Benton & Bowles, St. Louis, will support. "Bringing America change" is the theme.

FOOD AND CONSUMER groups sparred last week over whether the Food & Drug Administration should grant an industry-requested extension to the time frame for new food nutrition labeling. Consumer groups argued a one-year delay would lead to 10,000 cases of cancer and heart disease. The Grocery Manufacturers Association, which asked that the implementation date be delayed, denied the consumer groups' claims.

SEAGRAM SPIRITS & WINE Group created a separate unit, the Chivas & Glenlivet Division, to provide strategic and global marketing support for its worldwide Scotch whisky brands, formerly grouped under Seagram's Global Brands unit. James Espey, 48, was named London-based president of the new unit, from chairman of United Distillers North America. DDB Needham Worldwide and Ogilvy & Mather are lead agencies for Seagram's distilled spirits.

NEW CAMPAIGNS: **National Dairy Promotion & Research Board** on April 27 breaks a $5.6 million cable, syndication and spot TV campaign in 68 markets positioning chocolate milk as a children's snack. State and regional dairy associations may provide additional TV, radio and in-store support. McCann-Erickson Worldwide, San Francisco, is the agency. . . . **Mayflower Transit** last week broke its most aggressive national campaign in recent years, a TV and magazine effort from Young & Laramore, Indianapolis.

ACCOUNT ACTION: **Serta**, Des Plaines, Ill., has begun reviewing its estimated $5 million to $7 million print and TV account. Incumbent Noble & Associates, Chicago, will pitch. . . . **Pfizer**, New York, to **Partners & Shevack** from Backer Spielvogel Bates for its $10 million Visine eye-drop account. . . . **USAir**, Arlington, Va., to **Earle Palmer Brown Cos.**, Bethesda, Md., from Great Scott Advertising, New York, for its estimated $5 million Trump Shuttle account. . . . **Rax Restaurants**, Dublin, Ohio, to **Deutsch**, New York, for its $5 million account. Rax took the account in-house after splitting with Rosenfeld, Sirowitz, Humphrey & Strauss a year ago. . . . **Sun Line Cruises**, New York, kept **AC&R** for its $2 million account after a review.

OBITUARIES: **William L. Hendricks**, 87, a former Warner Bros. executive, died of a heart attack March 29 in Burbank, Calif. Mr. Hendricks was director of Warner's commercial production division in the 1970s and co-wrote the book "Showmanship in Advertising." . . . **Graham K. Gloss**, 35, retired publisher of *South Florida Magazine* and *Florida Home & Garden*, Miami, died March 30 in Coral Gables of complications associated with AIDS.

WORTH NOTING: **IBM Corp.** will be the sole sponsor of a special issue of *Time*, themed "The Millenium" and focusing on the future. The issue will be mailed to subscribers in September and sold on newsstands with a fall 1992 cover date. . . . **The New York Times Co.** combined the custom publishing operations of its flagship newspaper and two magazine divisions to form NYT Custom Publishing. The new group will publish one-shot magazines, special issues, supplements, event guides and advertorials.

SEE ROSS RUN

Perot trolls for media advice on candidacy

By Steven W. Colford

H. Ross Perot has started to explore the advertising needs that would accompany his possible run for the White House.

POLITICS ★★★★

Ray Strother, a longtime Democratic media consultant and former New Orleans adman, said he recently met with Mr. Perot to discuss how the Texas billionaire might deliver his maverick message if he enters the race.

Mr. Strother said he told Mr. Perot network, not regional, TV would be the "most efficient" way.

Mr. Strother said he spent two days in Dallas, Mr. Perot's headquarters, where he met with Mr. Perot and Thomas J. Luce III, a longtime friend of Mr. Perot.

"I talked with Mr. Luce about the difficulty of a third-party candidacy . . . and met with Mr. Perot and talked about the difficulty of getting his message out nationally," he said.

A Perot campaign, Mr. Strother said, "would be completely different" from any other in history.

"He doesn't have the conventional political wisdom that everyone else does," Mr. Strother said. "It would be completely different because Mr. Perot is so different. As a candidate, he would be bulletproof" from opponents' attacks.

"I suspect his candidacy would be very message-centered, and I suspect he would disdain the 30-second commercials and instead do the unconventional 30-minute programs and call-ins."

Mr. Perot has said he would spend $100 million of his own on a campaign, and political strategists see much of that being allocated for media advertising.

Perot

Mr. Strother said the subject of working for Mr. Perot "didn't come up" in his conversations, but that he would "probably be interested."

"I think there's a chance he could win . . . but it would be pretty hard," he said.

John Deardourff, a partner in political media consultancy Bailey/Deardourff, Falls Church, Va., has also talked to someone in the Perot camp about the feasibility of Mr. Perot's candidacy.

A Perot campaign would have "enormous potential because of the mood in the country and the extraordinary dissatisfaction with current political figures, but the system works heavily against outsiders," Mr. Deardourff said.

He also said Mr. Perot might use longer ads.

"His message would be his reputation for getting things done," Mr. Deardourff said. "I think he'd try to deliver fundamental speeches on conditions as he sees them and what he'd do about them . . . and televise them in prime time."

Mr. Deardourff in 1990 was a campaign adviser to Mr. Luce, who sought the Republican gubernatorial nomination in Texas.

Mr. Luce said he also spoke with Linda DiVall, president of American Viewpoint, Alexandria, Va., a Republican pollster.

Ms. DiVall said only that she was contacted by a Perot emissary "about three or four weeks ago" and was asked her views on Mr. Perot's chances of winning, and about the availability of "top talent" to handle the campaign. She also said the subject of working for Mr. Perot "was broached."

"I said that I was committed to seeing George Bush getting re-elected . . . and would have a hard time" working for another candidate, she said.

Mr. Perot has said he would run for the presidency if his name could be secured on general election ballots in all 50 states. To date, he's managed to get on the ballot only in Tennessee, said Susan Davidson, a Perot Committee spokeswoman, but is expected to reach his 50-state target. □

Puris

(Continued from Page 3)

Connors, Cosmopulos, Boston. None of the three was available for comment; all, along with Mr. Puris, were involved in the 1988 Bush campaign to some degree.

"They were good people in 1988 and did good ads . . . and have experience at this," Mr. Puris said. "I'm still close with Ted and Helayne; I know they had fun in '88 and expect they'll be candidates."

Robert Gardner, president of Gardner Communications, San Francisco, is also expected to join the team. But last week, a big name in advertising took himself out of consideration.

Sean Fitzpatrick, vice chairman of McCann-Erickson Worldwide, said he will devote full attention to client General Motors Corp.'s ad needs, citing GM executive changes. Mr. Fitzpatrick had been on the Bush campaign's short list of agency people wanted for the general election.

Mr. Puris and Charlie Black, a senior Bush/Quayle adviser, envision an ad team consisting of up to four groups in different parts of the country, feeding ideas, strategy and ads to the campaign's advertising headquarters in Washington.

Mr. Puris called himself a "fan" of Mr. Ailes, who in November announced he wouldn't play an official role in the Bush/Quayle re-election effort.

"My impression is that he'll be available from time to time for the campaign," Mr. Puris said. "George Bush loves him, and I'm sure he'll be needed."

The negative ads that drew criticism of Mr. Ailes and the 1988 campaign were "blown out of proportion," Mr. Puris said. "The Democrats set the tone. And while [negative] political advertising can mislead and distort, if done properly, it is valid and can inform the public."

Although the specifics of Mr. Puris' role are still evolving, he said the time demands could be resolved with his duties at his New York agency.

"If I could do both, then at the crucial time give more time to the campaign for a few months while still doing work for my agency, I could see it," he said.

The campaign's tone is likely to be somewhere between the nasty level of 1988 and the "Morning in America" theme of President Reagan's 1984 re-election drive, Mr. Puris said.

"It will definitely be different from 1988," he said. "When you're working for someone who is just a candidate, it's like working for a product that's No. 2 or 3 in a category, and the advertising can be feisty. But if you're working for the president, then your client has to be and act as a president as well. It's a delicate line."

Mr. Puris called himself a political independent but was unabashedly proud of the chance to work on a presidential campaign.

"This is an exciting process," he said. "It's like what [BBDO Worldwide Vice Chairman] Phil Dusenberry said, there's just something about walking down the halls of the White House to present your stuff [to the president] that's pretty heady." □

Trade

(Continued from Page 3)

and to reassert the importance of media advertising (AA, April 6).

The good news for Mr. James and ad agencies is that 43% of the respondents to the Donnelley survey projected lower trade spending in 1992, with corresponding increases in consumer promotion and media advertising. In 1991, 35% had expected a decrease.

But some observers say it may be impossible for ad agencies to reverse the flow of marketing dollars to the trade.

"This is more than a major challenge for ad agencies; this may be a sea change," said Don Schultz, a professor in the integrated communications department of Northwestern University's Medill School of Journalism.

"These numbers reflect how strongly the power in the marketplace has shifted to the retailer," he said. "This is more a strategic than a recessionary shift in thinking and spending."

Last year's numbers also reflect the development of strategic alliances between manufacturers and retailers, a factor that's worked against media advertising, Mr. Schultz said.

"If I've got a deal with Wal-Mart to give them what they want to display my product, do I need to spend a lot on [media] advertising? Is display enough to keep the brand going? The jury's still out. But manufacturers are running scared right now," he said.

Among other highlights of the survey:

■ Database marketing is growing. Two-thirds of respondents said they're compiling and using consumer databases, compared with 48% in 1990. Among those building databases, mail-in premium offers and sweepstakes are the most commonly used method of information collection, followed by trackable coupons and rebates.

More than two-thirds of those using database marketing enhance their data with outside demographic and lifestyle information.

■ Trade promotion programs are also more targeted, with 87% of respondents saying they've implemented account-specific promotions for key retail customers. Most (80%) of those surveyed say they plan to increase budget allocations to these programs in 1992.

■ Ethnic-specific marketing programs are popular, with 57% conducting promotions targeted to Hispanics and 30% with promotions targeted to blacks. Overall, ethnic marketing programs account for 7% of consumer promotion budgets.

The research was conducted in October 1991, with 47 major consumer products marketers completing and returning survey forms. □

NEWSPAPER

Advertising Age

April 26, 1993

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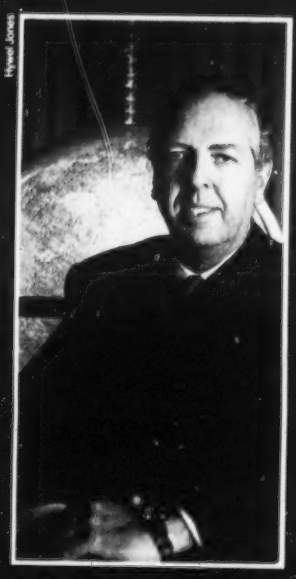


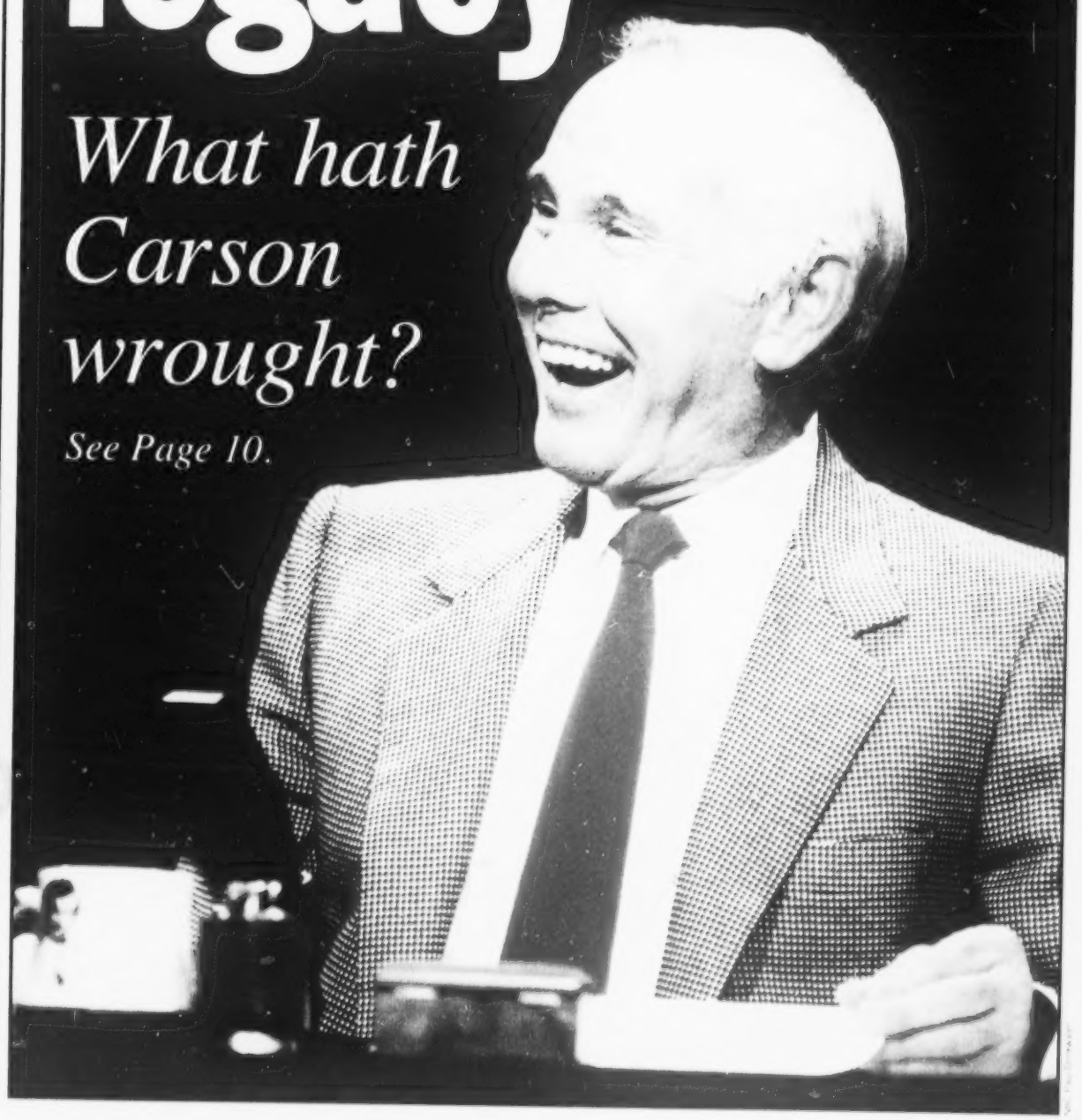
Advertising Age International

■ Premiere Issue: Ian Martin, chief executive of U.K.-based Grand Metropolitan, talks about the company's plans to take the Pillsbury Doughboy and Green Giant around the world. *Advertising Age International*, a new monthly supplement, makes its debut April 27, focusing on news and trends in global marketing.

Late night legacy

What hath Carson wrought?

See Page 10.



NEWS SUMMARY

■ **American Express** shifted charge card division direct marketing work from Ogilvy & Mather Direct to Bronner Slosberg Humphrey and Wunderman Worldwide. 1

■ **"Magic" Johnson** will star as spokesman for SkyBox International trading cards in a $15 million campaign. 1

■ **Philip Guarascio's** future as top adman at General Motors, following boardroom-directed changes, is the subject of widely differing industry speculation. 1

■ **Omnicom Group** may merge Tracy-Locke into either DDB Needham Worldwide or BBDO Worldwide. 3

■ **Procter & Gamble** is planning the fall introduction of a Pert shampoo line extension for preteens. 3

■ **Sears'** continued problems with its merchandise group are expected to draw criticism at the annual meeting. 3

■ **Alfa Romeo's** $45 million account is in review. 3

■ **Pepsi-Cola Co.** is considering adding a diet version of its clear Crystal Pepsi, now in test markets. 4

■ **United Airlines'** quick action shortened American Airlines' lead in announcing a new low-fare plan. 4

■ **Anheuser-Busch** is aiming at the seniors market with its non-alcoholic O'Doul's brew. 4

■ **Ketchum Advertising's** New York office named Steven Penchina chairman and William Perkins president. 30

■ **Earth Day** this week will find environmental seals of approvals for products still scarce. 41

■ **Jeep Grand Cherokee's** introductory ads include a 20-page magazine insert with a topographical world map. 43

■ **Mercedes-Benz** adds humor in its new ads, first from Scali, McCabe, Sloves and the Martin Agency. 43

■ **Ralston Purina** reports success against new pet food competitors with its O.N.E. dog food line. 45

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Bauer hopes to clean up with 'Soap Opera Update'

Publisher wants to buy into hot magazine segment

By Scott Donaton

Bauer Publishing Co. is negotiating to acquire *Soap Opera Update* and make a run at K-III Communications Corp.'s category kingpin, *Soap Opera Digest*.

Bauer, publisher of *First for Women* and *Woman's World*, has been conducting newsstand tests in several markets, including Rochester and Buffalo, N.Y., industry executives say, to determine ways to boost sales of *Soap Opera Update*.

The 4-year-old every-other-weekly is published by privately held Soap Opera Update Magazine. It has an unaudited circulation of 200,000 and is sold primarily at newsstands and supermarket checkout counters.

"We are talking with them, we are testing, but there is no acquisition yet or firm date for it," said Hubert Boehle, exec VP-chief operating officer of Bauer.

"We're in negotiations; that's all I can tell you," said Jerome Shapiro, *Soap Opera Update* president and publisher.

If Bauer enters the field, it will follow supermarket tabloid publisher Enquirer/Star Group, which launched the weekly *Soap Opera Magazine* in October.

Bauer could use *Soap Opera Update* to take on *Soap Opera Digest*.

The surge of interest in magazines covering daytime TV dramas can be traced to K-III's purchase last year of eight consumer magazines, including *Soap Opera Digest*, from Rupert Murdoch's News Corp. To the surprise of many, financial documents revealed *Soap Opera Digest* to be the most profitable title.

Soap Opera Digest, an every-other-weekly with a rate base of 1.3 million, had reported profits of $15.7 million in 1990 on revenues of $38 million. *Soap Opera Digest's* ad pages rose 1.6% to 420 last year, Publishers Information Bureau said.

K-III also owns the digest's sister publication, *Soap Opera Weekly*, which has a rate base of 500,000.

K-III has said both magazines would be profitable even without selling a single page of advertising. Soap magazines are relatively inexpensive to produce, and because the titles are sold primarily at single-copy outlets, publishers spend little on subscription acquisition efforts.

At the time of the K-III purchase, "we were called the jewels in the crown, and I'm sure many people took a look and said, 'Hey, interesting category,'" said Elaine Shindler, publisher of *Soap Opera Digest* and *Soap Opera Weekly*.

Enquirer/Star Group officials said they were unable to discuss the performance of its *Soap Opera Magazine* because the company is in the middle of a public stock offering. But executives close to the company said the weekly is selling between 250,000 and 300,000 copies. □

Saatchi taps Timon to oversee big piece of P&G Euro business

By Gary Levin

Clay Timon, the former worldwide ad director at Colgate-Palmolive Co., has joined Saatchi & Saatchi Advertising in Paris to run a significant piece of Procter & Gamble Co. business.

Mr. Timon, 48, has been named to the new post of regional VP for Europe, the Mideast and Africa, and will move to Paris by late May. He's responsible mainly for P&G's Ariel detergent business, a direct competitor to many of the brands marketed by Colgate. The Ariel account is estimated at more than $100 million; it's the largest advertised detergent brand in Europe.

"I've spent all my career focused on global and international" advertising, said Mr. Timon, who's held several agency posts.

The new job "is an opportunity to get back and get deeply involved with everything happening in Europe," he said, referring to the economic unification of the European Community.

Timon

"I've always loved advertising," Mr. Timon said, "and while I was not specifically looking to get back into agencies, I've been particularly wanting to spend this part of my career working in Europe and with what's going on there."

Mr. Timon "has tremendous experience in the area of getting the best creative across borders," said Edward Wax, chairman of Saatchi & Saatchi Advertising Worldwide. "He comes to us from a similar culture and is used to working on regional brands."

Mr. Timon left Colgate, where he was VP-director of worldwide advertising, in 1990. He later opened Clay Timon Co., a "consultancy to consultants."

Before Colgate, Mr. Timon held posts at several agencies, including Doyle Dane Bernbach (now part of DDB Needham Worldwide) and McCann-Erickson Worldwide. □

FSIs play Olympian role for A-B

'Bud Summer Games' promotion to place 220M game tix

By Ira Teinowitz

Anheuser-Busch will make unprecedented use of newspaper inserts as part of a $25 million Summer Olympics promotion for the Budweiser line.

The "Bud Summer Games" promotion will place 220 million game tickets in free standing inserts and in ads in magazines including *Time, Sports Illustrated, People* and *Entertainment Weekly*.

Consumers will match numbers in the inserts and ads with numbers on in-store displays.

The promotion's $8.5 million in prizes include a $1 million grand prize, Dodge minivans, Jeep Cherokees, Toshiba electronics, Kawasaki jet skis, Wilson sporting goods, Weider gym equipment, Trek mountain bikes and apparel.

The promotion starts in mid-May and coincides with A-B's corporate sponsorship of the U.S. Olympic team and NBC's Summer Games coverage. But promotion materials won't directly mention the Olympic connection.

Waylon Co., St. Louis, handles point of purchase; D'Arcy Masius Benton & Bowles handles advertising.

While A-B pushes the Bud Games, Miller Brewing Co. will offer "Miller Time" theme promotions via Leo Burnett USA, Chicago, with POP from Louis London Advertising & Sales Promotion, St. Louis.

An inflatable-raft promotion breaks in mid-May and runs through Memorial Day, while volleyballs and T-shirts will be offered through the Fourth of July (Miller Lite is sponsor of the U.S. Olympic volleyball team). Discounts for compact discs will also be available in July.

Coors Brewing Co. earlier announced plans for a talking can promotion (AA, March 30). □

Late night legacy

A roster of 'Tonight Show' competitors are ready to enter the fray as NBC makes room for Jay to take over from legendary Johnny

By Joe Mandese

"Heeeeeeeeeere's Johnny."

The phrase has introduced 4,531 original telecasts of the "The Tonight Show Starring Johnny Carson."

But starting next month, it will be replaced by cries of "Where's Johnny?" as millions of bleary-eyed but loyal late night viewers wean themselves off Mr. Carson and onto Jay Leno, or any of the host of other contenders for the late night talk-show crown.

"It's going to be a period of flux, both from a viewer's and an advertiser's standpoint," said Joel Segal, exec VP-director of national broadcast at McCann-Erickson Worldwide, New York. "NBC has a built-in following. The show will still be called 'The Tonight Show.' But it won't be the same as it was with Johnny Carson."

"Carson is a once in a lifetime situation," said Arnie Semsky, exec VP-director of media and programming services at BBDO Worldwide. "To find somebody who could be that accepted over such a long period of time is unprecedented, and we probably will never see anything like that again."

With such an act to follow, and with a large field of new competitors coming into the late night talk-show arena, buyers are naturally skeptical about NBC keeping its hold on the daypart, which it has dominated for more than 30 years.

"I think it's up for grabs," said Betsy Frank, senior VP-director of TV information and new media for Saatchi & Saatchi Advertising. "There are a lot of opportunities, both for the players that are in there now and the ones that are about to enter."

Indeed, even before Mr. Carson announced his retirement last May, the competition was having an impact on the venerable series. For the 1990-91 season, the audience for "The Tonight Show Starring Johnny Carson" fell to a 4.9 Nielsen rating and 16 share, the lowest ratings in its 30-year run.

While the show's ratings are up marginally this season, the field of late night alternatives is about to grow even more crowded as Fox Broadcasting Co. re-enters the daypart with a "comedy/-talk show" starring actor Chevy Chase. And a bevy of new syndicated late night talk shows are ready to make their debuts.

The combined impact of Mr. Carson's retirement and the new competition will redistribute viewer and advertiser loyalties, Saatchi's Ms. Frank said.

"It probably will result in a redistribution of the available audience, and that will have an impact on where advertising dollars are spent," she said.

That's not good news for NBC, which is already losing share in the Big 3's $400 million late night advertising marketplace.

In 1991, NBC's share of late night network ad revenues fell 1.3 points to a 66.4 share, according to Arbitron Co.'s MediaWatch. CBS was down 1.2 points to an 11.4 share, and ABC was up 2.5 points to a 22.2 share.

For NBC, that was a smaller slice of a smaller pie, because the Big 3's late night take declined 9.2% to $397.3 million in 1991.

While part of that decline was attributable to the recession, some was money shifting to other alternatives, including syndicated TV shows like Paramount Communications' "The Arsenio Hall Show."

In 1991, late night spending on the Big 3 fell at a faster rate than other dayparts, which dropped 6.7% overall.

Branford Marsalis with Jay Leno

Arsenio Hall

Tim Patrick

Johnny Carson

Alan Singer/NBC

David Letterman

Chevy Chase

Key advertising categories slashed their late night network budgets last year. The No. 1 spender, imported passenger cars, was down 31.7% to $32.8 million.

Indeed, Toyota Motor Sales USA, the largest import advertiser on late night, cut its late night budget 41.5% to $11.3 million. No. 2 import car marketer American Honda Motor Co. dropped 42% to $5.4 million; No. 3 Nissan Motor Corp. USA was down 66% to $5.2 million; and No. 4 Mazda Motor of America, down 62.8% to $4.1 million.

Despite such cuts, import buyers remain upbeat about the daypart and about "The Tonight Show" in particular.

Honda agency Rubin Postaer & Associates, Los Angeles, reconfirmed its second-quarter scatter buys on "The Tonight Show," said Chuck Bachrach, senior VP-director of national broadcast. Mr. Bachrach said he isn't concerned about the transition to Mr. Leno.

"We believe Jay Leno is an excellent choice, and we don't see it having a negative impact on the show," he said.

"Late night is important to us, and 'Johnny Carson' is one of the better properties in late night," said Jan Thompson, VP-marketing at Mazda. "Johnny is the only one with a large audience, and 'The Tonight Show' is a big part of our late night buy. It's always been good for us."

She said Mazda also isn't overly concerned about the late night succession, since the demographic delivery of the show might even improve.

"When [Mr. Leno] has guest-hosted, the ratings haven't fallen. He's been strong," Ms. Thompson said. "With Jay, there is the possiblity of a younger viewer. Johnny started to skew just a little older. Johnny is 40-something. Jay is 30-something. Isn't that what everyone wants today?"

Late night buyers say the daypart's ad spending cuts were due partly to its rapid growth in recent years and to the softer prices available in other dayparts, including prime time.

"Prime time is usually the bellwether, and other dayparts' relation to prime time usually determines how much money goes in there. There's no doubt that the softening of prime-time prices has caused money to move from late night into prime," said BBDO's Mr. Semsky.

As a result, late night prices have fallen significantly during the past year.

According to Ephron, Papazian, Ephron's NetCosts, prime-time household cost per thousand rose 16.3% to $8.57 in the third quarter of 1992 compared to the fourth quarter of 1991. During that same period, late night CPM fell 5.4% to $5.62.

Despite the softening of the late night market, new competitors are entering the daypart, most notably Fox.

Though Fox failed in its first foray with "The Late Show Starring Joan Rivers," which ran from October 1986 to May 1987, Fox executives believe Mr. Carson's retirement represents an irresistible opportunity to re-enter the daypart.

"It's a wonderful opportunity for us," said Jamie Kellner, president of Fox Broadcasting Co. "We tried to go up against Johnny once, and we decided it wasn't a good idea."

But Mr. Kellner said the transition to Mr. Leno will create a void among viewers, talk show guests and advertisers, and Fox plans to capitalize on that opening.

"NBC used to control late night television," he said. "They are no longer in a position to control late night advertising budgets. There no longer is one dominant player in late night television, which is wonderful for us.

"When we come in, our show will be based on its merits; what the advertisers believe the audience poten-

(Continued on Page 44)

Popularity of late night TV personalities

Numbers reflect a quotient determined by dividing a performer's familiarity by his popularity. The highest possible rating is 100; the lowest is 0.

	Adults		Men	Women
	All adults	18-34	18-34	18-34
Chevy Chase:	30	36	41	35
Jay Leno:	25	27	31	23
Johnny Carson:	21	25	32	16
Arsenio Hall:	18	23	16	29
Dennis Miller:	18	20	20	21
David Letterman:	16	24	31	16

Based on written surveys completed by 1,800 respondents in May. Chevy Chase's ranking is based on 1990; all others are from 1991.

Source: Marketing Evaluations, Performer Q

MEDIA MIX

News briefs in print, electronic and alternative media.

Dad sues school over "Channel One." The father of an eighth-grade student filed suit against the Knox County, Tenn., school system over "Channel One." Steven Wallace, in a suit filed in U.S. District Court in Knoxville, alleged the programs and commercials on Whittle Communications' classroom TV network have no educational value and deny his son's rights. Whittle said the suit is between the parent and school board, and wouldn't comment.

Cable company sued over late fees. A $30 million class action law suit has been filed in Chancery Court in Memphis, Tenn., against Memphis Cablevision Co. by three subscribers who contend the company's $10 late fee is illegal. Attorneys for the three say they will enter an injuction plea May 27 prohibiting further assessments and collections of such fees. Dean Deyo, manager of Memphis Cablevision, said he is preparing a response that will be filed by monthend. He said $10 is a fairly common amount for late fees, which don't violate usuary law, as the suit alleges. Attorneys for the plaintiffs say the late fees are higher than reasonable given the cost of services provided, and Cablevision is being unjustly enriched by the late fees.

Event strategy. ABC Entertainment President Bob Iger said "event series" would become a regular feature on ABC's prime-time schedule. Oliver Stone's "Wild Palms" will be the first of three or four series to air during the season, he said. ABC also has committed to an event series being developed by author Judith Krantz. Event series, which air a limited number of episodes on consecutive weeks, differ from miniseries, which air on consecutive nights. "Wild Palms" will open with a 2-hour episode followed by four 1-hour episodes, Mr. Iger said.

Kids' programming at starting gate. ABC announced its Saturday morning children's programming plans. The network added three new half-hour animated series: "The Addams Family," "Goof Troop" and "Wild West C.O.W.—Boys of Moo Mesa." CBS added four half-hour animated series: Steven Spielberg's "Fievel's American Tails," "Disney's the Little Mermaid," "Disney's Raw Toonage" and "The Amazing Live Sea Monkeys." NBC announced its new Saturday morning teen programming schedule last month.

"Roseanne" solid for two more seasons. ABC negotiated a contract extension with "Roseanne" producer Carsey-Werner Co. that will keep the prime-time hit on the network for at least two more seasons. "Roseanne" was the second-highest-rated prime-time series of the 1991-92 season. □

Ad turnaround hinted

Big magazines join niche books in recovery

By Scott Donaton

For the first time in more than two years, big magazines have something to smile about.

Although some smaller, special-interest magazines have fared well during the recession, larger titles are leading what appears to be the start of a comeback.

MEDIA WORKS

Sixteen of the top 20 in ad pages saw pages rise for the first quarter, an about-face from first quarter 1991, when 16 of the top 20 registered declines.

PIB first reported that March pages rose 0.1% from last March to 13,577, marking the second consecutive month of gains (AA, April 13). But it adjusted the numbers after discovering some magazines had five reporting weeks in March this year, up from four weeks last year. With that factored in, pages actually fell 3.2% for the month, PIB said.

For the first quarter, PIB-tracked magazines carried 35,873 ad pages, down 0.9% compared with the same period in 1991. First-quarter ad revenues rose 3.9% to $1.47 billion.

Larger titles are doing better because "as soon as things turn, advertisers want to . . . reach mass market," said Martin Walker, president of Periodical Studies Service, a consultancy.

"It's fair to say the first-quarter results are a sign that bottom has been hit and things are beginning to turn around," he said, "but it's too early to make any optimistic predictions for the year."

Increased spending in the top 10 ad categories also signals a likely turnaround. The top 10 categories (ranked by revenue) accounted for 25,160 pages for the quarter, an increase of 0.4%.

The No. 1 category, automotive, was up 3.02% with 3,948.3 pages. Also posting strong gains were business and consumer services (3,013.3 pages, up 23.5%) and drugs (915.1 pages, up 19.3%), a newcomer to the top 10.

Food fell the most, down 16.6% to 1,559.7 pages. No. 11-ranked cigarettes and tobacco continued its free fall with 641.1 pages, down 41.7%. The category ranked eighth for the period last year.

Magazines below PIB's top 20 had less to cheer about than the bigger books. Of the top 50 titles, only 27 saw pages rise through March. Of the top 100, only 46 were up for the quarter.

Bride's & Your New Home led all magazines after three months with 843 pages, a 4.4% increase. *Business Week* ranked second, up 21.1% to 727.5 pages. *Forbes* also

Top 10 magazine ad categories by revenue

Category	1992 revenue	% chg	1992 pages	% chg
Automotive*	$229,858,356	9.16	3,948.3	3.02
Direct response cos.	$157,072,175	2.39	4,861.1	−0.45
Toiletries	$124,719,698	−8.95	2,490.5	−10.44
Food	$109,244,084	−2.45	1,559.7	−16.62
Business & consumer svcs.	$108,290,951	29.76	3,013.3	23.48
Apparel**	$102,403,599	5.89	3,579.6	−5.05
Travel, hotels & resorts	$93,798,474	6.67	2,898.6	−0.39
Computers & office equip.	$55,682,483	27.26	1,272.3	9.90
Drugs	$47,719,289	33.34	915.1	19.27
Publishing & media	$45,185,292	−5.57	621.6	−2.57

Revenue and page figures are from January-March 1992. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

saw pages rise 21.1% to 685; *Fortune's* 451.7 pages were up 10.5%.

Entrepreneur was the largest monthly with 552.6 pages, a 3.2% increase.

Other mass-market magazines showing strength through March included: *Sports Illustrated*, which carried 512.7 pages, up 12.1%; *New York Magazine*, up 13.3% to 491.8; and *The New Yorker*, carrying 377.6 pages, a gain of 18.8%.

Time maintained a slight lead among newsweeklies with 443.6 pages, a 0.5% increase. *Newsweek* was close behind with 437 pages, an 18.4% gain. *U.S. News & World Report's* 390.6 pages were up 19.4%.

Good Housekeeping also held its lead in the women's service field for the first quarter, despite a 2.3% drop to 371.9 pages. *Family Circle* finished a close second with 357.2 pages, up 2.8%. *Ladies' Home Journal's* pages fell 14.8% to 305.5.

Woman's Day continued on the comeback trail, due in part to a frequency increase to 17 from 15 times per year. Its 282.6 pages were up 39.2%. Rounding out the field were *Better Homes & Gardens* (278.7 pages, down 5.6%), *Redbook* (249 pages, down 3.7%) and *McCall's* (246.3 pages, down 3.1%).

The battle between national Sunday magazines *Parade* and *USA Weekend* raged on as both continued to buck the recession. *Parade's* 215.1 first-quarter pages were up 9.4%. *USA Weekend's* 187.9 pages marked a 25% rise. □

Joe Mandese coordinates MediaWorks.

Magazine ad page leaders

Publishers Information Bureau figures for January through March 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Bride's	843.02	4.4	16,256,096	6.8
2	Business Week	727.49	21.1	44,248,100	22.2
3	Forbes	665.12	21.1	31,231,392	22.9
4	The Economist	671.83	24.2	7,310,712	47.3
5	Modern Bride	653.31	4.2	11,228,362	11.7
6	TV Guide	634.36	-2.9	71,304,190	-7.7
7	Bridal Guide	625.30	11.3	5,270,254	58.3
8	People	597.47	-9.9	65,968,726	-4.3
9	Entrepreneur	552.55	3.2	6,772,478	17.8
10	Vogue	526.18	-19.5	21,671,025	-18.1
11	Sports Illustrated	512.69	12.1	70,592,130	13.8
12	New York Magazine	491.78	13.3	8,790,693	17.7
13	Golf World	478.00	11.7	4,370,077	18.1
14	Fortune	451.74	10.5	24,741,171	12.4
15	Time	443.62	0.5	72,120,916	10.1
16	Newsweek	437.01	18.4	50,328,459	19.6
17	Yachting	397.11	8.7	2,687,145	17.9
18	U.S. News & World Report	390.62	19.4	35,448,627	28.8
19	American Way	386.74	10.5	5,551,224	4.8
20	Cosmopolitan	386.57	-12.6	26,666,313	-8.4
21	The New Yorker	377.57	18.8	11,042,571	20.4
22	Good Housekeeping	371.92	-2.3	40,175,069	3.4
23	Family Circle	357.18	2.8	32,044,107	9.3
24	Muscle & Fitness	354.23	0.2	6,747,576	4.9
25	Golf Magazine	342.27	-6.9	11,904,892	-4.9
26	Golf Digest	339.29	20.0	19,281,484	17.3
27	W Magazine	332.66	8.6	8,922,302	21.0
28	Elle	323.70	-18.0	11,387,934	-11.6
29	Popular Photography	309.92	-1.9	7,757,988	7.2
30	Ladies' Home Journal	305.52	-14.8	24,146,193	-9.7
31	Financial World	305.36	145.0	7,611,344	173.6
32	Skin Diver	299.66	-12.9	3,238,704	-7.4
33	Salt Water Sportsman	291.10	-3.8	1,926,418	-11.3
34	Parents	290.32	-10.2	13,572,213	-4.6
35	Texas Monthly	287.28	-3.6	3,588,019	4.9
36	Sunset	285.68	-12.5	10,987,536	9.7
37	Glamour	285.45	-21.0	16,656,973	-19.0
38	Rolling Stone	285.44	-4.6	12,674,703	8.1
39	Woman's Day	282.58	39.2	22,785,647	50.7
40	Southern Living	280.39	3.7	16,537,843	11.4
41	Better Homes & Gardens	278.74	-5.6	35,523,292	1.8
42	Architectural Digest	275.54	-2.1	7,727,920	-0.4
43	GQ	272.30	-23.5	8,446,832	-11.0
44	Vanity Fair	269.68	14.4	11,067,017	35.3
45	Skiing	267.99	16.7	5,580,164	19.0
46	Money	267.30	-4.6	18,077,925	-3.1
47	Travel & Leisure	250.98	-22.6	12,094,149	-7.6
48	Redbook	248.99	-3.7	14,708,790	-17.8
49	Jet	246.96	4.7	4,436,852	6.9
50	McCall's	246.34	-3.1	19,223,693	-1.7
51	Car & Driver	242.15	-11.1	11,629,247	1.7
52	Ski	241.64	-2.8	5,268,146	1.4
53	Black Enterprise	238.31	10.5	3,834,691	23.5
54	Harper's Bazaar	236.40	-15.2	6,781,917	-16.2
55	Ebony	234.80	-6.6	9,007,281	-4.9
56	Conde Nast Traveler	233.89	4.9	7,163,991	7.9
57	Inc.	230.41	16.8	5,746,962	6.8
58	Gourmet	219.91	-9.9	6,813,617	-7.9
59	Country Living	216.51	-2.9	9,852,972	1.7
60	Parade*	215.07	9.4	112,137,640	11.8
61	Mademoiselle	208.55	-19.8	7,973,312	-14.5
62	Seventeen	206.44	-12.3	6,794,475	-15.4
63	Road & Track	205.83	-14.8	7,122,174	-2.8
64	Delta Sky	203.78	5.6	6,179,975	12.5
65	Bassmaster	199.92	-22.6	4,379,198	-16.9
66	Outside Magazine	196.28	18.2	4,420,803	53.0
67	Bon Appetit	194.86	-13.4	6,838,624	-6.0
68	Mirabella	193.20	-15.5	5,540,558	25.5
69	Four Wheeler	193.11	-10.7	1,542,942	-22.3
70	Reader's Digest	192.21	-8.3	23,863,673	3.8
71	Esquire	188.60	-2.4	6,715,548	11.1
72	USA Weekend*	187.89	25.0	42,156,130	48.5
73	Parenting	186.55	14.7	4,927,561	32.8
74	San Francisco Focus	185.95	0.5	1,290,272	2.2
75	Self	184.81	-7.4	7,701,759	-7.5
76	Shape Magazine	184.46	22.0	3,392,266	28.4
77	Omni	182.33	2.8	4,860,906	3.4
78	Penthouse	180.82	1.7	7,196,778	1.4
79	Sports Afield	178.14	-7.6	3,711,250	-5.5
80	Entertainment Weekly	177.98	-4.1	5,602,737	38.7
81	Bicycling	177.95	-12.3	3,195,440	2.9
82	Smithsonian	174.22	-16.1	8,204,785	-8.5
83	Motor Trend	170.46	-17.1	7,774,823	0.0
84	Field & Stream	170.44	-12.4	7,415,018	-15.5
85	Essence	169.34	2.9	5,409,717	21.6
86	Northwest World Traveler	167.63	37.2	3,205,364	3.9
87	Metropolitan Home	167.35	-2.6	5,757,891	-6.1
88	Automobile Magazine	166.52	-1.4	4,721,250	6.6
89	Kiplinger's Personal Finance	165.13	13.3	4,775,500	13.9
90	Working Woman	163.78	-23.4	5,805,737	-14.8
91	Outdoor Life	162.10	-12.1	5,175,281	-13.1
92	House Beautiful	162.07	1.9	6,036,157	-3.7
93	Yankee	161.55	-2.9	1,694,730	-22.7
94	Atlantic	157.02	4.9	3,097,928	16.2
95	Longevity	156.22	25.0	1,235,125	35.9
96	Popular Science	155.43	4.9	5,542,419	14.1
97	HG	153.63	-20.5	4,550,527	-12.7
98	Compute	153.27	-28.8	1,349,708	-28.6
99	M Magazine	151.67	-0.6	2,230,257	6.9
100	Tennis	149.78	-1.7	5,247,996	2.8

Percent change compares January-March in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

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NETWORK

Contact George Hirsch,
Group Publisher (212) 573-0334.

Source: MRI Fall, 1991.

Carson legacy

(Continued from Page 10)

tial of a great show on this emerging network is. I have no concern whatsoever about being able to sell the time we'll have in this show."

Although a final format hasn't been set for the Chevy Chase show, Mr. Kellner said it would be a "comedy show with some talk elements" that would probably air for 1 hour six nights a week (five orginals and one repeat).

Noting that Fox's planned national news programming would air at 10 p.m. (ET), Mr. Kellner said Fox is considering an 11 p.m. or 11:30 p.m. slot for the Chevy Chase show. An 11 p.m. slot would pre-empt much of the late night competition, which normally starts at 11:30 p.m. "The Tonight Show" begins at 11:35.

Aside from Mr. Carson's personality, Mr. Kellner said NBC's "The Tonight Show" will lose Mr. Carson's ability to attract the best talk show guests and interview subjects, which Fox plans to take advantage of with the Chevy Chase show.

Fox executives have been tracking a long list of personalities and performers as potential late night hosts for about four years but were waiting for the right time before proceeding, Mr. Kellner said.

"We've been monitoring the talent pretty closely, but we didn't have Chevy on our list, because we didn't think we could get him," he explained.

Fox executives tried to woo NBC's other late night talk show host, David Letterman, to launch a late night show on Fox, as did ABC. But executives familiar with Mr. Letterman's contract say he's locked up for two years.

A senior ABC executive also said Mr. Letterman has decided to stay at NBC, because he believes NBC will be purchased by Paramount Communications.

Mr. Letterman reportedly was angered when NBC passed him over and chose Mr. Leno to succeed Mr. Carson as host of "The Tonight Show."

But the ABC executive said Mr. Letterman believes Paramount executives will make suitable amends. Paramount Chairman Brandon Tartikoff previously was president of NBC Entertainment and has close ties to Mr. Letterman.

While declining to comment on Fox's negotiations with Mr. Letterman, Mr. Kellner said Fox's research indicated Mr. Chase is the ideal candidate for the new Fox show. The actor has strong appeal among younger demographics, an area where Fox has carved its programming niche, he said.

Indeed, according to data from Marketing Evaluations TVQ Services, Mr. Chase ranked higher in popularity than all the current major late night talk show personalities.

Among adults 18 to 34, Mr. Chase scored a 38 on Marketing Evaluations' Performer Q index. The Q scores are based on a personality's familiarity and popularity.

The next most popular late night personality among 18-to-34-year-olds was Mr. Leno, with a 27 Q rating.

Mr. Carson had a 25, Mr. Letterman a 24, Arsenio Hall a 23 and Dennis Miller a 20.

"Fox definitely made the right decision with Chevy Chase," said Henry Schafer, exec VP at Marketing Evaluations. Mr. Chase's "appeal is the highest among younger people. Jay Leno and Johnny Carson are most popular with the 55-plus audience."

Although Mr. Chase currently doesn't have a TV show, his popularity has been reinforced by his movies and reruns of the "Saturday Night Live" TV series, said Mr. Schafer, a former research executive at ABC.

"The old 'Saturday Night Live' shows are getting a lot of play on cable, particularly the younger-skewing cable like Nickelodeon and MTV," he said. "That exposure is reintroducing him and re-exposing him all the time to a new generation of viewers."

Mr. Kellner said Fox would be able to exploit Mr. Chase's appeal among young viewers because the network's prime-time series are most popular with younger viewers.

"We have the ability to promote a late night show as much as any network has ever had it, because the core audience is going to be 18 to 34 and 18 to 49, with a lot of male viewing. This is a perfect fit for us," Mr. Kellner said.

Meanwhile, several syndicated late night series are poised to make their debuts. Multimedia Entertainment will introduce the "Rush Limbaugh" show, and BYCA Television's "The Byron Allen Show" will be expanded to a weeknight strip from a once-a-week series.

Those new syndicated shows are going after time slots on independent TV stations and network affiliates. They join Paramount's "The Arsenio Hall Show" and Tribune Entertainment's "The Dennis Miller Show."

While NBC isn't expected to lose many "Tonight Show" clearances initially because of Mr. Carson's retirement, CBS and ABC may be vulnerable.

Although CBS has had marked gains in its late night performance with the "Crimetime After Primetime" lineup, the shows still have a relatively low ratings base. Many affiliates may feel they can do better with one of the new syndicated shows.

ABC's "Nightline" still performs well, particularly with upscale demographics, but ABC has had a hard time developing a suitable show to follow it, and there have been rumors the network might drop the news series in favor of a talk or entertainment format.

As for Mr. Leno's performance as host of "The Tonight Show," only time will tell.

Mr. Carson—drawing an analogy to speculation when he took over from hugely popular Jack Paar—once said: "They'll be saying, 'Who could follow Carson?' just like they said, 'Who could follow Paar?' Well, believe me, somebody can—and will."

But the question is, is that somebody Jay Leno? □

Raymond Serafin contributed to this story.

Carson's victims

A list of the most significant talk show programs that tested the strength of "The Tonight Show."

Show	Rating	Carson's rating
"The Joey Bishop Show" (ABC) May '67 to Dec. '69	3.7	7.3
"The Merv Griffin Show" (CBS) Aug. '69 to Feb. '72	4.5	7.5
"The Dick Cavett Show" (ABC) Jan. '73 to Dec. '74	3.4	7.9
"Thicke of the Night" (Syn.) Sept. '83 to Sept. '84	1.0	6.6
"The Late Show Starring Joan Rivers" (Fox) Oct. '86 to May '87	2.6	7.0
"The Arsenio Hall Show" (Syn.) Jan. '89 to present	3.2*	5.2
"The Pat Sajak Show" (CBS) Jan. '89 to April '90	3.0	5.5
"The Ron Reagan Show" (Syn.) Aug. '91 to Dec. '91	0.8	5.0
"The Dennis Miller Show" (Syn.) Jan. '92 to present	1.7	5.2

*Season-to-date (9/8/91 to 3/22/92) average. All ratings represent head-to-head comparisons based on Nielsen Television Index. Source: NBC

Late night ratings summary

Program	Household rating/share 1990-91	1991-92	% chg
Saturday Night Live (NBC)	7.3/22	8.4/24	15.1
Tonight Show (NBC)	4.9/16	5.0/16	2.0
Nightline (ABC)	5.8/16	4.6/13	−20.7
Arsenio Hall (Syn.)	3.4/12	3.3/12	−2.9
David Letterman I (NBC)	3.1/15	3.0/14	−3.2
Late Night I (CBS)	1.7/8*	2.9/10	70.6
Comic Strip Live (Fox)	2.7/7	2.8/7	3.7
David Letterman II (NBC)	2.5/15	2.5/15	—
Friday Night Videos (NBC)	1.8/12	1.6/11	−11.1
ABC's In Concert (ABC)	—	1.6/6	—
Later With Bob Costas (NBC)	1.5/12	1.4/11	−6.7
Late Night II (CBS)	0.9/7*	1.0/6	11.1

*Last season, "Late Night I" and "Late Night II" aired one-half hour later because of the canceled "America Tonight," which aired at 11:30 p.m. (ET). Source: N W Ayer analysis of Nielsen Media Research data

Top 10 advertisers

Spending on late night network programming in millions of dollars.

Advertiser	1990	1991	% chg
Sears, Roebuck	$23.3	$21.5	−7.7
Philip Morris	13.8	20.5	48.6
Procter & Gamble	13.7	17.7	29.2
Anheuser-Busch	13.1	14.1	7.6
General Motors	15.2	12.8	−15.8
AT&T	15.2	11.9	−21.7
Toyota	14.3	11.3	−21.0
Walt Disney Co.	8.7	10.6	21.8
Ford Motor Co.	10.3	9.1	−11.7
Bristol-Myers/Squibb	11.6	7.9	−31.9

Source: Arbitron's MediaWatch

Fox commits to HDTV

LOS ANGELES—Fox Television Stations is the first station group in the U.S. to commit to high-definition TV technology.

Fox entered into a deal with Harris Allied Broadcast Division for the advanced transmitters for its stations in seven markets. □

AT THE NEW YORK GAMES, EVEN THE TV AVAILS ARE GOING FAST.

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Purina bites back into pet food

O.N.E. lines for cats and dogs spell S-U-C-C-E-S-S over 'professional' competitors

By Julie Liesse

In the mid-1980s, upstarts like Iams Co. and Hill's Pet Products began gnawing into Ralston Purina Co.'s pet foods business. Now the top dog is snarling back.

Dog and cat foods account for 24% of Ralston Purina's sales of $7.4 billion, 40% of profits and a big chunk of corporate ego. But independently owned Iams and Hill's, a $500 million subsidiary of Colgate-Palmolive Co., were luring pet owners away from supermarkets with expensive cat and dog foods, each sold with the imprimatur of "professionals"—breeders, veterinarians and pet shop owners.

Purina saw its market-leading 25% to 30% share of the pet food market under attack.

In reaction, Purina's Pro Plan line hit shelves in pet shops and feed stores in 1985, with the coveted recommendation of top dog breeders—a now all-too-familiar ploy of Iams and Hill's and a passel of regional brands. Hill's used "veterinarian recommended" in its Science Diet logo, while Iams advertised its "special pet foods sold only at special stores."

By 1990, Purina wrote its first "prescription" for pet food sold only through vets, Clinical Nutrition Management, challenging Hill's very successful Prescription Diet.

By 1991, Hill's, Iams and other smaller brands were siphoning off more than $1 billion in pet food sales from supermarkets—representing potential additional sales of 15% to the retail outlets.

So last spring, Purina unleashed the final, critical phase of its battle plan. Wielding a marketing budget of $40 million to $50 million, the company expanded its 4-year-old Purina O.N.E. dog food to compete head to head with Iams and Hill's Science Diet but on its battlefield of choice: the supermarket.

If Science Diet could offer "lifestage" pet foods—different chows for puppies, senior dogs and overweight canines—then Ralston could offer Purina O.N.E. (Optimum Nutritional Effectiveness) in puppy, adult and Lite Dog varieties. If Iams' distinct kitten and cat foods could lure pet owners to try "special foods sold only at special places," well, Purina could go O.N.E. better with two cat food formulas, too.

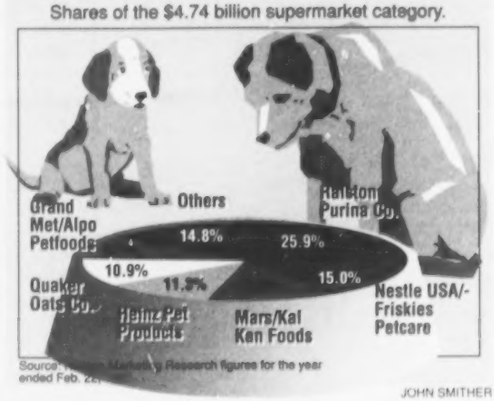
Better yet, the O.N.E. products would be 20% to 25% less expensive than Iams or Science Diet—and spare the buyer a special trip to a "special store."

There were a couple of tricky parts: Retailers had to be convinced O.N.E.—now with 17 different items instead of the original two—would pay off enough to justify the additional shelf space. Then, of course, this was a recession, hardly an environment for a superpremium line.

A year later, it looks like Purina barked up the *right* tree.

Who's top dog in pet food sales

Shares of the $4.74 billion supermarket category.



Source: [illegible] Research figures for the year ended Feb. 2[illegible]

JOHN SMITHER

In just one year, O.N.E. dog food sales alone jumped 36%, making Purina O.N.E. a $67 million business—much of the new business presumably coming at the expense of Iams and Hill's.

"What Ralston has said is that consumers have traded down from the more expensive specialty pet store brands to the high-end supermarket products, and that's where they've picked up volume for O.N.E.," said Michael Mauboussin, County NatWest Securities USA analyst.

That's great news for Purina, other pet food marketers and retailers. U.S. pet owners spend $6 billion a year on supermarket pet food. But marketers have fought for each scrap of profit; costly trade promotions and price wars have mauled the bottom line.

Insiders estimate Mars Inc. has lost millions of dollars helping its Kal Kan Foods make the Pedigree and Whiskas brand names leaders in canned pet foods. The more consumers choose superpremium, high-profit brands like O.N.E. instead of lower-price mainstream brands like Alpo and Purina Dog Chow, the more profit is available in the category.

Supermarket managers understand that and drool at getting some of that $1 billion back, too. You can now find more than 4,000 Purina O.N.E. "nutrition centers"—or sometimes a Vons, Jewel or Kroger nutrition center amply stocked with O.N.E.—in supermarkets around the country.

"Would grocery stores have accepted this kind of line four years ago? No," said Terry Block, VP-pet food marketing at Purina. "But we started thinking about how to approach this market in 1985, and with the original O.N.E. dog food, launched in 1987, we had laid a strong foundation for our success."

Purina continues to hit Iams and Hill's hard with wholesome actor Robert Urich and his golden retriever sidekick, Jake, who together pitch O.N.E. as "Second to none" on TV and in magazines. Scali, McCabe, Sloves, New York, handles the account.

And the leader isn't alone in targeting Iams and Science Diet: As the Purina O.N.E. offensive rolled out, Quaker Oats Co. simultaneously relaunched its 10-year-old Cycle brand with a new "Advanced Nutrition Formula," new packaging and new comparative ads—and a slightly higher

(Continued on Page 48)

CIRC, DEMOS, AND THE COMICS.

In other words, the largest circulation in the New York metropolitan area, the only circulation of any New York daily to grow in the last three years, and 2.2 million young, better-educated readers who appreciate the better things in life. Maybe your agency and your clients would appreciate running in a finer New York paper. Call us. We'll talk.

New York Newsday

Newsday

TRUTH, JUSTICE, AND THE COMICS.

AD REVIEW

Foundation's ad skirts tough abortion issues

Garfield

By Bob Garfield

He has a kind, handsome face and she is lovely in an unthreatening, Jane Pauley sort of way. As she pours his coffee, the soft dusty morning light bathes them in a nearly angelic glow. They're all smiles, comfortable in their sweatshirts and their lovely home, yet there is an odd emptiness to this scene.

What could possibly be missing?

The phone rings, and the husband volunteers to get it. The caller could be a direct marketer or the neighbor or Mom, but before a word is spoken somehow this couple knows that their prayers have been answered, their terrible void filled, their lives made whole.

Looking confirmingly at his wife, the husband says, "We have a daughter." Yes, it was the adoption agency. Yes, good things happen to good people.

"Last year," says the narrator, "over 50,000 women found families to adopt their unexpected children. They decided, instead of abortion, to tough it out and bring their babies into the world. They held to their belief that nothing is more precious than human life. To all those mothers, the families that adopted these children would like to say, 'Thank you.' "

The frame freezes as the new mother—now in a nursery holding her baby—looks up at her husband with an expression of love and joy, fulfillment and wonder, trepidation and awe.

Rating: ★ ★

"Life," says the announcer. "What a beautiful choice."

Soft images of a lovely couple in some ways distill—and in others obscure—the wrenching national debate over abortion.

Wow! The perfect case for adoption, distilled, crystalized and magnificently photographed in 37.2 seconds. What follows is 22.8 seconds more of direct-response pitch, flogging an 800 number and a book called "Journey to Life." But the heck with that.

By the time he's done, I don't want to order a book. I want to actually get pregnant, so I, too, can tough it out and give my baby to this beautiful and deserving lady, just so she'll look at me with her limpid blue eyes and say, "Thank you."

This euphoria lasts approximately 1 second. Then I remember that this is *advertising*, like those super glue spots showing men hanging by hard hats from girders and glue-repaired hammers hammering glue-repaired nails. Those are "Wow!" ads too, but they neglect to show what you get when you try to superglue your broken eyeglasses together, namely: a miraculously bonded thumb and forefinger and a broken pair of eyeglasses.

Hence the 800 number. The sponsor—the secretive Arthur S. De Moss Foundation—and the unnamed mystery admen who produced the spot need you to dial up before reality sets in. The reality is that this perfect case for adoption is just that: a perfect case, neglecting all of the not-so-pat situations which don't involve a healthy, white baby for America's Ideal Couple but which nonetheless constitute real life.

Furthermore, "What a beautiful choice" isn't so gentle, positive and non-confrontational as it first seems. While free of overt recriminations and "baby killer" talk, its heroic characterization of women who complete their pregnancies implies that women who choose abortions are therefore cowards. What pregnant woman—or girl—facing a life or death decision, needs some condescending man to tell her to "tough it out"?

Somebody on the so-called "pro-life" side of the abortion debate might not be insulted, but what becomes clear is this isn't an ad so much as a Rorschach test, in which the patient's interpretation of inkblots depends entirely on what's already in his head.

The De Moss Foundation cannot succeed if its advocacy merely separates the pro-choicers from the pro-lifers. The function of advertising, after all, is to persuade—not just to bathe sales pitches, and handsome couples, in the best possible light. □

How Burnett contended with Chicago Loop flood

CHICAGO—Wally Petersen, Leo Burnett USA's VP-communications, flew into O'Hare April 13, hopped in a cab and told the driver to take him to the Burnett building in the Loop.

"Where are you from? Another planet?" asked the surprised driver. The Loop was filling with water.

A breach in an underground tunnel system last week filled the tunnels and lower levels of many buildings with 250 million gallons of Chicago River water.

Most of the city's large agencies are located outside the Loop, and weren't affected. Although there was no flooding inside the Burnett building, operations did shut down the afternoon of April 13 at the city's request because of concerns about security and electricity in the area.

Shortly before noon, Bill Engelbrecht, exec VP-administration, took to Burnett's intercom system to ask all pregnant or disabled staffers to leave immediately. All others were advised to leave as soon as possible.

The building's emergency generator was readied in case of a power outage, but one never came.

The evacuation didn't mean that all work stopped. A group of Kellogg Co. executives and Burnett account staffers gathered up their research and moved their discussion of Kellogg's Frosted Flakes across the river to a table at Harry Caray's restaurant.

The agency's creative review committee jumped into cabs and reassembled at the Belden Stratford hotel on the city's dry North Side to evaluate new advertising for Kraft USA's Di Giorno pasta.

Focus groups on Green Giant, for which Pillsbury Co. executives were flying in, were moved to suburban Lincolnwood.

That night, the agency activated its Crisis Communications Plan to spread word Burnett would be open for business April 14. Key executives were notified first and asked to call members of their groups, who called others, and so on until all 2,300 employees had been called. □

Pet food

(Continued from Page 45)

price tag to make those retailers perk up.

The result has been the first good news for Quaker's downsized pet food division in five years. The $37 million Cycle relaunch paid off in a 25% boost in sales for its dry dog food, now a $105 million franchise.

"We're very happy with what's happened with Cycle. We see nutrition as a major long-term influence for people buying pet food, as it has been for other food products," said Doug Mills, senior VP-general manager of Quaker's pet food division.

Despite the success of O.N.E. and Cycle, Kal Kan may have bitten off more than it can chew with its category entry, Expert.

Launched about the same time, the Expert brand is broader than either Purina O.N.E. or Cycle; Expert includes not only dry cat and dog food but canned foods and dog biscuits as well.

Despite the additional products, and the promise of $50 million for marketing, Expert had total sales of about $36 million last year.

Kal Kan overreacted to Purina's expansion of O.N.E., industry executives say. While Purina tested canned foods and biscuits in one market—and pegged them as slow-moving items—Kal Kan opted to roll out its line without testing, in hopes of beating O.N.E. to market.

Kal Kan wouldn't comment on the product line.

"For the broader O.N.E. line, we knew we had a good idea from our market testing, and invested the time to introduce the right products into supermarkets," Mr. Block said.

Purina this month is out-Iamsing Iams with a new line of a lamb and rice formula foods, for older dogs and those with more delicate appetites.

Although rumors occasionally circulate about Iams moving its products into supermarkets, "We haven't seen them come this way yet," Mr. Block said. Whatever Iams does next, Purina is ready, he added.

"We were out on the edge with O.N.E. in 1987," Mr. Block admitted. "But we've had success with it, and at the same time we've been learning how to market to the specialty channel. Now we're playing in every outlet." □

Magic

(Continued from Page 1)

to use Mr. Johnson as a spokesman created a marketing opportunity for SkyBox, said President Frank O'Connell.

"While others were holding back, we're bolting forward," he said. "We're committed to him. We believe in Magic. We're not afraid."

Mr. Johnson, who's featured in several of the marketer's trading cards, is a good spokesman, Mr. O'Connell said.

"He's a wonderful athlete and human being," he said. "He relates to children . . . and our products go to children. Trading cards and Magic represent to them dreams and aspirations."

SkyBox plans to be involved with the Magic Johnson Foundation, which promotes AIDS awareness. There are discussions about a card to promote AIDS awareness to children, Mr. O'Connell said.

"We do not believe there is any reason to hide" Mr. Johnson's medical status, Mr. O'Connell said. "We got a chance to stand out and make a statement. We're not afraid to do so."

Advertising throughout the trading card industry is expected to take off soon. The endorsement deal with Mr. Johnson could make SkyBox the No. 1 advertiser in the trading card arena. Upper Deck

"While others were holding back, we're bolting forward."

Co. recently hired Chiat/Day/Mojo, Venice, Calif., to handle its estimated $5.5 million account, while Weiss, Whitten, Carroll, Stagliano, New York, was named first agency for Major League Marketing's estimated $3 million to $5 million account. Leaf and Fleer Corp. plan TV efforts in 1992, while Pro Set is seeking an agency (AA, March 9).

"The trading card arena is changing—it's going to become very advertised and promoted," Mr. O'Connell said. "At this point, it has not been a category that has been heavily advertised. It was very much limited to the collectors area. Now we're expanding out to the fan. Magic is a perfect spokesman because he is so well known."

The industry is estimated to reach $1.5 billion at wholesale in 1992, SkyBox said. Topps Co. was No. 1 with a 28% share in 1991, followed by SkyBox's 18%, the company said.

SkyBox has more than 20 lines of trading cards, including cards licensed by the National Basketball Association, National Football League and minor league baseball, as well as entertainment properties, such as Walt Disney Co., Star Trek and Marvel Comics. SkyBox is also the exclusive marketer of U.S. Olympic trading cards.

A series featuring the 1992 U.S. Olympic basketball team, which includes Mr. Johnson, will be out in June and is likely to be featured in SkyBox advertising. □

Bradley Johnson and Kate Fitzgerald contributed to this story.

Pizza

(Continued from Page 1)

comply as well.

The independently owned Okeechobee Domino's, which has ordered its drivers not to chase Pizza Hut drivers if spotted, isn't bound by the corporate edict.

The practice has occurred infrequently, said Ginger Sherman, senior director-advertising and events for Pizza Hut, but often enough to leave a bad taste in the mouths of officials at the PepsiCo unit.

"It's too bad that Domino's feels the need to resort to bush league behavior," Ms. Sherman said.

"We've obviously made them nervous, and this is how they've responded," she said.

Domino's won't check whether franchise stores keep using the tactic, since the matter is up to the individual franchisee, said Mike Jenkins, Domino's director-national public relations.

Corporate Domino's stores were told to quit the practice in March. □

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INSIDE

Advertising Age International
Premiere Issue
Ian Martin
GRAND METROPOLITAN:
A global giant on the move—Page I-1.
The largest agency networks in Europe, Asia & Latin America—Page I-4.

A new world view

In this issue of *Advertising Age*, we unveil a new supplement called *Advertising Age International*, focusing on news and trends in global marketing. You'll find it after Page 36.

If you would like to receive a free copy of *Advertising Age International* in future issues of *Ad Age*, fill in the form on Page I-32 and fax it to our subscription office.

Advertising Age International will be published six times this year. This week, the supplement is included in every copy of *Ad Age*, but after today it will only be sent to those who specifically request it.

LAST MINUTE NEWS

Berlin faces query on McKenzie

NEW YORK—Andy Berlin, the new president of DDB Needham Worldwide's office here, will be served with a subpoena this week regarding his relationship with the marketer of St. Ides malt liquor, attorney Russell Smith said. The rap group Public Enemy and lead singer Chuck D filed suit in U.S. District Court here last year against McKenzie River Co., alleging Chuck D's voice was used in a radio spot and promotional tape without permission. Mr. Berlin had been named in the suit because he was a McKenzie board member, but was dropped from the action when the marketer assured attorneys he wasn't involved in the spot in question and wasn't a McKenzie principal. Mr. Smith, the attorney for Public Enemy, said the subpoena was requested due to a report Mr. Berlin maintains an ownership interest in McKenzie. His previous agency, Goodby, Berlin & Silverstein, San Francisco, helped create earlier ads for McKenzie. McKenzie officials said Mr. Berlin had an option on shares that was bought out last year and was dropped from the board in December. Mr. Berlin said he has no involvement now with the brewer's ads; he recently received a new option to buy shares.

Palmolive sets new detergent

NEW YORK—Colgate-Palmolive in June will roll out Palmolive Sensitive Skin, believed to be the first light-duty detergent of

(Continued on Page 8)

Hearst, Lauren at work on lifestyle magazine

By Scott Donaton and Pat Sloan

NEW YORK—Hearst Magazines and designer Ralph Lauren are negotiating to jointly launch an upscale consumer magazine that insiders think will revolve around the "lifestyle of the Ralph Lauren look."

Hearst is also working on a celebrity magazine prototype being developed by Gael Love, former editor of Hearst's now defunct *Connoisseur*. The celebrity magazine, *Hello*, was described as a cross between *Vanity Fair* and *People*, modeled after Britain's *The Tatler*.

Hearst Magazines President D. Claeys Bahrenburg has been strongly involved in the two projects, and at least one Hearst executive said that's created tensions between Mr. Bahrenburg and John Mack Carter, Hearst's director of magazine development.

Hearst confirmed it's talking to Mr. Lauren about a magazine concept, but details are being kept under tight wraps. Company officials said the project is moving forward, but there are no firm plans to test the magazine.

One executive familiar with the project indicated the magazine might not be tested for at least a year.

Mr. Lauren's organization de-

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Doug Goodman

Ralph Lauren

Doug Goodman

At *Advertising Age's* Best Awards Show: Frank DeVito, Lintas:Worldwide vice chairman; Steve DeSantis of GGK International; film critics Roger Ebert and Gene Siskel; and Dan Wieden of Wieden & Kennedy.

From London to Oregon, advertising stars gather

By Scott Donaton

NEW YORK—It was a night of firsts for *Advertising Age's* seventh annual Best Awards Show.

It was the first time the show was held in New York, the first time agencies outside the U.S. were eligible for the creative awards and, consequently, the first time an overseas-based agency and client walked away with the top prize.

Some 300 guests were on hand at Manhattan's Hudson Theatre as film critics Gene Siskel and Roger Ebert presented the U.K.'s SELSE + Consortium and agency GGK London with the prize for Best TV Commercial of 1991.

The group of utilities companies won the award for its "Pablo" and "Terry" spots, featuring humorous interviews with animated animals about "creature comforts."

"Given the competition, it's a tremendous honor to be named the best of the best," said Steve DeSantis, account supervisor for GGK International, who accepted the award on behalf of the agency's London office.

"I wish all commercials were as good as the commercials that win these competitions," Mr. Ebert told *Advertising Age*.

Speaking of the trend toward animation, he said the technique is "terrific" because it "gives you freedom

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Advertising Age The Best Awards 1991

■ Who won The Best Awards in every category—Page 20.

Hungry shops still hoping to snare AmEx

As Chiat's ads get some 'fine-tuning,' Ogilvy, Y&R wait

By Gary Levin

NEW YORK—When American Express Co. gave creative for its core charge-card business to Chiat/Day/Mojo last November, many agencies—including incumbent Ogilvy & Mather—said the relationship wouldn't last.

Nearly six months later, the client and agency are still together, and AmEx is said to be supportive. But O&M and Young & Rubicam continue to believe the $60 million account is destined to leave Chiat.

They see signs that give them hope. And the biggest is what they and others in the industry perceive as a flawed Chiat campaign.

Chiat's work, which features the AmEx card as a larger-than-life icon, is meant to appeal to current cardmembers, who the company hopes will use its cards more often while shunning Visa and others. But it's not always working that way.

An interview with VP-Consumer Advertising Joan Bonnette in a company publication this month reveals that AmEx has been less successful than planned at preventing current customers from turning in their cards and in finding new customers—an objective although a less specific one.

Also, while some of the executions are working—including one with a larger-than-expected dinner meeting and another with a sandtrapped golf course—others are not.

She said AmEx dumped a 1980s-style spot suggesting cardmembers have the freedom to buy anything, including a baseball mitt for a dog, specifically because prospective customers liked it but current cus-

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NEWS SUMMARY

- **Hearst Magazines** and designer Ralph Lauren are negotiating to launch a consumer magazine. **1**
- **American Express** and Chiat/Day/Mojo are "fine-tuning" their charge card ads, but other shops are circling. **1**
- **GGK London** and client SELSE + Consortium won *Advertising Age's* Best TV Commercial of 1991 competition. **1**
- **Election TV spots** for a congressional candidate showing dead fetuses can't be barred under federal election rules. **3**
- **Census Bureau** data show families are back in vogue, but many are non-traditional groupings. **3**
- **'International Express,'** a weekly British tabloid, will launch a U.S. edition next month. **3**
- **Everyday low pricing** is a hot topic but also a concept that defies precise definition. **4**
- **Wal-Mart** is expanding its private-label line. **4**
- **Ford and General Motors** are trying to win back import buyers with stepped-up regional ad efforts. **4**
- **Camel cigarette ads** are effective in reaching young people, a new survey of students shows. **12**
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- **Sunday magazines** *Parade* and *USA Weekend* are outperforming the industry with ad page and revenue gains. **47**
- **Alamo** lowered its car rental prices in an attempt to benefit from publicity surrounding recent airline fare reductions. **53**
- **Western Union** added money orders to its growing list of financial services to replace the telegram business. **54**
- **Free TV time** for political candidates is promoted by some, but the outlook for passage of legislation is dim. **57**

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Oldsmobile's Losh rises to GM marketing post

By Raymond Serafin

DETROIT—General Motors Corp. has signaled its intention to emphasize marketing by naming J. Michael Losh to the new post of VP-group executive for North American vehicle sales and marketing.

General managers of all of GM's vehicle-selling divisions will report directly to Mr. Losh, 45, formerly VP-general manager of the Oldsmobile Division.

The move means GM now has a top executive whose primary responsibility is to "oversee the marketing efforts of all the divisions," said Jim Wangers, senior managing partner of Automotive Marketing Consultants. "He has to make sure that the divisions find their target and stay on target.

"Every piece of communication with the public, right down to the car's styling, needs to communicate the brand's image."

Previously, divisional general managers reported directly to the president of GM, who also had responsibility for a variety of non-marketing areas, such as product development and manufacturing.

Mr. Losh's promotion comes less than three weeks after the shake-up at the top of GM that resulted in the demotion of President Lloyd Reuss and Chief Financial Officer Robert O'Connell.

Also as part of the shake-up, Chairman Robert Stempel was replaced as chairman of the executive committee by board member John Smale, former chairman-ceo of Procter & Gamble Co.

Vice Chairman John F. "Jack" Smith replaced Mr. Reuss as president and William Hoglund, who had been exec VP-worldwide automotive components, moved up to chief financial officer.

Losh

Mr. Losh's promotion was somewhat of a surprise because of Oldsmobile's recent rocky performance, but GM observers say he's been a protege of Mr. Hoglund since Mr. Losh succeeded Mr. Hoglund as general manager of the Pontiac unit in 1984.

Mr. Losh moved from Pontiac to Oldsmobile in 1989 but has been unable to turn around Oldsmobile's lagging sales.

Last summer, the division dropped "The new generation of Oldsmobile" campaign that began before Mr. Losh arrived, replacing it with an emphasis on Oldsmobile's engineering heritage. Leo Burnett USA, Chicago and Southfield, Mich., handles.

Oldsmobile's combined car and truck market share continued to slide in 1991, to 3.7% from 3.9% in 1990. Unit sales fell 14.8% to 458,124.

With the help of the new compact Achieva line, Oldsmobile's sales have leveled off this year. Through April 20, the division sold 132,816 cars and vans, a 3.6% increase over the same period a year ago.

Mr. Losh's most innovative marketing schemes at Oldsmobile have involved customer satisfaction programs, designed to be effective at bringing back customers in the long run.

Also reporting to Mr. Losh in his new post are the customer sales and service and consumer market development departments at GM.

VP Shirley Young heads consumer market development, while VP John Rock had been in charge of customer sales and service.

However, Mr. Rock, 56, was named to succeed Mr. Losh as Oldsmobile general manager, and no successor has been named for Mr. Rock.

There's been no decision on where the communications and marketing staff, headed by VP James Fitzpatrick, will fit into the GM reorganization. Mr. Fitzpatrick's staff includes Philip Guarascio, executive-in-charge of corporate marketing and advertising. □

Kool-Aid vs. colas

Kool-Aid takes on Coca-Cola and Pepsi-Cola in a comparative TV spot breaking this week that claims the General Foods USA soft drink has 25% less sugar than the leading colas. The new 30-second spot from Grey Advertising, New York, is one of three commercials in an estimated $23 million campaign for Kool-Aid, the No. 1 powder soft-drink mix. In the spot, which uses Claymation techniques, a mother bear shopping in a grocery store asks her young offspring to get some soda. The mother is then told by other mothers that Kool-Aid is better because of its lower price and lower sugar content than Coca-Cola and Pepsi.

Power boost for PowerAde

Coca-Cola sports drink targets Gatorade in first ads

By Alison Fahey

Coca-Cola USA in early May will serve up PowerAde sports drink with an introductory ad campaign hitting Gatorade.

Previously available only as a fountain drink, PowerAde will first roll into Birmingham, Ala.; Savannah and Augusta, Ga.; and Chattanooga, Tenn. It will be available in bottles and cans at supermarkets, vending machines, convenience stores and fitness clubs.

A Coca-Cola spokesman said PowerAde will "definitely roll into other markets later in the year" but declined to elaborate.

PowerAde, a non-carbonated drink in lemon-lime, fruit punch and orange flavors, is currently in nearly 2,000 fountain outlets.

A 30-second TV commercial claims PowerAde has 33% more carbohydrates for energy than Quaker Oats Co.'s Gatorade, which owns the $500 million sports drink category with about a 94% share. Radio supports.

"The results of the product so far haven't been especially notable, but we recognize the marketing ability of a company like Coca-Cola and take any competitive challenge seriously," said a Quaker spokesman. "We will do all we can to aggressively defend Gatorade in the marketplace."

PowerAde will be the official sports drink of the 1992 Summer Olympics, but Coca-Cola said it won't run TV spots during NBC's telecast. McCann-Erickson Worldwide, New York, handles.

Coca-Cola and Quaker had contemplated a strategic alliance earlier this year where Coca-Cola Enterprises, a bottling system, would distribute Gatorade, but the deal was never completed.

"These deals fall apart routinely because companies can't decide who is going to control the business," said Tom Pirko, president of Bevmark, a consultancy.

The introduction of canned and bottled PowerAde puts Coca-Cola into direct competition with Pepsi-Cola Co. as well.

Pepsi-Cola said it will expand All Sport, its "advanced formula" sports drink, to 25% of the country by late spring.

All Sport has been testing in Houston, Minneapolis and Sacramento, Calif. The product—in lemon-lime, orange, fruit punch and low-calorie lemon-lime flavors—is available only in bottles and isn't currently in fountains.

The rollout will be backed by TV, radio and print support from BBDO Worldwide, New York. The TV commercial contrasts the frenetic pace of today's athlete with sporting scenes from the 1960s, with the tagline "Change your game." □

Poll: Camel ads effective with kids

Brand recognition highest among preteens

By Gary Levin

A survey of students suggests R.J. Reynolds Tobacco Co.'s controversial campaign for Camel cigarettes is highly effective at reaching young people, especially kids under 13.

The survey was prepared and conducted exclusively for *Advertising Age* by BKG Youth, a research and marketing company. The survey, conducted from April 1 to 10, is based on separate questionnaires to about 325 8-to-13-year-olds and 175 14-to-18-year-olds at a representative sampling of schools across the country.

The study comes as the Old Joe campaign for Camel has drawn criticism from the U.S. surgeon general and the American Medical Association; both have charged the cartoon campaign entices kids to smoke.

Results showed that when asked to name familiar cigarette brands, 90% of the younger set named Camel; 73% cited Philip Morris USA's Marlboro, the top-selling brand.

Among teen-agers asked to recall cigarette brands, 83% listed Marlboro; 75% picked Camel. Marlboro was also the favorite brand among teen-age smokers, according to the survey.

"I was blown away by the number of [smaller] kids who could name cigarettes," said Marian Salzman, president of BKG Youth.

Although the brand recognition wasn't specifically linked to Camel ads, the younger students were asked to circle items they've seen in cigarette ads, including cowboys, clowns, camels, cartoon characters, dogs, cats and dolphins.

Camels were the top choice, picked by 94%, while 83% chose cowboys, common in Marlboro ads. Also, 33% named cartoon characters, 14% cited dogs, 10% chose dolphins and 9% named cats.

Asked to explain why Camel and its Old Joe mascot were more prevalent in the minds of younger kids than older ones, Ms. Salzman said kids stop being influenced by cartoon symbols by 11. She said they also become "more skeptical consumers" by 10 or 11.

Intentionally or not, "Marlboro has done a very effective job of marketing to teen-agers," Ms. Salzman said. The top-selling brand's use of a cowboy motif is perceived to be "cool" among teens, she said.

Tobacco marketers have said repeatedly their ad efforts aren't aimed at any non-smokers and especially not at underage smokers, but rather at adult smokers who might be persuaded to switch brands.

But critics have long complained that both the imagery and prevalence of cigarette ads can't help but appeal to youngsters. *The Journal of the American Medical Association* in December published studies claiming cartoon ads lead kids to smoke.

RJR said extensive coverage of the Joe Camel controversy in February issues of *Scholastic* and *Weekly Reader* magazines, circulated nationally to schoolchildren, had boosted awareness of the brand among that age group and influenced the recognition figures.

BKG said it pretested the survey among New York City private-school students, who don't get these publications, and found the same awareness levels.

And spokeswomen at both RJR and Philip Morris said awareness doesn't translate into consumption.

"Marlboro is out there," said Sheila Banks-McKenzie, director of media affairs at Philip Morris USA. "It's almost an American icon. But because you recognize a brand does not mean you are going to smoke cigarettes."

Asked about smoking, 6% of the high schoolers surveyed said they smoke regularly, and 11% said they smoke occasionally.

Of the older group, 59% said they buy their own cigarettes. And 76% expressed a brand preference, namely Marlboro, Marlboro Lights, Philip Morris' Virginia Slims, "whatever is cheapest" (an apparent reference to generics) and Camel.

About 4% of the younger group said they had tried cigarettes.

KIMBERLY MART

RJR said the findings merely bolster its argument.

"We certainly know children see ads for all kinds of adult products," said Peggy Carter, manager of media relations. "If you've got [a 75%] recognition factor and it's the fifth brand of choice, it's obviously not having an impact."

Camel is the sixth-largest-selling cigarette overall.

Asked where they most often see cigarette advertising, 46% of the younger set named outdoor boards; 37% named magazines. But 33% of the group said they see cigarette ads on TV, even though tobacco advertising has been banned from that medium since 1971.

"Kids watch so much TV that they assume everything [runs] there," Ms. Salzman said. It's also possible younger children confused TV coverage of the Camel controversy with advertising for the brand, she said.

Among the older (and presumably more widely read) group, 59% said they see cigarette ads most often in magazines, while 34% cited outdoor boards. □

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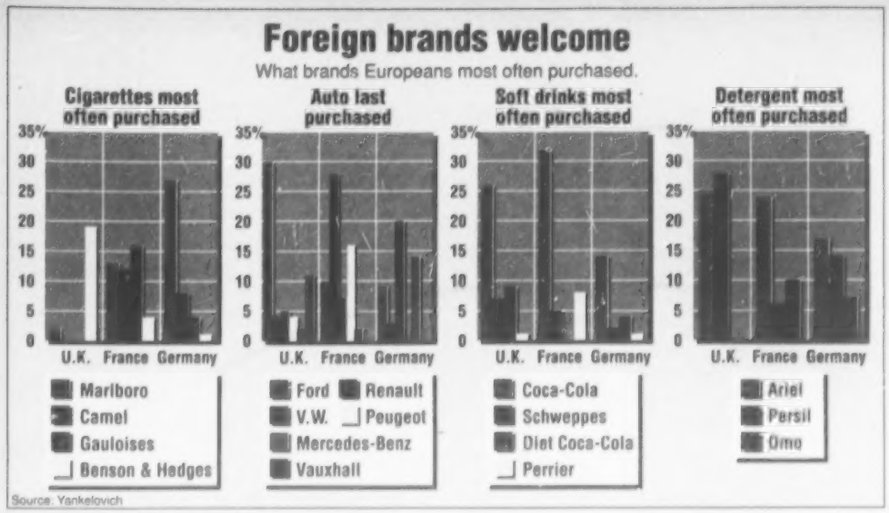


Europeans buy outside goods, but like local ads

By Nancy Giges

Europeans welcome brands from other countries, but when it comes to advertising, they prefer the home-grown variety.

An exclusive *Advertising Age International*/Yankelovich survey finds most European consumers' favorite commercials are for local brands, even though they're more likely to buy brands from marketers based in other countries.

The findings suggest that "good advertising is a necessary but insufficient determinant of marketplace success. To be the best liked advertising in a category can carry you far down the field, but you're unlikely to cross the goal line unless many other factors in your market team have contributed to overall success," said Kevin Clancy, Yankelovich chairman.

The survey—conducted by Yankelovich Clancy Shulman and its affiliates Euroresearch, London; Recherches & Strategies, Paris; and RMM, Hamburg—assessed whether consumer buying habits have become truly global and whether consumers also like the advertising of their favorite brands.

Peter Till The Image Bank

The survey assessed whether consumer buying habits have become truly global and whether consumers also like the advertising of their favorite brands.

Brands crossing borders

The survey is believed to be the first to examine brand equity and loyalty across countries. It also probed consumers' attitudes toward their purchase of brands and their reasons for selecting brands.

Respondents in France, Germany and the U.K.—the three biggest advertising markets in Europe—named Coca-Cola as the soft drink purchased most often.

But although 32% of the French respondents said Coca-Cola was the soft drink they bought most often, the highest percentage (25%) named as their favorite commercial the award-winning spot for France's Perrier bottled water, in which a woman outroars a lion atop a mountain. Only 14% selected Coca-Cola advertising.

In Germany 14% said Coca-Cola was their primary non-alcoholic refreshment beverage. A

(Continued on Page I-26)

Betrix fights beauty giants with new line

Fragrance, body-care items will take on L'Oreal, Unilever

By Dagmar Mussey

DUESSELDORF—Betrix Cosmetic this week plans to announce it's taking on L'Oreal and Unilever with a bold pan-European launch of a new fragrance and body-care line.

The 11-item Laura Biagiotti Venezia line, named after the Italian designer, is the first significant pan-European launch by Betrix since the marketer was bought by Procter & Gamble Co. a year ago.

The launch puts Betrix squarely into the booming European fragrance category, a $4.2 billion market, and the $5.2 billion premium-price cosmetics and body-care market.

The markets are highly fragmented and often dominated by local brands. Both L'Oreal and Unilever are using acquisitions and rollouts of new brands to enter these categories.

The Betrix move is seen as a way for P&G to "become a major force in the high-price fragrance and cosmetic markets, where profits are much higher than in the detergent and diaper business," an agency source said.

Betrix has annual sales of about $200 million and has a strong skin-care and color cosmetics line in Europe with its Ellen Betrix brand.

The Venezia line includes perfume, cologne, body gel, body lotion, beauty bath and deodorant products.

Industry executives predict at

(Continued on Page I-38)

WORLD NEWSWATCH

Unilever ups Brazil ad spending

SAO PAULO—Unilever's Gessy Lever unit is doubling its 1992 ad spending to $28 million, *Advertising Age International* has learned. The company is planning some 35 launches and relaunches in all its core businesses. The increase will be divided among Gessy Lever's agencies: Lintas:Brazil Comunicacoes; J. Walter Thompson Publicidade; Standard, Ogilvy & Mather; McCann-Erickson Brazil; and Lage & Magy.

New president for DIK

TOKYO—Dai-Ichi Kikaku named Hiroaki Tanaka, 51, president, succeeding Naoya Sakae, 64, the agency founder, who becomes chairman. Mr. Tanaka was exec VP-managing director of the Planning & Coordi-

(Continued on Page I-2)

How Martin sees Grand Met's global role

Grand Metropolitan, with brands like Green Giant and Burger King, is among a select tier of global marketers pushing to gain share outside its borders. Ian Martin, 56, who combines the roles of group managing director and chief operating officer of Grand Met with chief executive for the food sector and international retailing, spoke recently with* Advertising Age International *European Editor Laurel Wentz in London.

ONE ON ONE

Advertising Age: *Is your ad spending worldwide increasing or decreasing?*

Mr. Martin: It's going up. Our total spend on marketing is between $1.3 billion and $1.4 billion per annum. That would not include advertising franchisees pay for. We really believe, despite the fact the world's in recession, that you have to keep spending. A lot of our spending is on such things as the [Pillsbury refrigerated ready-to-bake dough products] launch in the U.K. and the Haagen-Dazs major developments in Europe. If we were to cut back, we would actually not be doing things that we ought to be doing. Our advertising will be up this year, I would think somewhere between 6% and 10%.

AA: *How are you developing brands internationally?*

Mr. Martin: We did a great deal of research on the Pillsbury dough products [launched recently, for example] in the U.K. The British palate for salt and sugar is somewhat different. The U.S. likes things sweeter. So you have to think locally about tailoring the brand to the local market, [but] I think the product manager's inclined to do too much local tailoring and can find the magic of the brand has gone.

AA: *What about Green Giant?*

Mr. Martin: Green Giant—it's called Geant Vert in France, Gigante Verde in Italy—is a tremendous brand I can see becoming truly international, with the cartoon figure. The great thing about Green Giant as a brand name is it's in tune with all the green values of ecology. We're doing all kinds of things [like] growing trials in Russia of asparagus and corn.

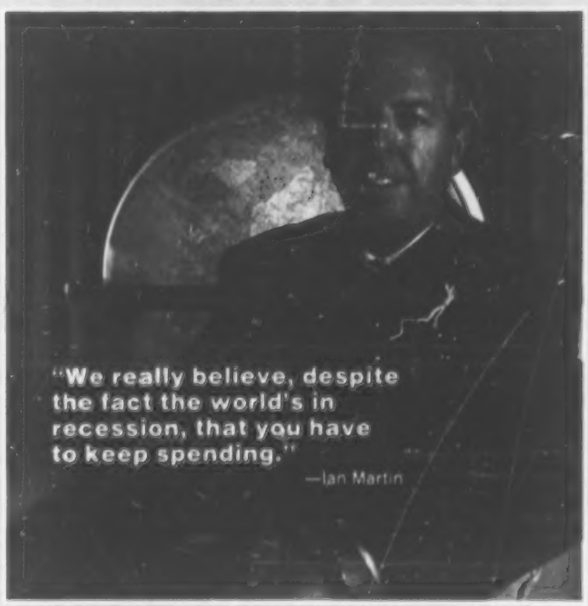
AA: *And Haagen-Dazs?*

Mr. Martin: When we bought Pillsbury, some of our advisers said we ought to sell [Haagen-Dazs]. But there was no way we were going to sell. It had $50 million sales in Japan. Now it's well over $100 million, and we are the No. 1 premium ice cream in Japan.

AA: *What are you doing to expand?*

Mr. Martin: The way we've entered the market is

(Continued on Page I-14)



Top agency networks:

Euro RSCG, Dentsu, McCann lead packs

By Nancy Giges

Euro RSCG, Dentsu and McCann-Erickson Worldwide are the top agency networks in Europe, the Asia/Pacific region and Latin America, respectively, according to *Advertising Age International's* 1991 network rankings by geographic region.

In Europe, Euro RSCG, the result of the merger of former No. 1 Eurocom and former No. 8 RSCG, racked up a commanding lead.

Euro RSCG had $837.7 million in gross income, almost double the $503.4 million of No. 2 Publicis FCB. Saatchi & Saatchi Advertising, with $383 million in gross income, moved up one place, compared with 1990, to No. 3, pushing Young & Rubicam down to No. 4.

Other shifts among the top 20 were Ogilvy & Mather Worldwide, to No. 6 from No. 7; Lintas:Worldwide, to No. 7 from No. 9; J. Walter Thompson Co., to No. 9 from No. 11, and DDB Needham Worldwide, to No. 10 from No. 13.

In Asia/Pacific, Dentsu, with gross income of $1.3 billion, remains the No. 1 network, heading a list that saw very few shifts in position among the top shops.

The top six agency networks maintained the same rankings as in 1990. McCann moved up to No. 7 from No. 8 and South Korea's Cheil Communications jumped to No. 8 from No. 12. Australia's Clemenger/BBDO joined the list at No. 14, replacing Saatchi which didn't make the ranking.

In Latin America, Lintas' acquisition of MPM Propaganda boosted the Lintas network there to No. 2, from No. 5 in 1990. With $82 million in gross income, Lintas is nipping at the heels of sister network McCann, No. 1 with $85 million in gross income.

Lintas' jump pushed JWT to No. 3 from No. 2, but Duailibi, Petit, Zaragoza Propaganda moved to No. 4 from No. 6 and Leo Burnett Co. rose to No. 5 from No. 7. Others that dropped were O&M, to No. 6 from No. 3, and Y&R, to No. 7 from No. 4. Grey Advertising joined the list, replacing Saatchi in the No. 10 slot.

Rankings, using the *Ad Age* equity method, are based on gross income in dollar amounts that an agency organization derives from the region. The figures reflect the percentage of equity the network owns. Some agencies contend that ownership greater than 50% reflects control and that they should be credited with 100% of returns for majority-owned shops.

Although this philosophy is more in line with generally accepted accounting principles for reporting revenues, *Ad Age* believes the equity method better reflects an agency's position. But for comparison purposes, this year's regional rankings include a column of gross income totals based on generally accepted accounting principles.

Several large Japanese and Brazilian agencies were omitted because they lack offices outside their home countries.

As a group, the top 20 agency organizations in Europe accounted for gross income of $5.5 billion on billings of $37.7 billion. Gross income for the top 15 agencies in Asia totaled $3.2 billion on billings of $23.1 billion, and the top 10 in Latin America had gross income of $410 million on billings of $2.6 billion. □

Who's on top in Europe

Rank	Agency	'91 European gross income by equity	% chg over '90	'91 European billings by equity	'91 GAAP gross income
1	Euro RSCG	$837,679	−9.1	$5,639,165	$853,644
2	Publicis FCB	503,416	14.6	3,383,980	501,324
3	Saatchi & Saatchi Advertising	382,579	−1.7	2,622,760	387,506
4	Young & Rubicam	380,855	−2.7	2,679,716	417,932
5	McCann-Erickson Worldwide	362,104	5.0	2,415,240	362,677
6	Ogilvy & Mather Worldwide	325,388	5.1	2,265,386	314,838
7	Lintas:Worldwide	309,761	3.7	2,066,105	306,390
8	Backer Spielvogel Bates	309,651	7.9	2,070,108	333,583
9	J. Walter Thompson Co.	306,939	15.7	2,149,499	300,992
10	DDB Needham Worldwide	282,599	17.9	1,884,935	273,136
11	Grey Advertising	276,937	3.9	1,900,026	294,706
12	D'Arcy Masius Benton & Bowles	234,653	−1.8	1,785,297	236,962
13	BBDO Worldwide	206,278	15.1	1,436,446	272,924
14	BDDP Worldwide	205,155	4.8	1,235,278	296,978
15	Leo Burnett Co.	149,735	12.0	996,293	140,686
16	Lowe Group	139,203	21.6	926,012	144,446
17	TBWA Advertising	99,249	9.7	696,129	99,249
18	N W Ayer	71,945	4.2	512,866	84,999
19	FCA Group	69,034	20.8	511,475	69,034
20	Armando Testa Group	66,449	4.4	509,845	63,764

Figures are in thousands. GAAP, Generally Accepted Accounting Principles: equity less than 50% excluded; if an agency owns 50% or more equity, 100% of gross income included. Source: *Advertising Age*

Who's on top in Asia/Pacific

Rank	Agency	'91 Asia/Pacific gross income by equity	% chg over '90	'91 Asia/Pacific billings by equity	'91 GAAP gross income
1	Dentsu	$1,326,045	14.0	$9,767,194	$1,327,717
2	Hakuhodo	574,053	11.2	4,368,065	574,781
3	Daiko	174,329	9.3	1,278,084	174,329
4	Asatsu	149,261	20.5	1,130,616	149,261
5	Dai-Ichi Kikaku	129,690	11.8	914,664	132,472
6	I&S Corp.	106,125	1.8	849,000	106,125
7	McCann-Erickson Worldwide	103,156	7.5	668,050	157,702
8	Cheil Communications	101,600	39.0	315,844	101,600
9	Backer Spielvogel Bates	100,667	−3.0	681,853	104,836
10	Dentsu, Young & Rubicam	96,997	21.4	698,142	101,337
11	J. Walter Thompson Co.	81,628	7.5	540,678	82,876
12	Ogilvy & Mather Worldwide	81,266	7.1	558,874	70,681
13	Leo Burnett Co.	79,023	16.5	524,825	77,495
14	Clemenger/BBDO	67,063	−0.1	391,228	67,063
15	Chuo Senko Advertising Co.	52,836	5.8	382,868	52,836

Figures are in thousands. GAAP, Generally Accepted Accounting Principles: equity less than 50% excluded; if an agency owns 50% or more equity, 100% of gross income included. Agencies omitted because they lack an office outside the home country include Tokyu Agency, Tokyo; Yomiko Advertising, Tokyo; Asahi Advertising, Tokyo; Man Nen Sha, Osaka; Nihon Keizaisha Advertising, Tokyo; Orikumi Advertising, Tokyo; and Sogei, Tokyo. Source: *Advertising Age*

Who's on top in Latin America

Rank	Agency	'91 Lat. Am. gross income by equity	% chg over '90	'91 Lat. Am. billings by equity	'91 GAAP gross income
1	McCann-Erickson Worldwide	$84,857	20.7	$565,992	$85,196
2	Lintas:Worldwide	81,929	−9.9	546,466	81,535
3	J. Walter Thompson Co.	41,249	6.9	249,710	36,729
4	Duailibi, Petit, Zaragoza	39,450	54.7	155,581	39,450
5	Leo Burnett Co.	36,502	37.5	243,358	36,661
6	Ogilvy & Mather Worldwide	34,189	−14.4	234,215	32,338
7	Young & Rubicam	32,216	−0.2	216,972	31,381
8	Foote, Cone & Belding	20,240	25.2	134,047	22,553
9	BBDO Worldwide	20,135	9.3	92,532	4,773
10	Grey Advertising	19,003	37.2	114,075	19,513

Figures are in thousands. GAAP, Generally Accepted Accounting Principles: equity less than 50% excluded; if an agency owns 50% or more equity, 100% of gross income included. Agencies omitted because they lack an office outside the home country include Salles/Inter Americana, W/Brasil, Norton Publicidade, DM 9 Publicidade, all in Sao Paulo. Source: *Advertising Age*

INTERNATIONAL ACCOUNTS IN REVIEW

COUNTRY/BUDGET	CLIENT/BRANDS	CONTENDERS	INCUMBENT	DECISION DATE
U.K.: $63 million TV buying	**Central Office of Information**	BMP DDB Needham; The Media Center; TMD Carat; Zenith	Young & Rubicam	Unknown
Canada: $42 million	**Labatt Breweries**	J. Walter Thompson; D'Arcy Masius Benton & Bowles; Young & Rubicam; Bozell Palmer Bonner; Palm Publicite; Publitel	Scali McCabe Sloves	By fall 1993
Germany: $25 million	**Eduscho coffee**	Incumbent; Springer & Jacoby; Grey Advertising	BBDO	Early May
U.K.: $16 million	**Mercedes-Benz UK**	Incumbent and others	Robert Jenkins Advertising	Unknown
U.K.: $14 million	**British Rail InterCity**	Incumbent; BMP DDB Needham; Still Price; Lintas; Collett Dickenson Pearce; Leagas Delaney	Saatchi & Saatchi Advertising U.K.	Unknown
Australia: $12 million-plus	**AMP Society insurance**	Incumbent; McCann-Erickson; Foote, Cone & Belding; DMB&B:Weekes Morris Osborn	George Patterson Pty.	June
Germany: $7 million	**Henkel's Dor household cleanser**	Baums, Mang & Zimmermann; TBWA; Stohr Scheer	Euro RSCG	May
Germany: $4 million-$6 million	**SAT.1 TV station**	Incumbent; Baums, Mang & Zimmermann; Trust; Tostmann; Domann; Holzwarth	von Mannstein	Late April/early May
Australia: $4 million	**Thomas Cook retail travel-foreign exchange**	Seven agencies	Leo Burnett Connaghan & May	April
Australia: $3 million-$4 million	**Mazda Eunos luxury car**	Box Emery & Partners; SSB Advertising; Grey Advertising; Luscombe & Partners; Moffatt Sharp	New account	Late April/early May
France: $3 million	**Naf Naf clothing**	Incumbent; Eurocom; Foote, Cone & Belding; Providence; DDB Needham	Image Force	Unknown
Australia: $3 million	**National AIDS Education Campaign**	Incumbent; SSB Advertising; John Bevins; Omon; Schofield & Smith; Sherbon Greenlaw	Magnus Nankervis & Curl	Late April/early May
Germany: $3 million	**Henn. G. Dethleffsen's Bommerlunder schnapps**	Incumbent; McCann-Erickson; Adway, Schwarz & Weiss; Mendel; Nolte	Harmel & Partner; Lintas	After April

Shops see unity of Latin America

By Rik Turner and Delinda Karle

Latin America is following Europe into economic unity, and both global and local ad agencies are gearing up.

McCann-Erickson Worldwide, the region's No. 1 agency network, DDB Needham Worldwide and others are restructuring or considering new affiliations in Latin America.

In Argentina, the Advertising Agencies Association has created a committee with the sole responsibility of analyzing the integration of Argentinian and Brazilian advertising.

Agencies are anticipating Mercosur, the Southern Cone Common Market, scheduled to unite the economies of Argentina, Brazil, Uruguay and Paraguay in 1994. They also see a strengthening of ties among members of the Andean Pact—Venezuela, Colombia, Peru, Ecuador and Bolivia—which want to end tariff barriers by 1995.

Agency executives believe these pacts will prompt more advertisers to do business across national boundaries and foster panregional media buying, which currently is minuscule.

According to a recent BBDO Worldwide study, panregional buys will account for only 3% to 5% of the estimated $11 billion spent in major media in Latin America in 1992.

Nevertheless, representatives from McCann's agencies in Brazil, Argentina and Uruguay, plus its associate agency in Paraguay, will huddle in Buenos Aires for three days in mid-June to find ways to handle cross-border accounts.

Two or three major corporate clients, including Coca-Cola Co., will be invited to the meeting, said Jens Olesen, McCann exec VP-worldwide and regional director, Latin America/Caribbean.

The meeting, Mr. Olesen said, is part of a restructuring program started last year. By yearend, McCann will create regional headquarters within Latin America.

Sao Paulo would be in charge of Mercosur countries; Mexico City would handle Mexico and Central America; and Caracas the Andean Pact countries.

A top executive in each region would report to Mr. Olesen. Executives in each country who now

(Continued on Page I-38)

Popular ads not key to buying

(Continued from Page I-1)

slightly higher percentage (15%) said their favorite advertising was for a German brand, Binding Brewery's Clausthaler nonalcoholic beer.

In the U.K., however, Coca-Cola was the favorite soft drink (named by 26%) and so was its advertising (19%).

"You'd think that 'favorite brand' might carry some equity, but favorite brands don't necessarily predict favorite commercials," said Amy Schafrann, Yankelovich senior VP, who helped prepare the survey.

French pick Omo spot

On the other hand, it's clear that breakthrough advertising can gain the attention of a competitor's customers "and hopefully some purchases," Ms. Schafrann said.

In France, Procter & Gamble Co.'s Ariel detergent is clearly the favorite laundry product, named by 24%. But Unilever's Omo, named the most preferred purchase by only 10%, had double the approval rating for its commercials.

A total of 22% of respondents named Omo advertising as their favorite, but only 11% selected Ariel commercials.

While there's clear evidence of global brands in detergents and soft drinks, automobile and cigarette categories are less clear; the brands purchased in these categories tend to be made within their own country.

The French like their Renaults and Peugeots, and the Germans like their Volkswagens and Mercedes-Benzes. However, the British are Ford fans.

A total of 28% of French respondents identified Renault as the last car they purchased and 16% named Peugeot—and they also liked their favorite car's TV commercials. Each company's TV spots were named by 18% of the French.

In Germany, Volkswagen and Mercedes-Benz were the purchases of choice, with 20% naming VW and 14% Mercedes. The clear TV advertising favorite was Mercedes, named by 18% of Germans.

Some 30% of the U.K. respondents said the last auto they bought was a Ford, and they liked Ford commercials best, but only slightly more (13%) named Ford over Peugeot (12%).

Among cigarettes, U.S. brands produced popular advertising. Broadcast advertising for cigarettes is virtually banned across Western Europe, though cinema commercials are allowed in Germany, and there are restrictions on print in some countries.

Respondents were asked to name their favorite print ad.

American Brands' Benson & Hedges was the most-purchased brand (19%) in the U.K. and Seita's Gauloises led in its home country, France, with 16%. In Germany, Philip Morris Cos.' Marlboro was the favorite smoke.

In contrast, the favorite advertising among most Germans (21%) was for R.J. Reynolds Tobacco Co.'s Camel; among the French, it was for Marlboro; and in the U.K., ads for Silk Cut, marketed by American Brands' Gallaher Tobacco, were favored.

Advertising not memorable

Despite the mature London ad agency community, a surprising number of U.K. consumers either had no favorite commercial or couldn't remember any commercial in the categories.

A total of 75% couldn't remember or didn't have a favorite cigarette ad; 62%, a detergent commercial; 49%, a soft-drink commercial; and 34%, an automobile commercial.

Commercials had a much stronger impact in France, where only 10% couldn't remember or didn't have a favorite car commercial; 13%, a soft-drink commercial; 36%, a detergent commercial; and 43%, a cigarette ad.

This award-winning Perrier spot is tops in France, but the brand still is outsold by Coca-Cola.

Value is No. 1

Consumers said loud and clear that value for their money was the single most important factor in making a purchase decision.

The survey results revealed both striking similarities and differences among consumer attitudes toward the purchase of the brands they selected, brand loyalty and reasons why they select certain brands.

The most notable similarities among the surveyed consumers cover value and quality/trusted brand. These factors were found to be most important in selecting a specific brand.

Although it's not surprising that value is an important factor to consumers making purchases, the strength of that commitment across countries with different cultures, traditions and buying patterns is higher than might be expected.

When asked which of four statements was the single most important consideration in buying a product, 49% said "good value for the money" and 39% selected "a quality product/a brand I know and trust."

The French were the most concerned about value, with 51% citing "value," but close to half (48% each) in the U.K. and Germany also cited value as most important.

"Quality" ranked highest in the U.K., identified by 46% of respondents, and lowest in Germany, cited by 33%.

Foreign brands welcome

Less important to consumers is whether a product is readily available or made within their country. As the 12 members of the European Community prepare for a single market, officially starting Jan. 1, it appears most consumers are more than ready to buy brands from other nations.

Only 5% said it was important that "the product is made in my country." Availability also rated low: Only 7% said it was important that the product be easily located.

The survey showed U.K. consumers stand out in their commitment to specific brands and in their openness to imported brand names, particularly U.S. products.

U.K. consumers are the most loyal to a brand once they've made their purchase decision. Some 74% said they agreed that once they found a brand, it was difficult to get them to change to another.

Even when the appeal of a competitor's advertising is strong, it doesn't necessarily get consumers to buy, the results indicated.

Overall, 60% of respondents said they were reluctant to switch once they found a brand they liked. The least loyalty was shown in Germany, where a known and trusted brand name has little to no influence.

In contrast, 78% of respondents in the U.K. said a known and trusted brand strongly or moderately influences their purchase decisions.

Although U.K. consumers are the most loyal once they've selected a brand, they're not likely to see much difference between competing brands. About 70% said brands are all about the same, compared with 59% in France and 50% in Germany.

The *AA*//Yankelovich international brand survey, conducted between Feb. 23 and April 13, consisted of personal 5-minute interviews with 605 respondents, all at least 18 years old. They had to have viewed commercial TV in the week before the interview. Survey guidelines ensured a distribution of age, income and geography within each country.

The maximum margin of error is plus or minus 4%. Characteristics of the sample are: 50% male, 50% female across all countries; ages 18 to 24, 13%; 25 to 29, 13%; 30 to 39, 23%; 40 to 49, 20%; 50 to 59, 12%; 60 and older 19%.

The populations of the surveyed countries represent 51% of Western European consumers. □

Value tops purchase priorities

"Which of the following do you think is the single most important consideration when considering the purchase of a product?"

Germans indifferent to well-known brands

"How much does the fact that it is a known and trusted brand name influence your decision?"

Brits pledge brand loyalty . . .

"Once I find a brand, it is very difficult to get me to change brands."

. . . but are blind to brand differences

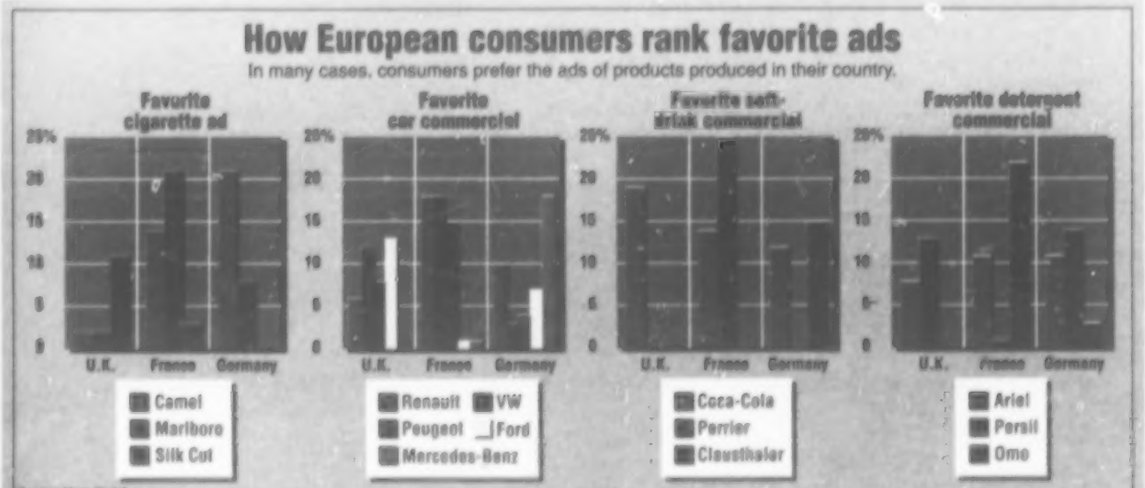
"There is usually not much difference between competing brands. They are all about the same."

Source: Yankelovich

KIMBERLY MART

How European consumers rank favorite ads

In many cases, consumers prefer the ads of products produced in their country.



Source: Yankelovich

John Hall

DATAWATCH

Ad Age International and A.C. Nielsen Co. examine trends in global deodorant and ready-to-eat cereal markets in an exclusive study.

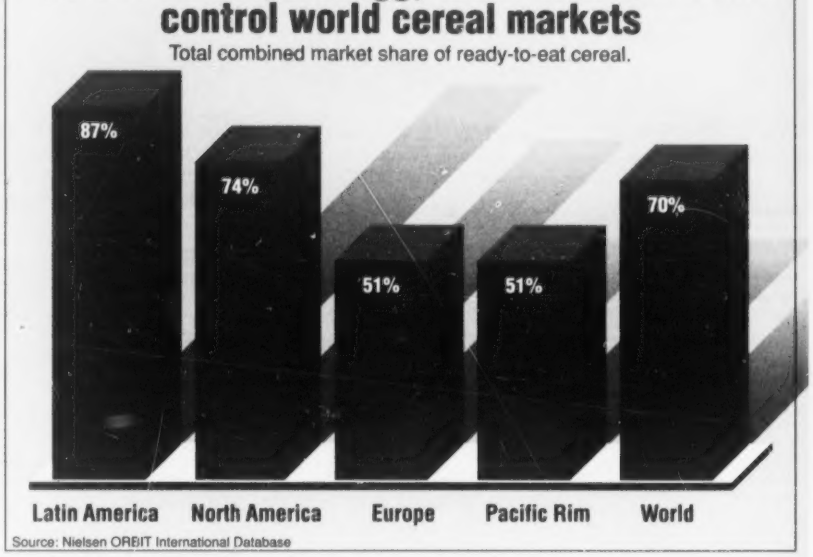
Gillette, P&G, Unilever dominate world deodorant markets

Total combined market share.

Source: Nielsen ORBIT International Database

General Mills, Kellogg, Kraft General Foods control world cereal markets

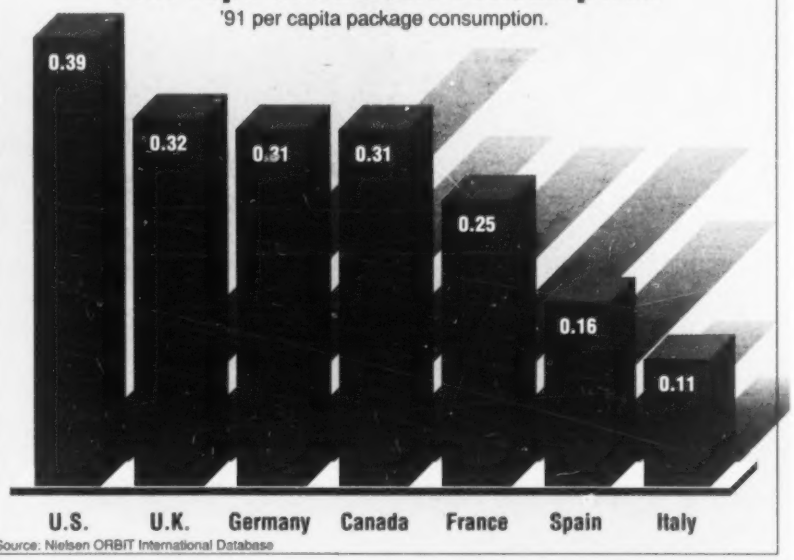
Total combined market share of ready-to-eat cereal.



Source: Nielsen ORBIT International Database

U.S. tops deodorant consumption

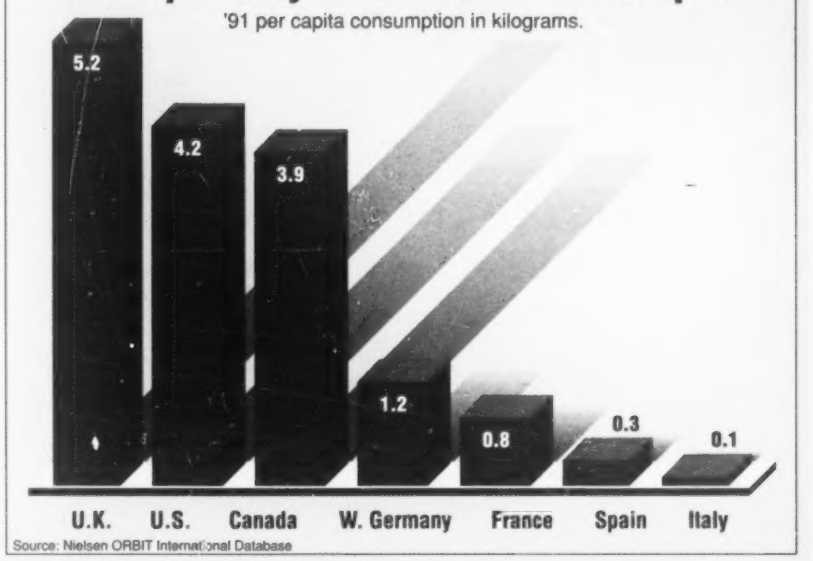
'91 per capita package consumption.



Source: Nielsen ORBIT International Database

U.K. tops ready-to-eat cereal consumption

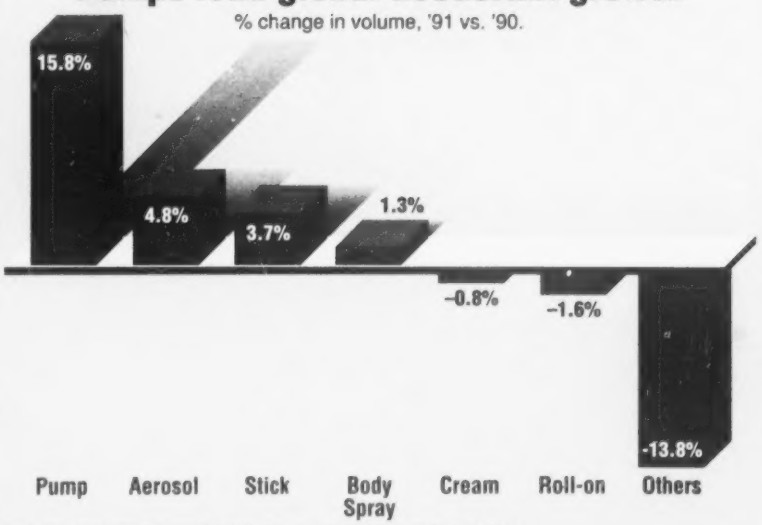
'91 per capita consumption in kilograms.



Source: Nielsen ORBIT International Database

Pumps lead global deodorant growth

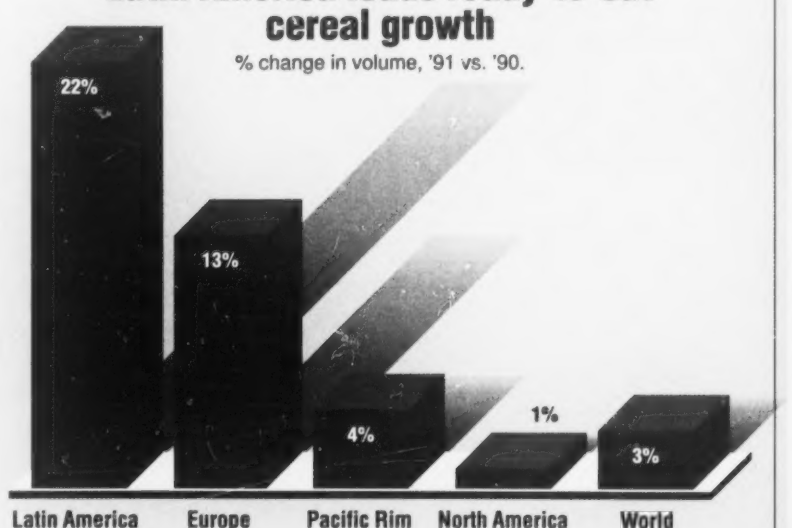
% change in volume, '91 vs. '90.



Survey based on information from U.S., U.K., Germany, Canada, France, Spain and Italy
Source: Nielsen ORBIT International Database

Latin America leads ready-to-eat cereal growth

% change in volume, '91 vs. '90.



Source: Nielsen ORBIT International Database

Graphics by John Hall

Bus ads ride high in Romania

By Janice Kelly

Transit advertising is the most effective ad medium in Romania, according to a study by the Economic University in Bucharest.

In the survey, conducted in Bucharest last month, 97% of consumers said they were aware of transit advertising, compared with 92% for TV and 85% for print.

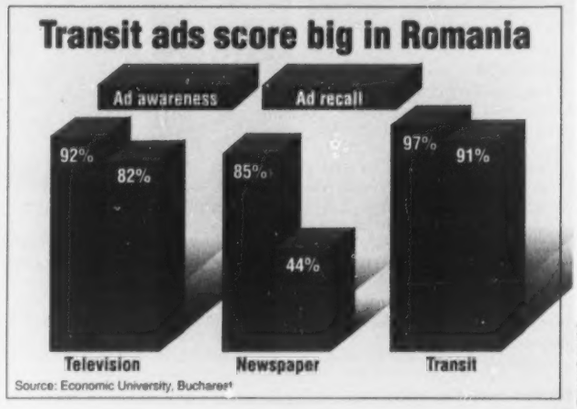
Of all the consumers surveyed, 91% said they remembered the content of the transit ad and 82% remembered TV while only 44% remembered the content of print ads.

The survey, believed to be the first on advertising awareness in Romania, is based on personal interviews with 198 consumers. The margin of error was 2% to 3%.

Transit advertising is more effective than TV because there's only one TV station, airing 30-second spots, said Kenneth Blatt, president of K.U., a New York company involved in out-of-home media placement in Romania with a local agency, Rom-K.U.

Magazines and newspapers aren't as sophisticated as Western publications and aren't as attractive to advertisers, he said.

Transit advertising is available on 200 buses. Since transit advertising became available last August, R.J. Reynolds Tobacco Co., Colgate-Palmolive Co., PepsiCo, Rank Xerox and Philip Morris Cos. have placed ads. □



Trimmed-down 'European' goes after ads

By Laurel Wentz

LONDON—Since U.K. businessmen Frederick and David Barclay bought *The European* in January, the owners of the weekly paper have moved quickly to dismantle the overwhelming cost structure imposed by founder and former owner Robert Maxwell and to convince advertisers that it's safe to return.

GLOBAL MEDIA WORKS

After Mr Maxwell's death in November, the pan-European newspaper was on the verge of closing. The entire staff was fired and Charles Garside, now editor and general manager, persuaded former staffers to work without pay as he coaxed the paper's administrators to underwrite it week by week while a buyer was sought.

"At the end of last year, there were still some doubts about the future of *The European*," said Humphrey Lee, advertising display manager. "Lots of people had to make decisions about where to spend their advertising budget. We got left off many a schedule."

For example, *The European* and Saatchi & Saatchi Advertising helped develop an Olympics promotion for Visa International involving display advertising, wraparounds and sponsorship of a sports diary, Mr. Lee said. The lucrative package ended up going into the *International Herald Tribune* due to uncertainty about *The European's* fate, he said.

Although spring ad dollars are already committed, Mr. Lee hopes for an upturn in display advertising by fall, with classified advertising remaining healthy.

To attract more readers, *The European* is preparing to promote itself with an ad campaign breaking in different markets late this month.

Ads from Backer Spielvogel Bates Worldwide will run in national newspapers in continental Europe in May "to promote the next stage of development," Mr. Garside said. "We're looking at building each marketplace in a different way."

The European has had to absorb the cost of about 25,000 prepaid subscriptions. The paper decided to honor the subscriptions even though the money vanished into the "black hole" of the Maxwell companies' financial collapse, Mr. Garside said.

The European's costs are now about 30% of what Mr. Maxwell spent to put out the newspaper, Mr. Garside said. Under Mr. Maxwell, the paper did five different editions spread over three days and printed at five sites, including one in the U.S. He also spent lavishly to distribute the paper around the world, which has been discontinued. *The European* had a staff of 159, many highly paid. Mr. Garside manages with 59 people.

"The economics of printing in five centers makes no sense, and it was done without real negotiation," Mr. Garside said. "The Maxwell era is no more."

The European's guaranteed circulation to advertisers has been cut back 25% to 150,000 (85,000 on the Continent and 65,000 in the U.K.) for the first six months of 1992 and ad rates cut correspondingly to $16,600 for a b&w page and $26,500 for a color page. □

***The European's* owners want to erase doubts about its future.**

LAUNCHING PAD

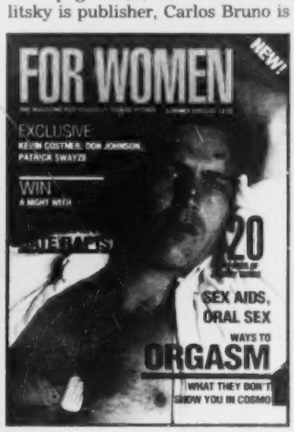
New publication launches

'Global Business'

Diamond Inc., Tokyo, and the Economist Group, London, will launch a Japanese-language business magazine, *Global Business*, next spring. The every-other-weekly will be aimed at top management in Japanese companies with international interests. One-third of editorial content will be translations of articles from the *Economist*, another third will be original articles dealing with international business and financial issues, and the rest will cover Japanese topics. The initial pressrun of 15,000 will be sold by subscription only. Newsstand sales are being considered. Ad rates haven't been set. Yuzuru Kawashima, Diamond president, will also be publisher; Hidemasa Saito is editor.

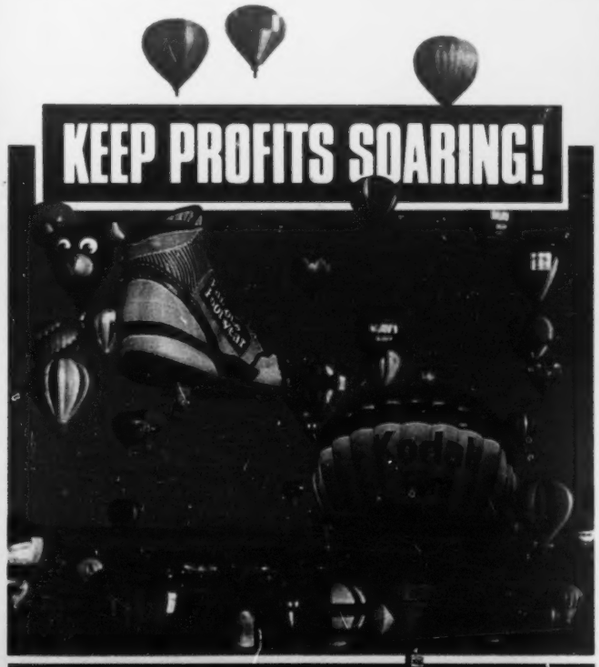
'Miami O Guia'

The Communications Consilium introduced, with a December issue, *Miami O Guia*, a magazine for Brazilian travelers who reside in Brazil and the U.S. The Portuguese-language magazine will be published twice during 1992 and quarterly in 1993. Initial rate base is 40,000 for the title, which will be both controlled circulation and sold by subscription. *Miami O Guia* is distributed in Sao Paulo, Rio de Janeiro and Miami. The May issue will include articles on home and design, the arts and architecture in Miami, and profiles on new Brazilian businesses in Miami. A b&w page is $1,848; a color page is $2,218. Alan D. Belitsky is publisher, Carlos Bruno is editor and B. Lynne Sifford is ad director. Offices are at Rua Martins Fontes 159, Conjunto 93, Centro-Sao Paulo, Sao Paulo, Brazil, 01050. Phone: 55-11-259-7941.



'For Women'

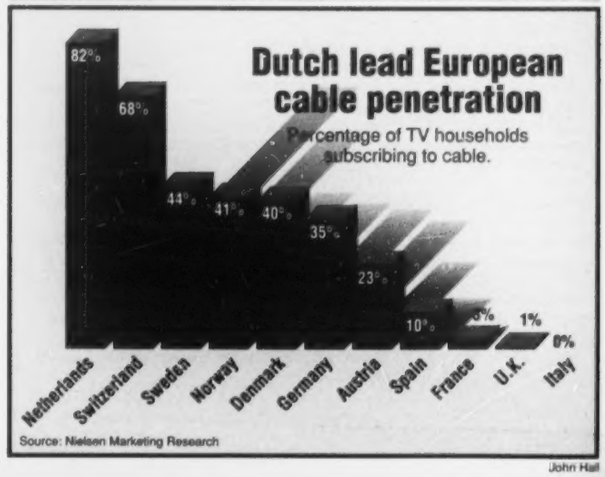
Northern & Shell, the U.K. publisher of *Penthouse*, is introducing this month *For Women*, targeting 20-to-25-year-old women. Initially a one-shot, the spinoff will become a quarterly if it's successful. A cross between *Cosmopolitan* and *Playgirl*, *For Women* will have a rate base and circulation of 80,000. The cover price is $5. A b&w page costs $3,400; a color page is $4,675. Joe Salama is publisher and ad director; Johnathon Richards, assistant editor of *Penthouse's* U.K. edition, is editor. Offices are at P.O. Box 381, Millharbour, London E14 9TW. Phone: 44-71-987-5090.



From October 3–11, 1992, showcase your company at the **Albuquerque International Balloon Fiesta!**...the largest ballooning event in the world! Join a host of *Fortune 500* companies that reach over 1.4 million consumers in nine days. Contact the AIBF at **505-821-1000**. *Where Spirits Soar!*

Albuquerque International Balloon Fiesta
8309 Washington Place NE
Albuquerque, New Mexico 87113

TRACKING SHARES



Russia looks West

Troubled newspapers seek critical joint ventures

By Betsy McKay

MOSCOW—As rising paper and printing costs claim victims in the Russian press, newspapers are turning to Western joint venture partners to help them stay afloat.

Since the price freeze was lifted in Russia in January, the cost of newsprint soared more than 10 times and distribution costs jumped more than 500%, forcing several national newspapers to cut their printing schedules. Newspapers, once able to rely on either the Soviet government or Communist Party for funding, are turning to other ventures to raise cash.

Pravda, the former official newspaper of the Soviet Communist Party, closed between March 14 and April 7. The paper was losing about $1 million and circulation had dropped to 1.4 million from 8 million in the past year.

To return to print, *Pravda* received a high-interest loan, Editor in Chief Gennady Seliznyov said.

Pravda is now publishing three times a week and won't return as a daily before Aug. 1. The Russian government pledged $180,000 in support, but that covers only a few days' expenses, he said.

Meanwhile, *Pravda* is trying to earn money from a joint venture in France that translates its news articles into a twice-monthly digest.

Another newspaper, *Komsomolskaya Pravda*, the country's largest daily with a circulation of 13.4 million, also scaled back to three days a week for several weeks in March but now is back to publishing six times a week.

***Izvestia* will increase frequency of *We/My*, a joint venture with Hearst.**

Considered editorially one of the country's best, the paper has faced delivery problems and for two days in March was available only in Moscow and St. Petersburg.

In late March, subscribers were asked to pay $2.87 in addition to the 27¢ they had previously paid for 1992 subscriptions, to continue their subscriptions until yearend. The hike was sought due to rising production and newsprint costs.

The paper is hoping to pull in some cash to cover its escalating production costs with an ad push for its 18-month-old quarterly supplement "Interpulse." The publication is part of a joint venture with Greenberg Baron Simon & Miller, a Denver communications consultancy, and the Providence Journal Co.

Denver-based Editor in Chief Robert Simon said a b&w page ad is $30,000.

Izvestia, the former Soviet government's official newspaper, is also seeking other ways to become financially sound. Four years ago, it became the first Soviet newspaper to accept advertising, and this June is increasing the frequency of *We/My*, an English- and Russian-language title that's a joint venture with Hearst Corp.

The U.S.-style full-color newspaper covers political, economic and business news about the Commonwealth of Independent States and the U.S. In the commonwealth, it sells for 3¢ and in the U.S. for $1.25.

Hearst and *Izvestia* are distributing about 350,000 copies in Moscow, Kiev and St. Petersburg, and 60,000 copies in 25 major U.S. markets.

Circulation could eventually reach 1 million copies a week in the former Soviet Union, U.S. Editor Maxwell McCrohon said. A b&w page is $17,000; a color page is $20,000. The first issue had six ad pages, the maximum it carries. The second had 2½ pages.

Izvestia also has a joint venture with German publisher Burda to attract Western advertisers and has run several ads from companies such as Sony Corp., Rank Xerox and Delta Air Lines. A b&w page costs $39,000. □

Nancy Giges and Scott Donaton in New York contributed to this story.

MEDIA MIX

News briefs on print, electronic and alternative media.

Housekeeping in the morning. *Good Housekeeping*, published by Hearst Corp.'s National Magazine Co., London, is increasing its visibility. The Good Housekeeping Institute is the setting for 10 8-minute consumer information segments discussing everything from cordless telephones to supermarket beef to condoms. The segments are airing during Granada Television's "This Morning" magazine program through June 26. Joan Barrell, *Good Housekeeping* publishing director, said she expects "such massive television exposure" to result in increased circulation. Current circulation is 391,000 monthly. "This Morning" has about 4 million viewers.

Heightening awareness. DCI Editora Journalistica, a Sao Paulo newspaper and magazine publishing group, is aiming to increase advertiser and reader awareness with its first ad campaign. The publisher has named Grottera & Cia to handle a $1.5 million campaign. The group publishes *Diario de Comercio & Industria*, a financial daily; *Visao*, a newsweekly; and controlled-circulation publications including *Shopping News*, which goes to 500,000 households in greater Sao Paulo.

Good Housekeeping
"THE DOCTOR WHO WOULD LET ME DIE"
MARY HART "Why I Waited So Long to Have a Baby"
AT HOME WITH REGIS & JOY PHILBIN

***Good Housekeeping* will boost visibility in the U.K. through segments on a TV show.**

Nippon TV forecasts drop. Nippon Television Network Corp. cut its pretax profit forecast for the year ended March 31 to $112.5 million, 20% less than the previous year. A senior company official blamed the recession's effect on ad sales coupled with an increase in TV program production costs. Operating revenues were up 5% to about $1.6 billion. Pretax profits are likely to slide another 6.7% to $105 million this fiscal year, a senior managing director said.

Audit bureau spells change. The U.K.'s independent Audit Bureau of Circulations is getting tough. The 900 business press titles that want to remain bureau members must undergo an audit by the bureau's staff rather than by an outside accounting firm. Advertisers have been asking for the changes "for a long time," said John Beadell, chief executive of the audit bureau. "Everyone has to play by the same set of rules. At the moment, different interpretations of the rules are applied by accountants."

The rules will be applied to the U.K.'s 660 regional newspapers next, followed by the 500 consumer magazines and 21 national papers.

Chairman John Matthews, chief executive of Reed Business Publishing, which publishes three titles audited under the new system, doesn't see the need. "I've been in publishing for many years and I've not met a rogue publisher yet," he said. □

THE PRINTED WORD

'Yazhou Zhoukan' tops Asian gains

Most regional publications increased revenues in '91 over '90

Yazhou Zhoukan	$8,663,645	33.1%
Business Week	2,832,380	19.1
Asian Wall Street Journal	16,830,990	7.9
Newsweek	27,115,225	4.9
The Economist	2,450,330	–10.3

Source: LNA International Rome Report

John Hall

Advertising and circulation performance of publications.

By Janice Kelly

Though ad revenue among 21 regional and international Asia/Pacific publications increased last year, ad pages fell, according to the LNA International Rome Report.

Ad revenues rose 7.3% to $153.3 million in 1991, as ad pages fell 2.4% to 17,327.2.

The study examined three categories: weekly; daily, every-other-weekly and monthly; and free distribution.

Most pan-Asian weeklies increased revenues. *Yazhou Zhoukan* gained the most, with ad sales up 33.1% to $8.7 million. *Asiaweek's* were up 20.6% to $17.9 million; *Business Week*, up 19.1% to $2.8 million; *Far Eastern Economic Review*, up 13.7% to $12.7 million; *Time*, up 7.8% to $29.6 million; and *Newsweek*, up 4.9% to $27.1 million. Only *The Economist* saw revenues fall, by 10.3% to $2.4 million.

Asiaweek had the biggest market share increase, 1.3 percentage points to 11.7%. *Yazhou Zhoukan* earned second place with a 5.7% share, up 1.1 points, and *Far Eastern Economic Review* ranked third with 8.3%, up 0.5 point.

Although *Newsweek* showed a slight increase in ad pages, its share dropped 0.4 percentage point. Rival *Time* showed a 0.1 point share rise.

National Geographic led the daily, every-other-weekly and monthly group with a 72.4% increase in revenues to $544,330.

The free distribution category took the biggest fall in ad revenue, with *Asian Business* declining 5.5% and *Asia* dropping 7.4%. □

KLM
T.H. Woltman
Vice President, Area Manager,
KLM North America and Mexico
People at the top read the Trib.
No local bias. No national slant. No partisan viewpoint.
Simply a balanced editing of the news
for people with a stake in international affairs.
International Herald Tribune
Published With The New York Times and The Washington Post

Low-end clones flourish, spurred by recession

Niche marketing may be the answer for top PC brands

By Bradley Johnson

In a trend accelerated by the recession, consumers are eschewing top-tier personal computer brands in favor of cheaper clones.

"Brand loyalty has gone out the window," said Bruce Stephen, an analyst with International Data Corp., a market research company.

"Personal computers are becoming appliances," said Timothy Bajarin, exec VP at Creative Strategies Research International, a market research company. "In essence, they're just boxes pushed out the door."

As a result, IBM Corp. and Compaq Computer Corp. continue to lose share to marketers including Packard Bell and Dell Computer Corp.

IBM last year led the 9.8 million-unit U.S. PC market with 15.2%, and Compaq carried 4.1%, Mr. Stephen estimated. But that's down from 1990 unit shares of 16.6% and 4.5%, respectively, according to International Data figures. Clone marketers continue to fragment PC sales *(see chart)*.

IBM this week is expected to decide how to enter the low-end category, either through direct-mail or sales of PCs from a different manufacturer. IBM has been considering such a move for two years; its recently established toll-free educational number has been seen as the first step in establishing low-end distribution channels.

Apple Computer is threatened less by clones than are PCs using MS-DOS-based operating systems. Its 13.6% share—up from 10.8% in 1990, according to International Data—is rising in part because of price cuts implemented on the eve of the recession.

A recent survey of *Byte* readers conducted by IntelliQuest showed 10% would never buy a top-tier brand, mostly because of price. To fight that, PC marketers will have to develop niches, some analysts say.

Companies will study electronics and appliance marketing to see how narrowly defined brand images can be shaped, said David Brodwin, director of computer industry consulting for Arthur D. Little Inc. There's room for a "reliable" PC label like Maytag is among appliances; a technology innovator like Sony; and a basic brand like Sears, Roebuck & Co.'s Kenmore.

"But you won't [any longer] see branding that's based on this vague fear that I couldn't figure out how to use this thing without a big company standing behind it," Mr. Brodwin said.

IBM set the stage for clone competition in the early '80s by building its original PCs with off-the-shelf parts from chip manufacturer Intel Corp. and software marketer Microsoft Corp. That made it easy for others to create cheaper clones. Today, the most popular desktop PCs are almost parity products, using Intel's 386SX chips or chip clones and Microsoft Corp.'s Windows and DOS software.

Second-tier brands are beefing up distribution and customer support, two traditional advantages of top-line brands.

For example, Packard Bell's distribution through consumer electronics stores last year moved it into the top five PC brands, some analysts say. Packard Bell last year spent $263,000 on measured media via Meade Ullman, Agoura Hills, Calif.

Dell, a pioneer in mail-order sales, last year began selling via computer discount superstores. Goldberg Moser O'Neill, San Francisco, handles Dell's $4 million-plus account, mostly print.

Dell, whose ads position the brand as a lower-price alternative to Compaq, in February agreed to pay Compaq an undisclosed amount to settle litigation over advertising. Dell admitted no wrongdoing.

Compaq, which sells through computer specialty stores, in December moved its account to Ammirati & Puris, New York, from Ogilvy & Mather, Houston. Compaq spent $12.7 million in measured media last year, mostly in magazines.

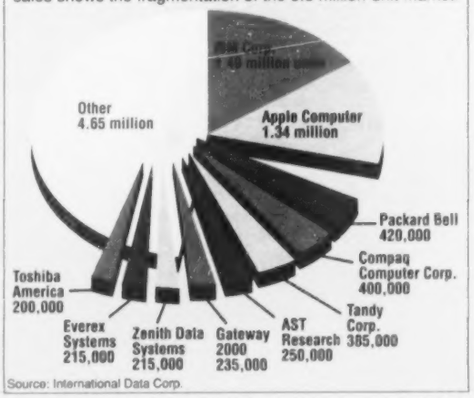
Apple has shifted funds from media advertising to direct mail and promotional programs. Last year, Apple spent $28.1 million on media, down 32% from 1990. BBDO Worldwide, Los Angeles, handles advertising; Wunderman Worldwide, San Francisco, handles direct response.

IBM has also cut advertising, with measured media spending down 36% to $49.6 million last year. Lintas:New York handles IBM's PC account. □

Alan Radding contributed to this story.

The splintered PC market

Clone PC marketers continue to nip at the heels of the high-end leaders. Market share based on 1991 U.S. unit sales shows the fragmentation of the 9.8 million-unit market.



Source: International Data Corp.

JOHN SMITHER

Cox contemplates new information services

By Leslie Bayor

Media company Cox Enterprises is exploring new information delivery systems through its New Ventures Group.

Formed in January, the division will build on Access Atlanta, Cox's on-line service for its *Atlanta Journal* and *Constitution*.

The unit also will research information delivery methods including videotex, audiotex, compact discs and facsimile transmissions. It may offer financial planning forms on floppy disc; provide by fax complete texts of speeches and documents that run in part in the newspaper; and add on-line services including electronic encyclopedias and concert and sports ticket information.

Cox may offer on-line information related to display advertisers' categories as an added value, giving advertisers more visibility among on-line users.

David Scott, 46, is general manager and the division's only employee so far; he had been Cox Newspapers group VP.

Access Atlanta, a 20-month-old consumer information service, provides information from the paper, including stock quotes and classified ads. It may take display advertising in the future. The service has 850 subscribers; basic service costs $6.95 a month, with premium services an additional 30¢ to $2 per minute.

Cox's new services will compete directly with BellSouth Corp.'s Transtext Universal Gateway, an on-line clearinghouse for about 50 information providers. □

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'Economist' tries electronic kits

Computer discs follow paper trail to agency media planners

By Scott Donaton

Electronic media kits have yet to prove themselves as a serious threat to their paper counterparts. But *The Economist* is betting computer kits will play a role in agency media departments.

The weekly this month began distributing computer disc media kits to agency media planners under a two-year contract with New York-based Mediapoint, marketer of the kit.

The disc can be used on both DOS and Macintosh operating systems, and provides information on *The Economist's* editorial calendar, ad rates, circulation, closing dates and sales contacts.

"We believe this is coming at the right time," said Willy Morgan, VP-director of advertising for the magazine, published by The Economist Newspaper Group.

Electronic media kits aren't new but have yet to gain widespread acceptance from publishers or ad agencies. Creative Media Group, Morristown, N.J., has been marketing a similar electronic media kit for several years but has only one client, *Advertising Age*.

Rodale Press scrapped plans to produce electronic kits last year because agencies are reluctant to use the discs—in part because few publishers offer them.

Mediapoint President Paul Benjou said the company is talking with several publishers and expects to announce new contracts soon. He said agencies will accept electronic kits if they're easy to use.

"We've attempted to set an industry standard," he said. "Planners won't [have to] learn and relearn instructions for each individual publication."

Frank Smith, VP-group director of print services for Young & Rubicam, New York, said, "Anything anybody does to . . . expedite our access to information is great."

Electronic media kits will supplement rather than replace paper kits, said Mr. Morgan. *The Economist* expects to distribute as many as 1,000 discs in the next year.

The kits should save money for *The Economist*, which spends an estimated $100,000 a year on paper kits. Mediapoint's discs are about 30% cheaper to produce, and discs not distributed one year can be updated the next. □

Betsy Spethmann edits Technology News.

Network study tracks out-of-home viewing

Nielsen plans diary survey of elusive audience

By Joe Mandese

An upcoming study may bring home new facts about out-of-home viewing.

The Big 3 TV networks have launched a research initiative with Nielsen Media Research to record out-of-home TV viewing, a portion of network viewing that currently goes unmeasured.

Out-of-home viewing includes viewership in bars, restaurants, on college campuses and in the workplace.

The study, dubbed "Total Television Viewing Report: ABC, CBS & NBC," is underwritten by the Network Television Association, which estimates as many as 20 million viewers a week watch TV out of their homes.

Out-of-home viewers tend to be younger, more upscale and some of the most difficult viewers to reach, including business travelers, working women and college students living on campus.

Out-of-home viewing "can represent a significant percentage of the total viewing they do," said Steve Singer, the association's senior VP-research.

In October and November, Nielsen will ask 3,500 viewers 12 and older to record in written diaries their viewing for one week.

The data will be tabulated for every network TV show, and Nielsen will develop an index to adjust the ratings levels for a February report.

Nielsen hasn't decided whether the data will be included in its regular network reports or published separately, said John Dimling, exec VP-group director of marketing.

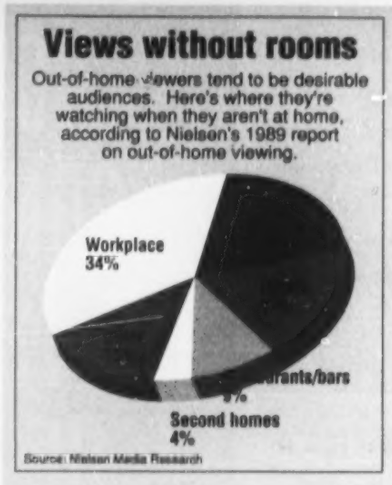
He said the study is an acknowledgment that Nielsen's current ratings system doesn't completely measure TV viewing. Nielsen hasn't conducted this type of research because "until recently, our clients weren't willing to pay us for this type of data," Mr. Dimling said.

He predicted the impact will be greater for some shows; for example, " 'Monday Night Football' will have a higher out-of-home audience than 'The Cosby Show,' " he said.

The findings are bound to cause a stir among advertisers, but association President Peter Chrisanthopoulos said, "I feel comfortable [advertisers are] going to use that data, and that's where the value is for [the networks]."

But Joseph Ostrow, exec VP-worldwide media director at Foote, Cone & Belding Communications, New York, said: "It's silly. Everyone knows there's out-of-home viewing. There always has been. It's just another way for them to try to charge us for something that we've been paying for all along."

He called the move hypocritical because when network ratings dropped after Nielsen shifted to a people meter system, the Big 3 argued that network audiences hadn't changed, only the ratings system. □


Views without rooms
Out-of-home viewers tend to be desirable audiences. Here's where they're watching when they aren't at home, according to Nielsen's 1989 report on out-of-home viewing.
Workplace 34%
Second homes 4%
Source: Nielsen Media Research

JOHN SMITHER

NEWSSTAND

Advertising opportunities in print.

The Wall Street Journal, New York, "Telecommunications," special editorial section, May 18 issue; ad close: April 27. B&w page (national edition): $110,627.04.

Boys' Life, New York, "Starship Enterprise" special ad section, July issue; ad close: May 1. B&w page: $17,510; color page: $22,840.

Bridal Guide, New York, "For your home" special ad section, September/October issue; ad close: May 1. B&w page: $11,000; color page: $13,795.

Home Mechanix, New York, "Fall home improvement" special advertising section, September issue; ad close: May 3. Color page: $26,000.

Vista, Coral Gables, Fla., "Food fiesta" special editorial section, June issue; ad close: May 7. B&w page: $23,500; color page: $29,000.

Golf Magazine, New York, "British Open" special editorial section, July issue; ad close: May 8. B&w page: $45,305; color page: $68,000.

Parade, New York, "Summer pastas" special editorial section, June 21 issue; ad close: May 14. Color page: $365,000. □

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Still shopping around. Home Shopping Network, St. Petersburg, Fla., and competitor QVC Network, West Chester, Pa., have ended talks that could have led to a "possible business combination." The networks said they couldn't reach a mutually acceptable agreement.

Tribune Co. scores twice. Tribune Co.'s KWGN-TV, Denver, signed a five-year deal to broadcast Colorado Rockies Major League Baseball games when the team enters the National League next year. Separately, Tribune won a legal battle when the U.S. Court of Appeals in Chicago decided rules adopted by the National Basketball Association limiting superstations to 20 games a season are an illegal restraint of trade. The NBA had sought to phase out Chicago Bulls broadcasts on Tribune's WGN-TV superstation.

Stride Rite strikes kids ads. Stride Rite Corp. has dropped advertising on Saturday morning children's programming. Instead, the shoe marketer's Stride Rite Children's Group will concentrate on sponsorship of the Public Broadcasting Service's "Long Ago & Far Away." Stride Rite began sponsoring the Sunday morning story program last fall. The division won't cut spot TV spending for campaigns targeting adults. It spent $1.3 million on spot TV last year, according to LNA/Arbitron Multi-Media Service. Of that, $400,000 was directed to kids TV. That money will now go toward the "Long Ago" sponsorship and related promotions, including merchandising and a tie-in with the American Library Association. Stride Rite's Keds and Sperry Top-Sider divisions are unaffected by the change. Grey Advertising, New York, handles all advertising for the parent.

Mainlining. Main Street TV Network, broadcasting primarily through low-power TV stations in the U.S., Canada and Mexico, added 50 affiliates for its May 21 launch, airing a 2-hour live program, "Main Street Across America." The 24-hour network began testing on 50 affiliate stations Jan. 19; its format includes 12 hours of nostalgic programs and 12 hours of first-run syndication.

One famous parent. For the first time in 65 years, *Parents* is featuring a celebrity on the cover. Kathie Lee Gifford and her son, Cody, are featured in the May issue for Mother's Day. "This will not be a trend," said Ann Murphy, publisher-editor in chief. "We will look at how the magazine sells and the editorial response before we do this again."

MEDIA WORKS

***First* sign of relief.** *First for Women*, forced to reduce its rate base three times in three years—most recently to 1.5 million—is seeing ad pages rise. The 16-times-a-year title will carry 273 ad pages for the first half of 1992, up 58.5% for the same period last year. The increase is due to the lower rate base, an increase in frequency from 14 times a year and a new sales program. Bauer Publishing Co., Englewood Cliffs, N.J., publishes *First for Women*.

Hey *U.* *U. The National College Newspaper* will publish two special issues targeted to incoming college freshmen. *Welcome to U.* and advertisers' product samples will be distributed next month to 750,000 college-bound high school seniors. *Back to U.* will be published in August with a distribution of 1.425 million copies. *U.* is distributed monthly during the school year as an insert to 400 college papers. Ad costs for the special issues range from $38,800 for a color page in one issue to $126,000 for a color page and samples in both. □

Joe Mandese coordinates MediaWorks.

CONSUMER MAGAZINE AD LINAGE

	March 1992	March 1991	Year-to-date 1992	Year-to-date 1991
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	142.5	109.0	360.3	306.6
Automobile Magazine C.	57.6	57.0	166.5	168.8
Car & Driver C.	93.5	95.8	242.2	272.3
Car Collector & Car Classics	26.0	23.0	85.0	62.0
Car Craft	57.6	61.3	126.5	145.1
Circle Track	85.5	83.8	263.0	255.3
Cycle World	57.7	52.3	150.4	115.5
Dirt Rider	44.8	45.5	120.2	105.4
Dune Buggies & Hot VWs	76.2	64.4	235.6	202.3
Easyriders	40.7	38.7	116.5	111.8
Family Motor Coaching	193.5	180.6	538.1	501.3
Four Wheeler C.	81.6	80.4	193.1	216.3
Hot Rod C.	55.3	73.0	130.5	159.1
Motorcyclist	49.4	53.2	106.5	105.9
Motor Trend C.	70.0	81.8	170.5	205.6
Motorhome	71.4	81.7	200.5	240.0
Petersen's 4 Wheel	77.4	57.3	170.9	170.1
Rider	41.9	40.7	97.1	94.9
Road & Track C.	81.0	84.9	205.8	241.6
Trailer Life	73.0	79.2	197.5	235.7
Total Group	**1,476.5**	**1,443.7**	**3,876.7**	**3,915.6**
% change		**2.3%**		**-1.0%**
■ Boating & yachting				
Boating	122.5	98.7	397.1	308.4
Chesapeake Bay	26.3	31.2	74.3	78.7
Cruising World	91.4	108.3	235.2	295.1
Lakeland Boating (11X)	78.6	71.2	190.6	195.5
Motor Boating & Sailing	109.1	92.7	313.5	275.9
Sail	104.7	104.0	316.5	302.4
Sailing World	38.5	58.0	99.3	141.5
Trailer Boats (11X)	63.9	60.3	179.1	176.9
Yachting C.	127.0	114.3	397.1	365.4
Total Group	**762.0**	**736.8**	**2,202.7**	**2,139.8**
% change		**3.4%**		**2.9%**
■ Civic/fraternal				
Elk (10X)	18.5	16.6	53.7	49.1
Kiwanis (10X)	17.6	15.2	53.7	51.3
Lion (10X)	6.7	11.2	12.4	17.0
Rotarian	16.9	18.5	50.6	55.2
V.F.W. (11X)	26.3	28.1	73.6	83.1
Total Group	**86.0**	**89.8**	**244.0**	**255.7**
% change		**-4.0%**		**-4.6%**
■ General				
American Health (10X) C.	76.0	30.4	117.9	61.7
American Heritage (8X) C.	—	—	37.0	55.7
American Legion	27.6	26.8	110.0	108.8
Archaeology (6X)	23.6	28.1	53.9	65.4
Art & Antiques (10X) C.	56.3	107.0	127.3	191.3
ARTnews (10X)	69.8	83.5	204.0	260.3
The Atlantic C.	54.4	63.8	157.0	149.7
Bon Appetit C.	63.3	84.2	194.9	225.0
Buena Salud	11.8	25.8	55.1	73.0
Cable Guide & TV Time C.	30.0	21.9	73.9	78.5
Caribbean Travel & Life (7X)	59.3	50.3	112.7	102.0
Conde Nast Traveler C.	92.9	102.6	233.9	222.9
Connoisseur C.	—	42.9	52.8	102.2
Consumers Digest (6X) C.	35.8	21.2	57.7	47.9
Cooking Light (7X) C.	68.9	68.3	117.8	125.2
Country America (10X) C.	39.6	30.5	114.3	100.5
Departures N. America (6X)	—	—	41.3	79.8
Ebony C.	65.9	63.6	234.8	251.4
Endless Vacation (8X) C.	32.3	23.6	82.9	62.1
European Travel & Life (10X) C.	26.0	40.8	83.3	130.8
Food & Wine C.	54.6	60.9	128.3	133.6
Golden Years (6X)	30.2	31.6	68.4	64.1
Gourmet C.	101.0	86.5	219.9	244.2
Harper's Magazine C.	30.6	34.2	87.9	91.0
Islands (6X) C.	75.7	67.4	149.2	145.4
Kiplingers Personal Finance C.	61.4	51.0	165.1	145.8
Lat'a Live	35.0	49.0	115.0	137.0
Life C.	32.4	38.3	110.8	118.9
Longevity C.	50.7	42.5	136.2	125.0
Mature Outlook (6X) C.	43.5	48.4	84.9	84.3
Modern Maturity (6X) C.	—	—	37.3	37.1
Money C.	89.3	91.9	267.3	280.1
National Geographic C.	20.0	20.3	55.2	60.6
National Geographic Traveler (6X) C.	66.4	65.8	107.8	98.3
Natural History C.	30.9	47.4	86.4	103.0
New Choices (10X) C.	30.6	29.8	60.7	77.9
Prevention C.	41.3	41.9	125.5	121.5
Reader's Digest C.	67.1	79.8	192.2	209.6
Sat. Evening Post (9X) C.	39.3	34.0	70.9	72.9
Smithsonian C.	53.8	67.8	174.2	207.8
Town & Country C.	59.1	81.0	140.0	204.5
Travel-Holiday (10X) C.	71.6	59.1	129.1	123.0
Travel & Leisure C.	113.2	129.1	251.0	324.1
Travelhost	131.8	135.1	357.0	357.5
US Magazine C.	28.8	29.4	76.2	87.4
Utne Reader (6X)	59.8	56.7	117.0	93.8
Vanity Fair C.	145.8	122.3	269.7	235.7
The Walking Mag. (6X) C.	—	—	23.5	28.8
Yankee C.	53.7	57.8	161.6	166.4
Total Group	**2,451.1**	**2,574.2**	**6,250.7**	**6,673.2**
% change		**-4.8%**		**-6.3%**
■ Home				
Architectural Digest C.	90.9	89.4	275.5	281.6
Better Homes & Gardens C.	110.6	129.5	278.7	295.2
Colonial Homes (6X) C.	—	—	40.6	34.1
Columbus Monthly-Homes (4X)	—	—	15.3	20.6
Country Home (6X) C.	—	—	43.1	40.1
Country Life (6X)	39.4	48.9	72.8	109.8
Country Living C.	82.6	89.5	216.5	222.9
Decorating Remodeling (8X) C.	—	44.4	45.3	44.4
Family Handyman (10X) C.	40.3	41.3	106.6	124.1
Flower & Garden (6X)	47.4	39.9	78.5	59.7
HG C.	92.8	88.5	153.6	193.2
Home C.	42.1	64.6	123.0	144.1
Home Mechanix (10X) C.	30.8	32.3	62.1	66.7
Horticulture (10X)	49.5	53.7	136.7	128.6
House Beautiful C.	83.3	86.4	162.1	159.1
Metropolis (10X)	48.7	50.4	97.6	109.8
Metropolitan Home C.	51.0	65.4	167.4	171.9
Midwest Living (6X) C.	—	—	58.9	50.6
Organic Gardening (9X) C.	56.2	60.1	138.8	154.0
Phoenix Home/Garden	57.8	59.2	174.7	161.6
San Diego Home/Gardun	43.7	56.0	146.4	171.0
Southern Accents (10X) C.	52.5	47.6	91.7	88.9
Southern Living C.	124.0	109.2	280.4	270.4
Sunset Magazine C.	106.5	149.6	285.7	326.3
Traditional Home (6X) C.	37.8	—	62.5	18.3
Workbench (6X)	43.6	44.7	83.8	93.3
Total Group	**1,341.2**	**1,430.4**	**3,398.2**	**3,540.1**
% change		**-6.2%**		**-4.0%**
■ In-flight & other passenger				
Aboard Group (6X)	64.0	32.7	95.2	73.4
Alaska Airlines	43.7	50.8	135.3	155.7
America West Airlines	51.0	76.3	158.8	209.7
American Way (24X) C.	123.0	115.0	386.7	350.1
Delta Sky C.	69.1	68.8	203.8	193.0
Northwest World Traveler C.	50.7	41.3	167.6	122.2
Spirit of Aloha	42.2	40.4	131.8	111.6
TWA Ambassador A.	39.7	36.5	109.5	104.4
United Vis 'A Vis	71.4	85.6	184.0	209.2
US Air Magazine	70.5	69.0	206.6	196.4
Total Group	**625.3**	**616.4**	**1,779.3**	**1,725.7**
% change		**1.4%**		**3.1%**
■ Men's				
Details	50.2	29.3	92.9	63.0
Esquire C.	75.2	89.0	188.6	193.2
Firehouse Magazine	35.2	44.8	107.1	114.6
Gentlemen's Quarterly C.	148.5	183.4	272.3	355.9
M Magazine C.	61.9	47.0	151.7	152.5
Men's Fitness	38.1	30.8	111.8	98.6
Men's Health (6X)	22.5	29.5	41.8	48.7
Muscle & Fitness C.	124.2	124.3	354.2	353.7
Penthouse C.	56.8	49.5	180.8	177.8
Playboy C.	47.7	52.2	135.9	172.8
Popular Mechanics C.	39.9	91.5	134.3	157.3
Total Group	**699.9**	**741.3**	**1,771.4**	**1,868.2**
% change		**-5.6%**		**-6.2%**
■ Metropolitan				
Aloha (6X)	30.0	35.8	63.8	73.0
Annapolitan (10X) A.	35.3	41.5	64.8	136.2
Atlanta	60.8	73.2	156.3	184.2
Baltimore	34.2	41.0	93.5	118.7
Boston	70.2	79.1	193.2	216.9
Chicago	53.8	85.8	166.5	195.0
Chicago's North Shore	92.1	83.0	212.2	218.8
Cincinnati	26.5	28.6	86.1	93.6
Cleveland	55.8	51.4	150.8	90.7
Columbus Monthly	27.4	34.2	96.7	113.6
Connecticut	49.8	51.9	167.0	163.1
D/Magazine	48.3	48.4	117.7	133.6
Detroit Monthly	52.3	29.2	152.0	122.8
Diablo	49.3	59.3	145.9	155.8
Grand Rapids	18.3	19.0	45.3	67.6
Honolulu	35.8	46.4	103.6	127.1
Houston Metropolitan Magazine	56.5	54.7	176.7	166.5
L.A. Style	54.0	77.0	117.7	189.6
Los Angeles	77.6	87.2	222.7	248.8
Louisiana Life (6X)	—	—	20.7	22.6
Louisville	27.3	25.0	86.0	92.8
Madison	36.0	27.0	104.0	91.0
Memphis	33.0	43.4	95.2	128.4
Mid Atlantic Country	54.2	45.1	130.3	127.0
Milwaukee	39.3	60.2	109.0	153.8
Minneapolis/St. Paul	91.3	97.7	266.9	250.0
Minnesota Monthly Mag.	39.3	41.8	160.8	129.2
New Jersey Monthly	45.4	45.7	140.7	129.7
New Mexico	23.7	21.0	144.5	143.5
Ohio	47.0	51.4	105.9	119.0
Orlando	58.3	96.8	167.1	269.0
Pacific Northwest (9X) A.	45.9	33.6	93.7	80.0
Palm Springs Life	152.3	160.0	461.8	457.0
Philadelphia	78.8	92.9	235.6	291.3
Phoenix	30.6	26.4	104.8	85.5
Pittsburgh	55.8	67.2	168.0	183.4
Rhode Island Monthly	26.6	31.2	93.1	119.5
Sacramento Magazine	39.3	41.8	126.7	153.7
San Diego	76.0	96.2	217.0	263.9
San Francisco Focus C.	75.0	65.7	186.0	185.1
Sarasota (10X)	98.0	101.0	229.9	244.7
South Florida Magazine	51.5	48.6	164.0	164.2
St. Louis	25.5	33.0	81.5	104.0
Texas Monthly C.	118.2	108.4	287.3	297.9
The Washingtonian	71.9	100.6	220.6	279.3
Total Group	**2,371.8**	**2,588.2**	**6,733.4**	**7,381.1**
% change		**-8.4%**		**-8.8%**
■ Music/entertainment				
Audio	62.3	68.2	209.2	225.5
Dance Magazine	58.6	59.5	192.5	196.5
Entertainment Weekly (52X) C.	76.7	81.8	178.0	185.5
Playbill	39.3	34.4	106.2	108.3
Premiere C.	44.3	55.0	127.1	155.0
Rolling Stone (25X) C.	128.5	123.9	285.4	299.1
Spin C.	43.4	37.1	114.1	104.8
Video Magazine	67.0	62.8	223.0	202.9
Total Group	**820.2**	**522.7**	**1,435.5**	**1,477.8**
% change		**-0.5%**		**-2.8%**
■ Outdoor & sport				
Alaska	45.0	55.6	122.2	141.1
The American Handgunner (6X)	68.0	51.0	132.0	103.0
American Hunter	17.7	15.9	40.5	47.5
American Rifleman	19.7	19.4	50.1	58.8
Audubon (6X) C.	41.1	56.7	73.1	89.7
Backpacker (8X) C.	—	—	22.6	22.1
B.A.S.S. Times	25.2	16.3	51.2	50.3
Bassmaster (10X) C.	78.2	100.3	199.9	258.4
Bicycling (10X) C.	116.8	130.9	178.0	202.8
Ducks Unlimited (6X)	22.0	35.5	47.0	54.9
Field & Stream C.	60.5	81.9	170.4	194.5
Fishing World (6X)	39.9	40.8	78.4	71.2
Flex	91.5	72.7	274.5	211.2
Florida Sportsman	126.4	131.0	356.4	365.6
Golf Digest C.	124.8	96.0	339.3	282.7
Golf Magazine C.	99.7	111.5	342.3	367.6
Guns	38.0	35.0	126.0	108.0
Guns & Ammo	42.2	37.3	111.9	101.3
In-Fisherman (7X)	79.5	72.5	207.5	187.0
Outdoor Life C.	65.6	75.9	162.1	184.3
Outside Magazine C.	77.1	76.6	198.3	167.8
Petersen's Hunting	31.8	36.0	99.4	103.8
Runner's World C.	46.5	43.1	137.9	143.9
Salt Water Sportsman C.	91.1	95.1	291.1	302.7
Shooting Times	35.1	27.7	100.9	78.6
Sierra (6X) C.	46.6	40.2	81.0	85.2
Ski (8X) C.	47.3	49.6	241.6	248.7
Skiing (7X) C.	56.9	58.5	268.0	229.6
Skin Diver C.	94.9	116.2	299.7	344.0
Southern Outdoors (9X)	58.8	35.4	152.4	127.8
Southern/Western Links (6X)	65.4	44.9	116.6	72.8
Sport Magazine C.	35.3	49.0	74.0	104.4
Sports Afield C.	62.3	67.8	178.1	192.7
Surfing	42.5	43.3	132.8	162.8
Tennis C.	69.6	64.6	149.8	152.4
Volleyball A.	25.2	25.2	61.6	52.9
Waterski (10X)	65.1	51.1	177.1	166.8
Western Outdoors (9X)	29.5	30.6	75.8	74.3
Wind Surfing (8X)	79.0	51.7	79.0	51.7
Total Group	**2,261.7**	**2,252.8**	**6,010.3**	**5,967.0**
% change		**0.4%**		**0.7%**
■ Photography				
American Photo (6X) C.	38.8	44.2	87.7	86.1
Outdoor Photographer (10X)	26.4	32.8	56.3	61.2
Petersen's Photographic	50.4	27.7	145.7	76.9
Popular Photography C.	101.6	99.9	309.9	315.8
Shutterbug	176.0	170.0	520.0	503.0
Total Group	**393.2**	**374.6**	**1,119.6**	**1,043.0**
% change		**5.0%**		**7.3%**
■ Science/electronic/mech				
Compute C.	—	62.2	153.3	215.3
Discover A. C.	32.7	28.3	65.7	93.8
Home Office Computing C.	41.7	41.0	125.4	121.2
Omni C.	56.6	54.7	182.3	177.3
Popular Science C.	53.1	55.0	155.4	148.1
Scientific American C.	34.1	37.6	126.3	139.1
Spectrum C.	40.9	42.3	120.4	139.1
Total Group	**259.2**	**321.3**	**928.8**	**1,033.8**
% change		**-19.3%**		**-10.2%**
■ Woman/fashion/service				
Allure C.	56.3	71.7	107.0	71.7
Bride's Magazine (6X) C.	—	—	843.0	807.8
Child (10X) C.	69.6	66.2	128.4	113.3
Cosmopolitan C.	143.0	182.1	386.6	442.3
Elegant Bride (6X)	—	—	333.1	238.9
Elle C.	183.9	216.8	423.7	394.9
Essence C.	64.2	61.8	169.3	164.6
Family Circle (17X) C.	123.1	116.3	357.2	347.5
Glamour C.	156.3	182.4	285.5	361.3
Good Housekeeping C.	153.3	138.4	371.9	380.5
Harper's Bazaar C.	120.8	141.4	236.4	278.7
Imagen	81.6	83.6	131.4	203.8
Ladies' Home Journal C.	119.3	142.1	305.5	358.6
Lear's C.	53.8	52.7	112.7	118.1
Mademoiselle C.	104.9	121.6	208.6	260.0
McCall's C.	89.0	96.3	246.3	254.2
Military Lifestyle A.	47.0	57.2	122.1	106.9
Mirabella C.	99.7	100.6	193.2	228.7
Modern Bride (6X) C.	—	—	653.3	627.3
New Woman C.	56.7	80.0	146.7	189.7
Parenting C.	107.6	86.2	186.6	162.6
Parents Magazine C.	115.4	125.4	290.3	323.4
Redbook C.	105.3	113.8	249.0	258.5
Sassy C.	46.2	40.7	111.7	93.1
Self C.	81.8	94.7	184.8	199.6
Seventeen C.	128.5	127.6	206.4	235.4
Shape C.	71.2	54.5	184.5	151.2
Soap Opera Digest (26X) C.	52.6	30.5	113.7	94.0
Teen Magazine	65.2	65.1	121.9	117.6
True Story C.	42.3	45.0	123.6	118.9
Victoria C.	34.7	51.9	107.0	122.4
Vogue C.	286.4	335.7	526.2	653.6
W Magazine (26X) C.	183.6	128.8	332.7	306.2
Weddings West (4X) A.	—	—	288.0	42.3
Weight Watchers C.	28.4	38.8	90.5	108.0
Woman's Day (15X) C.	102.5	64.0	282.6	203.0
Workbasket (9X)	45.5	37.1	73.3	55.2
Working Mother C.	43.2	58.5	130.6	164.0
Working Woman C.	71.4	84.9	163.8	213.9
YM-Young & Modern (10X)	59.7	51.3	90.5	89.8
Total Group	**3,393.8**	**3,545.6**	**9,519.3**	**9,661.7**
% change		**-4.3%**		**-1.5%**
■ Youth				
Boys' Life C.	15.3	17.6	46.7	45.4
Campus Life (10X)	90.5	75.0	174.7	165.7
Total Group	**105.8**	**92.6**	**221.3**	**211.0**
% change		**14.2%**		**4.9%**
■ Business/national				
Barron's	159.3	135.5	389.7	353.4
Black Enterprise C.	43.7	55.7	238.3	215.7
Business Week (52X) C.	277.8	206.8	727.5	600.8
Economist (52X) C.	240.5	229.2	671.8	540.9
Entrepreneur C.	155.6	151.8	552.6	535.6
Entrepreneurial Woman (7X) C.	41.0	42.7	75.3	85.0
Financial World (26X) C.	129.1	47.8	305.4	124.6
Forbes (26X) C.	294.0	194.3	685.1	565.6
Fortune (26X) C.	180.0	153.2	451.7	408.7
Frequent Flyer	27.3	33.3	80.5	109.2
Futures	41.1	43.3	108.8	110.2
Harvard Bus. Review (6X) C.	39.4	59.8	81.7	102.7
Inc. Magazine C.	69.4	62.2	230.4	197.3
Income Opportunities	98.3	142.7	182.1	238.8
Industry Week (23X)	59.2	71.3	171.3	192.2
Nation's Business C.	30.2	23.0	72.6	79.3
Success C.	36.8	36.5	72.1	111.8
Total Group	**1,922.7**	**1,889.0**	**5,097.0**	**4,571.7**
% change		**13.6%**		**11.5%**
■ Business/regional				
Business Atlanta	32.6	21.6	85.7	72.0
Bus. First-Columbus (52X)	120.4	103.8	290.3	255.6
Bus. Jrnl -Milwaukee (52X)	114.8	128.2	321.8	328.7
Bus. Jrnl.-Sacramento (52X)	85.7	72.5	207.7	206.6
Bus. North Carolina	25.5	26.7	71.3	82.7
Capital Dist. Business Review (52X)	85.8	66.4	210.5	185.2
Caribbean Business	73.5	69.6	226.5	252.6
Corporate Rpt. Minnesota	42.1	51.1	123.4	133.1
Crain's Chicago Bus. (52X)	118.2	91.9	275.3	238.7
Crain's Cleveland Bus. (52X)	71.9	38.8	160.8	144.9
Crain's Detroit Bus. (52X)	76.8	63.3	189.5	183.5
Crain's New York Bus. (52X)	67.0	45.0	181.0	137.0
Florida Trend (12X)	38.4	26.6	84.2	87.8
Georgia Trend	25.2	42.0	86.0	99.3
Grand Rapids Bus. Jrnl.	57.2	57.2	149.4	143.9
Hawaii Business	60.3	69.2	140.8	139.7
Houston Bus. Jrnl. (52X)	203.9	109.7	415.0	282.0
Indianapolis Bus. Jrnl. (52X)	148.1	119.0	326.7	308.2
Nashville Business & Lifestyle	9.0	20.3	35.6	59.7
New Orleans City Bus.	83.9	46.8	158.9	135.2
Pacific Bus. News (52X)	122.7	99.7	312.3	275.6
Philadelphia Bus. Jrnl (52X)	122.6	78.2	294.3	218.2
Providence Business News	69.2	67.9	167.6	173.5
St. Louis Bus. Jrnl. (52X)	136.0	120.8	296.7	327.2
Warfield's Business Recvs-Maryland (52X) B.	48.3	—	93.7	—
Total Group	**1,970.6**	**1,636.3**	**4,811.3**	**4,470.9**
% change		**20.4%**		**7.6%**
■ National Sunday mags				
Parade (52X) C.	62.3	75.7	215.1	196.5
USA Weekend (52X) C.	61.9	63.3	187.9	150.3
Vista Magazine (12X)	12.8	23.9	40.6	42.1
Total Group	**136.9**	**162.9**	**443.6**	**388.9**
% change		**-16.0%**		**14.0%**
■ Newspaper Sunday magazine				
Boston Globe	187.6	164.6	362.6	364.6
Chicago Tribune	101.9	105.0	357.8	218.6
Cleveland Plain Dealer	60.5	43.0	107.3	91.4
The Dallas Morning News	61.6	71.1	129.9	129.6
Detroit Free Press	28.0	36.0	63.0	90.0
L.A. Times C.	143.2	29.7	291.3	105.5
New York Times Mag. C.	349.3	326.8	676.3	679.7
Philadelphia Inquirer	81.0	77.0	199.8	178.4
Seattle Times	77.0	83.0	164.0	168.0
St. Louis Post Dispatch	73.3	81.7	197.2	207.2
Toledo Blade Magazine	13.3	51.9	49.3	94.8
Washington Post	89.4	105.6	201.3	235.2
Total Group	**1,266.0**	**1,175.3**	**2,799.8**	**2,563.0**
% change		**7.7%**		**9.2%**
■ Weeklies/bi-weeklies				
The Advocate (26X)	146.3	150.2	411.7	514.5
Army Times Military Group:				
Air Force Times (52X)	154.4	129.5	374.6	367.9
Army Times (52X)	148.9	130.2	366.8	364.4
Navy Times (52X)	165.2	140.3	398.2	395.1
Capper's (26X)	54.6	28.0	112.6	95.5
Commonweal (22X)	10.7	13.1	23.9	26.1
Golf World (41X) C.	168.0	151.4	478.0	428.1
Grit (52X)	45.3	41.0	101.5	120.0
Jet (52X) C.	96.5	79.0	247.0	236.0
National Journal (50X) C.	34.0	56.0	112.0	120.0
National Review (25X)	33.2	27.3	118.8	97.0
New Republic (48X)	51.1	40.6	120.5	113.1
New York Mag. (50X) C.	214.3	173.5	491.8	434.3
New Yorker C.	177.2	126.4	377.6	317.9
Newsweek (52X) C.	173.9	134.1	437.0	369.0
People (51X) C.	245.5	255.7	597.5	663.1
Sporting News (52X) C.	42.4	39.1	110.5	89.1
Sports Illustrated (52X) C.	242.1	155.1	512.7	457.6
Time (52X) C.	184.1	162.8	443.6	441.6
TV Guide (52X) C.	139.1	207.7	634.4	653.5
U.S. News & World Report (50X) C.	177.2	141.3	390.6	327.3
Total Group	**2,703.8**	**2,362.3**	**6,861.2**	**6,630.9**
% change		**13.5%**		**3.5%**

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

Chicle shows gumption after a distasteful '91

Dentyne to benefit from line extension, more ad $

By Judann Dagnoli and Julie Liesse

Warner-Lambert Co.'s American Chicle Group was the loser in last year's $1.3 billion chewing gum derby, but the company's bubble hasn't burst yet.

Hurt by too few line extensions and a slowdown in ad spending, particularly behind Dentyne, the No. 2 gum marketer's dollar sales dropped 1% to $310.7 million while unit sales plunged 7% to 59.8 million, Nielsen Marketing Research reported.

Leader Wm. Wrigley Jr. Co. and No. 3 Planters LifeSavers Co. both posted healthy gains.

But Chicle executives have plans to turn things around.

"Our spending has not been what I'd personally like to see, but that's changing," said Joe McDonough, Dentyne senior product manager. "I can guarantee our commitment to Dentyne in 1992 will turn it around."

Chicle spent just $5.6 million in measured media for Dentyne in the first nine months of 1991, compared with $15.7 million for Trident, according to LNA/Arbitron Multi-Media Service. Young & Rubicam, New York, handles Dentyne, and J. Walter Thompson USA has Trident.

Dentyne's dollar volume slipped 1% to $67.6 million, according to Nielsen, while unit volume dropped 6% to 16.1 million.

Chicle's rebuilding plan includes new-product rollouts. That started with the Dentyne line extension Cinn*A*Burst introduced nationally late last year.

The product is designed to appeal to teens, Mr. McDonough said, and is supported by a network TV and radio campaign, themed "May not be suitable for adults."

Separately, regular Dentyne is targeting its 18-to-34-year-old consumer franchise with a TV campaign that shows a man saving an empty park bench for a young woman.

The company wouldn't be specific about other new-product plans. But Chicle last year tested a new brand called Cristal in Houston. The sugarless gum is designed not to stick to dentures and is competitive with Wrigley's test of a sugarless Freedent.

Planters LifeSavers, which increased its 1991 dollar sales 6% to $228.1 million and unit volume 2% to 42.1 million, has been helped by the popular "How long does the flavor last?" campaign from FCB/Leber Katz Partners for CareFree sugarless gum.

The campaign, credited with boosting 1991 brand dollar sales 3% to $134.8 million, will be continued in new executions this spring, said Cheryl Bachelder, VP-general manager. Brand spending for last year is estimated at $15 million.

Planters spent another $3.5 million in measured media in the first nine months of 1991 to support Bubble Yum, via Long, Haymes & Carr, Winston-Salem, N.C.

For the first time in more than a decade, Planters also spent against its Fruit Stripe gum with a $2 million TV campaign, also from Long. The spots revived the product's colorful zebra mascot, Yikes Stripes, after a 21-year absence, Ms. Bachelder said.

Market leader Wrigley also posted good gains in 1991, seeing dollar sales increase 4% to $553.7 million and units rise 1% to 121.1 million, according to Nielsen.

Wrigley's 25¢, five-stick packs and 10-unit multipacks, available on all sugared brands, were a major force behind Doublemint's 2% volume increase to 24.3 million units in 1991, said Ron Cox, Wrigley group VP-marketing.

"The 25¢ packs have offered consumers great value; that better value and continuing strong ad support have helped build volumes on our established sugared brands," he said.

Doublemint spending remained strong at more than $20 million in 1991 when the brand introduced a new campaign from Wrigley agency BBDO, Chicago. Spending behind Wrigley spearmint gum rose 38% to $17 million during the first nine months of 1991. All that was channeled into a smokers' alternative campaign.

But growth for Extra, Wrigley's largest brand in dollar sales, slowed last year. Mr. Cox blamed the softness on the lack of a hot new flavor.

In the late 1980s and in 1990, Extra had grown with the help of flavor extensions like Winterfresh and cinnamon. Most of Wrigley's $15 million to $20 million budget for Extra is supporting Classic Bubblegum flavor, rolled out last fall. □

Top chewing gum marketers

. . . and their best-selling brand. Sales figures are in millions.

	1991 vol.	% chg	1991 sales	% chg
Wm. Wrigley Jr. Co.	**121.1**	**1.3**	**$553.7**	**4.3**
Extra	35.7	0.5	$187.8	5.8
Warner-Lambert Co.'s American Chicle Group	**59.8**	**−6.6**	**$310.7**	**−0.8**
Trident	31.4	−2.9	$143.3	3.4
Planters LifeSavers Co.	**42.1**	**1.8**	**$228.1**	**5.7**
CareFree	27.0	−1.4	$134.8	3.2

Percent change compares 1991 with 1990. Source: Nielsen Marketing Research

"Most of the people who use alcohol, heroin, cocaine, or any other recreational drug never develop the life-warping, bottomless craving known as addiction."

HOOKED

JUICY, BOLD, CU

"The problem is that you might have the best-looking donor around, he's got a great sperm count, they're really kicking, he freezes well – but it turns out he's shooting blanks. The sperm does not get women pregnant."

SPERM, INC.

0 14302 76871 1 18

C2710-1

Congressional Information
4520 East-West HWY
Bethesda, MD

NEWSPAPER

Advertising Age

May 4, 1992

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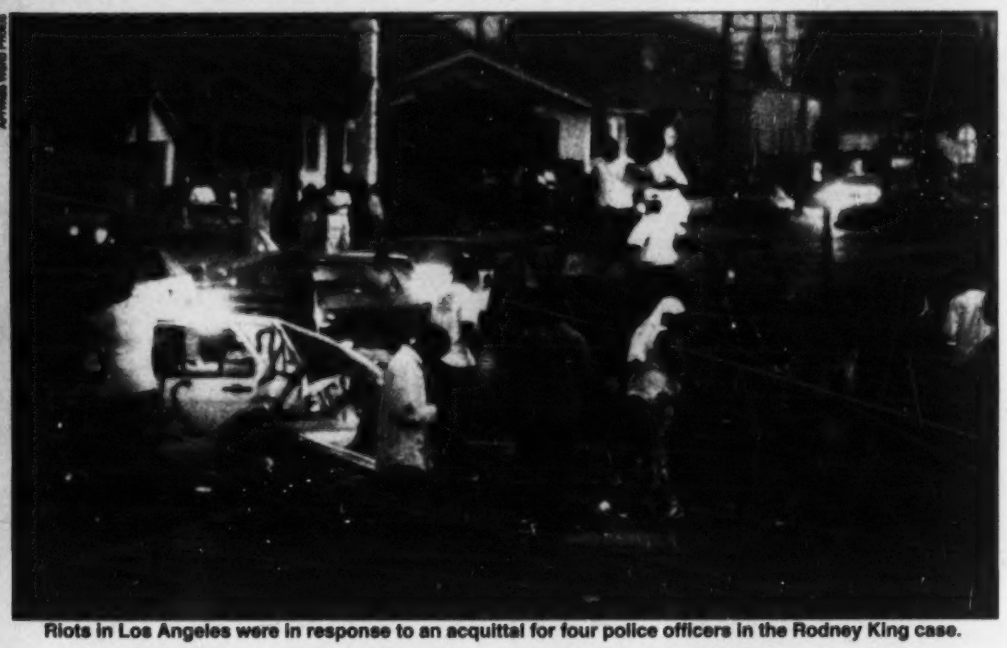


AP/Wide World Photos

Riots in Los Angeles were in response to an acquittal for four police officers in the Rodney King case.

A call to admen: Help stop riots

The time to bring the power of advertising to bear on the urban rioting that broke out last week is now.

Those riots paralyzed Los Angeles and shook other cities, following last Wednesday's acquittal of four white police officers who were charged with beating a black motorist.

The violence also may have alienated many of the very people who believed a California jury—which included no blacks—had compounded a great injustice.

The advertising industry finds itself with a monumental opportunity—and obligation—on its hands. There's no fast-

An editorial

er way to reach Americans than advertising—when media, government and business make it their business to get a message out. And there are few agencies who—when asked—will not make key people instantly available for such a project.

In fact, the entertainment industry is doing just that. Late last week, actor Tom Cruise, rap artist Ice T and others taped public service announcements, and similar anti-violence PSAs by Bill Cosby aired earlier.

There are those who believe the issues involved have nothing to do with the advertising business, that poverty, despair and many forms of racism are

(Continued on Page 49)

Madison Ave. West becomes ghost town

L.A. ad agencies shutter as rioters, looters take charge of the streets; worried execs wonder what's next

An Advertising Age roundup

The violent civil disorder in Los Angeles late last week turned the City of Angels into a war zone within hours and "Madison Avenue West" into a ghost town.

The riots forced businesses and employees to dodge bullets, roving bands of angry gangs and thousands of conflagrations set by arsonists.

And as the violence and arson continued in California, similar—though smaller—acts of unrest were set off in other major cities around the country.

Unlike the Watts riots in Los Angeles 22 years ago, the recent violence extended well beyond the south-central district of the city. Wilshire Boulevard, known as "Madison Avenue West" because of the number of ad agencies located there, became the major thoroughfare for looters moving in caravans out of the downtown area and into the tony shopping districts of Beverly Hills.

The gangs, chanting "No justice, no peace," left numerous empty agency offices in their wake.

"We've basically shut down," said Bob Elen, president of Robert Elen & Associates and president of the Western States Advertising Agencies Association. "Agencies, production studios, [broadcasters are pre-empting advertising]; they're all closed. The advertising business is closed until Monday."

"The city was on fire. We were flying through mushrooms of smoke."

For Jim Helin, managing director of D'Arcy Masius Benton & Bowles, it was a terrifying flashback.

"I grew up in northern California and had been to L.A. only a couple times in my life," he recalled just hours before evacuating his Wilshire Boulevard shop last Thursday. "My first extended trip to Los Angeles was in an Army uniform with loaded rifle as a member of the National Guard," during the Watts riots in 1965. He

(Continued on Page 52)

LAST MINUTE NEWS

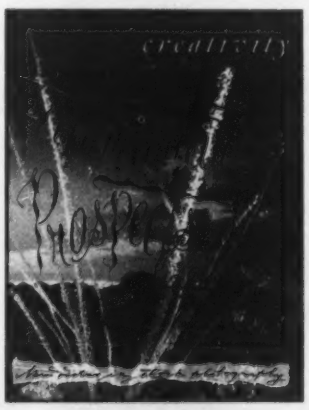
3 seek to buy Geer, DuBois

NEW YORK—Three principals of Geer, DuBois are said to be close to an agreement to buy the agency from Peter Geer, the son of the agency's husband-wife co-founders, who's now chairman of the executive committee. The three are Rodney Underwood, chairman-creative director; Stephen Bowen Jr., who joined the agency earlier this year as president-ceo; and Martyn Straw, exec VP-director of strategic services.

Tracy-Locke, DDB merger near

NEW YORK—Omnicom Group this week could announce the merger of its Tracy-Locke subsidiary into the DDB Needham Worldwide network, said executives familiar with the plan. One Omnicom agency executive said the merger will be announced May 5. Another gave no time frame but said, "It will happen." Omnicom Chairman-CEO Bruce Crawford said, "I won't say anything until I announce it." However, another Omnicom executive said no deal has been struck yet. Separately, 25 to 30 of DDB Needham's nearly 600 staffers here were laid off last week to bring the agency's

(Continued on Page 8)



INSIDE

'Creativity': New vistas in stock photography. **After Page 28.**

("Creativity" is available on request; call 1-800-678-9595.)

GM shake-up could stir change in Detroit's placid agency scene

By Raymond Serafin

Detroit agencies have been only spectators so far in the ever-expanding game of auto account musical chairs. But many believe that the recent shake-up in General Motors Corp. management is about to change all that.

"There has been a tranquil and effective relationship between Detroit clients and their agencies over the years," said Dick O'Donnell, president of automotive media consultancy O'Donnell Strategy Group. "Now, because of competition in the marketplace, an agency review might not be out of the question."

John Smale, the former Procter & Gamble Co. chairman-ceo who's now president of GM's executive committee, apparently isn't running GM's daily operations. But the P&G style of demanding the most from its agency partners and being open to newer, smaller shops is likely to be adopted by GM executives under intense pressure to turn around the bottom line.

There's also the "sacrificial lamb" factor. The term, even though it is not P&G's style, has been bandied about in auto marketing circles a lot ever since McCaffrey & McCall, New York, lost the $130 million Mercedes-Benz of North America account earlier this year. The lesson: A marketer under pressure might well change agencies even if advertising isn't a primary source of a sales falloff.

"In the auto business, the agency is the only major thing that can be changed easily," said Michael Robertson, deputy chairman-chief creative officer at McCaffrey.

■ ***Automobile Magazine*** **loses General Motors advertising after editor lashes carmaker in speech—Page 53.**

It takes years to change product, price structures are pretty well-established and the people who manage the companies are reluctant to blame themselves, Mr. Robertson said.

"An agency change can send a big message throughout the entire organization—a shake-up like that gets the cage rattling," Mr. Robertson said.

A Detroit agency shake-up would signal that

(Continued on Page 53)

NEWS SUMMARY

- **General Motors'** management shake-ups may lead to agency reviews, some observers say. 1
- **Nabisco** is targeting video rental stores as a new outlet for single-serve cookie and cracker products. 3
- **1991 ad spending** was 1.7% lower than 1990, the largest drop since 1942, Robert J. Coen reports. 3
- **Pepsi/Lipton** Tea Partnership is the latest combine in the burgeoning ready-to-drink iced tea category. 4
- **'Pre-upfront'** discussions indicate networks will give price concessions in return for fewer cancellation options. 12
- **Newspaper circulation** losses were widespread in the latest six-month report; *The New York Times* surpassed the *Los Angeles Times* as the largest metropolitan daily. 36
- **Nick at Nite's** new chairman, actor Dick Van Dyke, will be an active spokesman for the cable network. 46
- **'Tonight Show'** competitors are mostly stepping aside on May 22, night of host Johnny Carson's final show. 48
- **AT&T's** marketing plan is to create an image as the pre-eminent technology marketer. 50
- **MCI** is the sole sponsor of a special issue of *Life*. 50
- **TV networks** feature more regular season reruns and save original episodes for sweeps periods, a Bozell study reports. 54

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ABP MPA ABC AMPA

Coke's 'non-agency' taps big-name adman

Creative Artists Agency hires Fink; questions heat up on future of Coca-Cola's ad shops

An Advertising Age roundup

Hollywood superagent Michael Ovitz's Creative Artists Agency is looking more and more like an ad agency every day.

Last week, the talent agency that many call the most powerful in Hollywood hired Len Fink, a veteran creative director who's worked at several big-name ad agencies, as part of its "consulting" team for Coca-Cola Co.

A former associate creative director at Chiat/Day/Mojo in New York, Mr. Fink has a long-standing reputation as a top creative with impressive credentials grounded solidly in the ad agency business.

CAA said Mr. Fink will work with the soft-drink giant and its leading ad agencies on "global marketing strategies and creative execution."

When Coca-Cola hired CAA last year as a "worldwide media and communications consultant," both companies insisted the talent agency wouldn't create advertising for any Coca-Cola brands.

But last week's announcement that Mr. Fink would work on "creative execution" of CAA-inspired projects suggests CAA may be taking the relationship a step further.

In fact, it raises the question of whether CAA is actively preparing to put itself in the position to actually create ads for Coca-Cola, something the talent agency has said it would never do.

With its stable of top talent, including actors, writers and directors, and access to sophisticated production facilities, CAA has most of the pieces in place to create and produce TV and print ads.

All that was lacking was a veteran adman with first-hand knowledge of how Madison Avenue really works and the experience to steer national ad campaigns from initial concept to finished product.

Mr. Fink would certainly appear to fill that role.

Mr. Fink was involved in Chiat's win of the $60 million American Express Co. core charge-card account last November. Previously, he worked as exec VP-executive creative director at Wells Rich Greene BDDP.

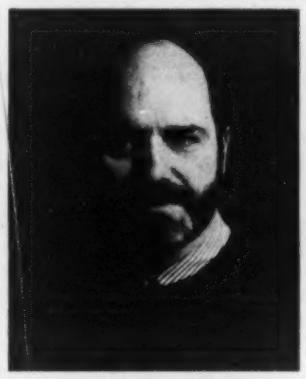
He started his career at Geer, DuBois and also worked in the creative department at Leber Katz Partners, where he created a Clio-winning anti-drunk-driving TV spot for the Advertising Council called "Crashing Glasses."

CAA was vague about what Mr. Fink will do on the Coca-Cola business but denied he will be responsible for creating ads. CAA Chairman Ovitz has said repeatedly he isn't interested in making ads.

"Just because he's coming from Chiat/Day doesn't mean he's going to do the same thing here he did there," a CAA spokesman said.

Like most executives at CAA, Mr. Fink won't have a title. He will work with Shelly Hochron, who joined CAA in October to coordinate the agency's Coca-Cola team. She formerly held a senior production post at Tri-Star Pictures.

In the mid-1980s, Ms. Hochron worked closely with Peter Sealey, who headed marketing at Columbia Pictures Entertainment, then a Coca-Cola subsidiary. Mr. Sealey is now senior VP-director of global marketing for Coca-Cola and oversees the company's CAA connection.



"Just because he's coming from Chiat/Day doesn't mean he's going to do the same thing here he did there."

A Creative Artists Agency spokesman, on new hire Len Fink (at l.)

The addition of Mr. Fink to CAA's Coca-Cola team spells more bad news for the Atlanta-based marketer's top agencies, McCann-Erickson Worldwide, Lintas:New York and Lowe & Partners, all part of Interpublic Group of Cos.

McCann handles the company's flagship Coca-Cola brand, Lintas handles Diet Coke and Lowe has Sprite, Fresca and a handful of smaller brands.

Ever since Coca-Cola hired CAA, executives at McCann and its sister agencies have been privately wary of the arrangement, even though publicly they say they welcome the talent agency's involvement.

Just last month, a top McCann executive said some advertising done jointly by McCann and CAA was nearing completion, and that the partnership was working.

McCann executives are reluctant to comment on the significance of Mr. Fink's arrival at CAA but remain hopeful the talent agency will have only a minimal involvement in Coca-Cola's advertising.

Some agency executives said Mr. Fink will simply help translate the talent agency's Coca-Cola work into marketing language that Coca-Cola's ad agencies can understand.

"I don't know whether we're being totally naive, but we do think [Hollywood and CAA] operate differently," said one agency executive. "I'm hoping it is what they say it is—providing backup resources to the agency. In either case, I'm not worried about it. Hollywood has no corner on marketing and successful entertainment. They have far more flops as movies than we have 'Herbs' as campaigns."

The executive was referring to a promotion created for Burger King Corp. in 1986 by J. Walter Thompson USA, New York, that was widely criticized and then dumped.

Although many ad industry pundits view CAA's involvement with Coca-Cola as a serious threat to its agencies, there are those who disagree.

"Ovitz has been talking about bringing agency professionals into the business," said Stephen O. Frankfurt, chairman of Frankfurt Gips Balkind, who has produced advertising for several movies. "But they're not going to be competing with the [ad] agencies. It's not threatening to the agency, it's just a different kind of communication."

For its part, a Coca-Cola spokeswoman said the soft-drink marketer didn't play a role in hiring Mr. Fink.

"This is an internal personnel decision made by CAA," she said. "We have no comment beyond that."

The spokeswoman said Mr. Fink's hiring in no way "changes anything since the announcement" last year naming CAA as Coca-Cola's worldwide marketing consultant.

Coca-Cola has consistently emphasized CAA wasn't hired to create advertising or buy media and wouldn't encroach on the turf of its ad agencies.

But at the same time, the company has seemed unusually vague about the precise nature of CAA's role. In fact, Mr. Sealey once said the talent agency would be involved in the advertising creative process "from the very beginning."

It's believed a core team of six CAA employees work on the Coca-Cola "account" and six other staffers help out. CAA has an estimated 250 employees.

As of March, it was believed CAA wasn't interacting directly with McCann or other Coca-Cola agencies but was dealing primarily with Coca-Cola. Soft-drink executives would then present CAA ideas to the ad agencies.

It's been suggested that representatives from CAA and Coca-Cola executives gather for face-to-face meetings once a month, presumably in Atlanta.

In fact, it's possible some CAA staffers might be in Atlanta this week for the company's "operation planning meetings" in which top executives discuss various strategies. □

Rival prime-time numbers don't add up

Who's right on TV spending figures? Battle lines are drawn between Nielsen Monitor-Plus, MediaWatch

By Joe Mandese

Prime-time advertising on network TV may be a much bigger business than had previously been reported.

Arbitron Co.'s MediaWatch (formerly BAR), which historically was the exclusive industry source for TV ad spending estimates, pegged 1991 prime-time spending on the Big 3 at about $4.5 billion.

But rival Nielsen Monitor-Plus, now being marketed by Nielsen Media Research, estimates advertisers spent more than $5.4 billion.

The difference in dollars—nearly $1 billion—is large. But even more importantly, the disparity is expected to spark debates about the validity of both services.

■ **Nielsen gives first glimpse of ad spending on Fox—Page 6.**

Most executives contacted by *Advertising Age* indicated Nielsen's numbers appear to be closer to reality.

For example, General Motors Corp., the largest prime-time network advertiser, spent $237.7 million on the Big 3, Arbitron reported, while Nielsen said the automaker spent upwards of $339.4 million.

"Nielsen's a little closer to the truth," said a media executive at a GM agency. "The prime-time buy we made in 1991 was about $300 million."

According to Arbitron, AT&T Co. spent $73.7 million; Nielsen put the total at $106 million.

"Nielsen is a little low," said Bob Watson, AT&T director of advertising services. However, he added the estimate was "in the ballpark."

Only one buyer, an agency

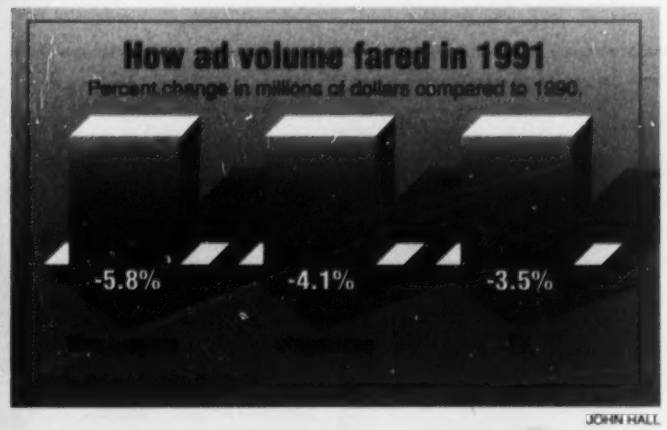
(Continued on Page 6)

How they rank advertisers differently

Top 10 prime-time advertisers on the Big 3 networks in 1991.

NIELSEN'S MONITOR-PLUS		ARBITRON'S MEDIAWATCH	
General Motors	$339.4	General Motors	$237.7
Procter & Gamble	$224.5	Procter & Gamble	$185.5
Philip Morris	$213.0	Philip Morris	$181.4
Johnson & Johnson	$171.1	Johnson & Johnson	$147.2
PepsiCo	$168.4	PepsiCo	$145.9
Kellogg	$156.0	Kellogg	$145.7
Ford	$154.2	Ford	$120.6
Toyota	$130.5	Unilever	$103.5
McDonald's	$124.8	McDonald's	$98.2
Chrysler	$115.6	American Home Products	$97.0

Figures are in millions. Source: Nielsen Monitor-Plus Prime Time Network Expenditure Analysis, Arbitron's MediaWatch



JOHN HALL

How bad a year for ads was '91? Almost the worst

But '92 will be better, with 7% gain; signs of upswing are already here

By Robert J. Coen

On the heels of the largest media ad spending decline since World War II, 1992 is certain to be an improvement.

By the middle of this year, the pessimism and anxiety that have plagued the advertising industry for more than two years should gradually give way to optimism, with most media posting ad revenue gains of 5% to 7%.

That's quite a contrast with 1991, when the Persian Gulf War and the recession disrupted spending.

Media ad revenues last year totaled $126.4 billion, 1.7% lower than 1990. That was the biggest decline since 1942, the first full year of World War II for the U.S., when spending dropped 4%. The only year in between with a decline was 1961's 0.8% drop.

The disruption in ad programs last year was so sudden and severe that it now seems reasonable to regard it as an aberration.

In time, ad spending will return to more typical, normal growth trends.

Mr. Coen is a senior VP-director of forecasting at McCann-Erickson Worldwide, New York.

Late last year, most major media began to see their rates of decline moderate or posted gains for the first time in nearly a year.

Newspapers are a good barometer of local ad demand strength. Instead of hitting bottom in 1990, as many expected, ad spending declines were even greater in the first three quarters of 1991. But by the fourth quarter the rate of decline was moderating, and a number of markets were starting to have modest gains for the first time in nearly two years.

Outlook for 1992

In the first half of 1992, many newspapers will see noticeable improvement in ad revenues, but the best gains probably won't show up until the second half.

National marketers have been reining in their TV ad budgets since the mid-'80s. Spot TV revenue growth has been lagging behind economic growth since 1987.

In 1990, election activity and a spurt of new-product introductions fueled a bit of a turnaround, but the invasion of Kuwait and the recession ended the improved trends, and spot budgets plunged. However, by the closing months

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Nabisco plots strategy to sell Oreos with videos

Rent a film and munch some . . . cookies, crackers

By Judann Dagnoli

If Nabisco Biscuit Co. has its way, videophiles will soon be picking up a package of Oreo or Chips Ahoy! cookies the next time they rent a movie at their local video store.

The company is now targeting the nation's 30,000 video rental stores for its lineup of single-serve cookie and cracker products.

"Snacking and watching movies is the perfect tie-in," said Doug Hazlett, Nabisco director-marketing. "This will drive incremental sales for both the retailer and us," he said, adding that Nabisco is hoping to use cross-promotions involving video releases in the future.

"We're now doing some test runs in a couple of stores," said Mr. Hazlett, who declined to name specific video outlets. "But we are going national with it."

Blockbuster Entertainment Corp. said the company "has had several discussions with Nabisco" about its interest in entering Blockbuster stores, "but we're still in discussion and nothing has been decided." Blockbuster is the leading player in the $11 billion video rental industry, followed by West Coast/National, Tower Video, RKO/Warner Video and Palmer Video.

To sell video rental stores on Nabisco products, the company is using some non-traditional methods, including direct mail and telemarketing.

Mr. Hazlett said the company has begun a direct

(Continued on Page 49)

Roth: Is he agency or client?

Investing in marketing companies puts Admarketing's chief in nasty battle with retailer C&R Clothiers

By Bradley Johnson

Meet Jack Roth, ad agency owner and ceo. And meet Jack Roth, a major shareholder and top executive of a client of Jack Roth's agency.

In other words, meet Jack Roth's client and Jack Roth's adman, both of whom are Jack Roth.

You might call it confusing. You might even call it a conflict of interest.

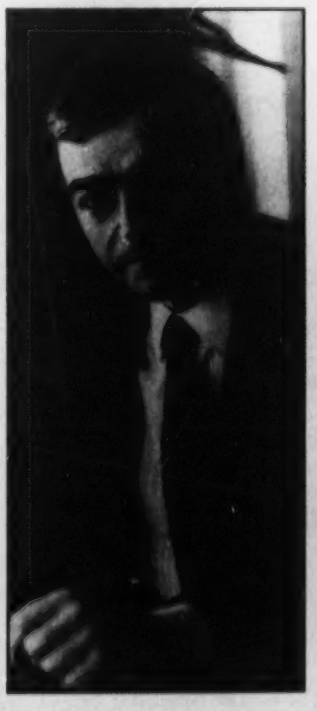
Jack Roth doesn't. The president-ceo of Admarketing, one of Los Angeles' largest agencies, says it makes good sense to invest his personal money in the stock of his agency's clients and that it's a testament to his confidence in them.

This can get messy at times, as it now has with Admarketing's former client, C&R Clothiers, a West Coast men's wear chain with annual sales of about $100 million.

Mr. Roth, 55, owns 22% of the closely held company and was its co-chairman and co-ceo until resigning those posts last month, the day before C&R filed for Chapter 11 bankruptcy protection. C&R then fired Admarketing.

Now Mr. Roth is levying

(Continued on Page 8)



Jack Roth is president-ceo of Admarketing, the agency that created the attention-getting ads last year for C&R Clothiers, a West Coast men's retailer.

Doug Goodman

Paul Zarrillo says he's out more than $20,000.

Brown's unpaid bill is primary concern for T-shirt supplier

By Steven W. Colford

Jerry Brown might want to "Take back America" but Paul Zarrillo just wants him to pay for 6,000 T-shirts.

Mr. Zarrillo, a Manhattan-based vendor of advertising and promotional supplies, claims he's out more than $20,000 because the Brown Democratic presidential campaign allegedly ordered and then failed to pay for promotional supplies from Mr. Zarrillo's Kimco Industries.

Days before the April 7 New York primary, Mr. Zarrillo said, he agreed to provide to the Brown campaign 30,000 buttons and about 6,000 silk-screened T-shirts with an image of the White House and the former California governor's populist slogan, "We the People."

POLITICS ★★★★ 92

"We were approached by a fellow who is referred to by the nickname Irish," Mr. Zarrillo said. "He represented himself as a personal friend of Jerry Brown's, and the assistant national campaign manager."

The deal was consummated with the same campaign staffer, allegedly from Brown's Manhattan headquarters, and terms were cash on delivery.

"He appeared to be well-established and respected within the campaign," Mr. Zarrillo said of the man called Irish. "Normally we would have insisted upon prepayment for any job done for a political candidate because everyone knows you can't trust these guys, right?

"But . . . we gave this defender of the people the benefit of the doubt. We like Jerry Brown . . . We got sucked in because we were told that within 24 hours we would get cash."

Kimco made good on an initial delivery of a few thousand buttons and shirts, Mr. Zarrillo said, but received only about $1,000. He said he told the Brown campaign he'd deliver the rest only after getting paid.

Now he has mountains of Jerry Brown buttons and T-shirts on the floor of his New Jersey warehouse, threats of lawsuits from unpaid subcontractors on his mind and a stack of unreturned calls from Brown campaign staffers on his desk.

"Kimco Industries is not the only little guy getting hurt here either," Mr. Zarrillo said. "Now we are being seriously threatened [with lawsuits] by our own suppliers, with whom we've been working for a good, long time without incident—up to now."

Further complicating the issue is a claim by an Albany, N.Y., design shop, Forsythe, Winslow & Bullard, that the T-shirt design was actually a design that Forsythe proposed Feb. 18 via fax to the Brown campaign's national headquarters in Los Angeles.

"We sent them a proposal for T-shirts . . . that was rejected. They told us their campaign didn't do T-shirts," said Charles Winslow, a partner at Forsythe. "Now we see our design on their T-shirts."

Mr. Winslow said he, too, dealt with the mysterious Brown volunteer Irish, who provided Mr. Zarrillo's company with a design for T-shirts. He said he's waiting for a public apology from the campaign.

Repeated phone calls to Brown headquarters in Manhattan and New Jersey went unanswered. A press aide at the candidate's Los Angeles headquarters said he knew nothing about the transaction. □

Warner-Lambert ad $ out-Fox Big 3 networks

By Joe Mandese

Warner-Lambert Co. is the Foxiest advertiser on prime-time TV.

Last year, the company placed $34.8 million, or about 38% of its total prime-time network TV budget, on Fox Broadcasting Co., making it the biggest advertiser on the fledgling network.

By comparison, Warner-Lambert spent only $26.7 million on CBS, $17.8 million on ABC and $12.3 million on NBC, according to Nielsen's Monitor-Plus, a new advertising expenditure service competing with Arbitron Co.'s MediaWatch.

Since MediaWatch doesn't include Fox in its network TV reports, Monitor-Plus' service provides the first glimpse of advertiser spending activity on the 5-year-old prime-time network.

Warner-Lambert's outlay means a lot of money for Bart, Lisa, Maggie, Marge and Homer Simpson and other Fox hits, considering Fox currently programs only about half the prime-time hours weekly of any of the Big 3 networks.

The Big 3 currently program 22 hours weekly. Fox typically programs about 10 prime-time hours each week, with an occasional 2-hour movie on Monday nights, as well as sporadic prime-time specials.

Other big network advertisers are also spending a disproportionate share of their prime-time ad budgets on Fox, which delivers a higher concentration of young adult viewers than the Big 3.

Coca-Cola Co. spent $24.1 million, or about 25.2% of its four-network prime-time total, on Fox, compared with $34.1 million on ABC, $25.8 million on NBC and $11.7 million on CBS.

Walt Disney Co. spent $15.5 million, or about 18.3% of its prime-time network TV budget, on Fox, compared with $23.9 million on NBC, $22.7 million on CBS and $22.7 million on ABC.

And Anheuser-Busch spent $13.4 million, or about 16% of its prime-time budget, on Fox, a curious allotment considering that Fox's strength is among 18-to-24-year-olds, many of whom are well below the legal drinking limit.

While most major prime-time network advertisers spent a proportionately lower share of their budgets on Fox, many of their divisions and brands targeted at Fox's younger audience spent heavily on the network.

General Motors Corp., for example, placed only 6.5% of its $363.2 million prime-time budget on Fox, but GM's Saturn subsidiary allocated $8.8 million, or about 24.5% of its total prime-time budget, on the network.

Philip Morris Cos. spent only 10.6% of its $238.2 million corporate prime-time total on Fox, but its Louis Rich Co. division allocated $1.4 million, or 30.1% of its prime-time total, on Fox.

Interestingly, Philip Morris' Miller Brewing Co. division placed $8 million, or about 9.4% of its prime-time budget, on Fox, a lower percentage than A-B but still a significant outlay for a brewery, given Fox's audience appeal.

And, as might be expected, Fox parent News Corp. spent $10.7 million, or 25.8% of its prime-time budget, on its own network. □

Spending

(Continued from Page 3)

executive who buys network TV for an imported car account, said the Arbitron data were closer. However, he said both were "way off-base."

Theoretically, both services should produce similar estimates, because the data are provided by the networks themselves.

Executives at both companies say each network provides monthly rate estimates for the cost of a 30-second commercial in each program.

Using electronic systems for monitoring commercials, both companies simply ascribe the estimates for commercial time to the number of units bought by an advertiser.

Occasionally, when networks refuse to comply with requests to provide cost estimates, the companies solicit the information from major ad agencies.

At best, the estimates are rough guidelines. This is especially true because virtually all TV ad costs are negotiated, with the rate estimates used by both services serving merely as guidelines by network sales executives and media buyers.

But in an industry that hungers for competitive information, the Arbitron estimates have been treated as gospel.

However, Monitor-Plus is bound to set off debates about the validity of the data produced by each service. In fact, the American Association of Advertising Agencies has already created a committee to investigate the validity of the two companies' data.

"Our experience is our strength."

Dubbed the Committee on Competitive Research Quality, the group plans to launch a side-by-side comparison of the two services starting this summer.

"We probably won't have any answers until this fall," said Bruce Goerlich, senior VP-director of media research at D'Arcy Masius Benton & Bowles, New York, and chairman of the committee.

Mr. Goerlich said the group will analyze detailed data, including the commercial logs and tapes of both services.

He said the primary goal is to verify that commercials are being accurately monitored by the two services and that the price estimates are secondary.

Many buyers say Monitor-Plus offers significant variations that make it an attractive alternative.

For example, Nielsen measures Fox Broadcasting Co. in its network TV reports. Arbitron reports the Fox data in its TV syndication report in a form that advertising executives say makes it hard to estimate ad activity on Fox.

Nielsen also measures all 17 major cable TV networks while Arbitron measures eight.

"Monitor-Plus is a market-driven product," said Ric Spicer, director of sales for the system. "We have listened to what our potential clients are saying about what they want in a monitoring service and designed Monitor-Plus to meet their needs."

But Arbitron claims its long track record makes it a more reliable source.

"Our experience is our strength. We've been doing this for years, and we've had time to work out the bugs," said Thom Mocarsky VP-communications of Arbitron.

In the mid-1980s, Arbitron acquired Broadcast Advertisers Reports, a manual service that was relaunched in January as MediaWatch, an electronic system. □

P&G says: It's gum! It's cough drop!

By Dagmar Mussey

GLOBAL NEWS

DUESSELDORF—Procter & Gamble Co. is creating a new market segment in Germany with the introduction of Vick Throat Gums.

If successful in Germany, the product may go worldwide. The gum, which has the same benefit as a cough drop, is now starting distribution to grocery stores and pharmacies. It's chewed until it dissolves entirely.

"With the new Vick Throat Gums, P&G is entering an entirely new product category," a P&G spokeswoman said. Though the product will be placed on shelves near regular chewing gums, a $280 million market, the medicinal qualities will pit it against players in the $330 million cough drop market.

"After the German launch is completed, P&G will definitely roll out in all big European markets," said an executive familiar with P&G. P&G wouldn't comment.

An ad now in the food trade press says: "Procter & Gamble . . . Our strongest innovation since Vick Blue [cough drops]. The new Vick Throat Gums will have a strong effect on your fruit gum shelf."

The ad says the launch will be supported by 900 radio and TV spots and 14 million samples.

"I expect that Procter & Gamble is backing the new product with at least $7 million," an agency executive said. Michael Conrad & Leo Burnett, Frankfurt, handles.

P&G this week breaks a radio spot for the new gum; a 30-second TV spot will begin in midsummer. □

Scott Stabler

Daniel Stiel: Hawking every last inch of ad space.

Bank hypes new ad medium: Itself

By Bradley Johnson

First Interstate Bank of California is bringing new meaning to the term commercial bank.

California's third-largest bank already hawks Ginsu knives in credit card bill stuffers and hypes discount loans in neon-paint window ads. But that's just the beginning.

VP-Marketing Daniel Stiel envisions selling ad time on TV monitors in the teller lines, leasing poster space next to automated teller machines, selling space on bank receipts and letting vendors set up promotional displays inside bank branches.

"Maybe we should have Veg-O-Matic displays with hawkers barking out to the customers," Mr. Stiel said, only somewhat jokingly. "It might be fun."

Mr. Stiel has already done limited cross-promotions, such as putting newly introduced Mazda Miata sports cars inside bank branches—which, conveniently, could make on-the-spot car loans.

"Maybe we should have Veg-O-Matic displays with hawkers barking out to the customers."

First Interstate last year generated nearly $1 million, primarily from bill stuffers, Mr. Stiel said, and he wants to improve that. Every little bit helps; parent First Interstate Bancorp lost $288 million last year, largely a result of loan problems in Arizona and other states where it expanded.

Mr. Stiel is looking for outside help for his more ambitious schemes, so he's inviting proposals from Whittle Communications, Turner Broadcasting System and other companies experienced in niche marketing.

First Interstate is offering advertisers a chance to reach its 1.5 million California customers who use the bank's 350 ATMs or visit its 320 branch offices.

"Any retailer would recognize if you're spinning that many customers through your lobby, there's some value there, and it's a captive audience," Mr. Stiel said, adding that customers spend an average 3 minutes waiting for a teller.

The goal is "how can we work with other companies to enhance the value to the customer, increase the income to the bank and provide a new outlet for advertisers that would be a good synergistic match to a bank," he said. "We're not even sure what they are. Is it an airline? Is it a car? Is it a cerealmaker?"

Or a Ginsu knife?

"A plethora of Ginsu knife offers might cheapen the image of the bank," Mr. Stiel said. But he keeps running the offers in credit card statements because they represent "significant fee income."

Mr. Stiel, to be sure, is concerned about appearances.

"We have a certain image for stodginess to maintain," he said. "We are a bank, and people expect the bank to be respectable and perhaps conservative."

But faced with limited ad money, he's been willing to try non-traditional approaches. Mr. Stiel is a big believer in promoting bank deals in gaudy neon paint on branch windows.

"It's been an extraordinarily cost-effective way to break through some clutter and make some noise in the L.A. market," he said of the window ads. "As tacky and god-awful as they are in terms of what sophisticated marketing people like to do, they work."

First Interstate will spend $2 million to $3 million on advertising this year, Mr. Stiel said, down significantly from $4 million to $5 million in 1991. Campbell & Wagman, Los Angeles, handles. □

Hollywood zeros in

Studios hope targeted efforts will stand out

By Marcy Magiera

When Columbia Pictures opens "A League of Their Own" this summer, visitors to Major League Baseball parks may be among the first to know about it.

In one of the narrowly targeted marketing efforts rapidly becoming de rigueur in Hollywood, Columbia is said to be planning to promote the film about the 1940s All-American Girls Baseball League to a natural audience: baseball fans.

Columbia's planned cross-promotion with Major League Baseball signals movie marketers' growing sophistication and broader acceptance of narrowly targeted marketing efforts.

Gone are the days of the simple movie marketing formula consisting of a network TV buy supported by newspaper ads.

The new strategy gaining popularity is to motivate moviegoers first who are already interested in the subject matter. Positive word-of-mouth from early viewers usually helps broaden a film's total audience.

Apart from cost savings over network TV schedules, targeted media buys may be just the ticket to distinguish a film this summer, when mainstream ad vehicles are flooded with hype for Warner Bros.' "Batman Returns"

For example, 20th Century Fox Film Corp. selected CBS' National Collegiate Athletic Association basketball championship coverage to promote its comedy about Los Angeles basketball hustlers, "White Men Can't Jump."

Likewise, Paramount Pictures Corp. made sure it reached heavy-metal heads, the core audience for "Wayne's World," by spending the bulk of its TV budget on MTV: Music Television.

MOVIE

Paramount apparently is happy with the results. "Wayne's World" has taken in close to $100 million at the box office, and Arthur Cohen, the studio's president of worldwide marketing, is extolling the virtues of MTV in a trade print campaign for the network.

Young & Rubicam, New York, buys 20th Century Fox's media. Ogilvy & Mather, Los Angeles, handles placement for Paramount. Both studios create ads in-house.

Rather than appealing to audiences with specific interests, some movie marketers are experimenting with new ways to identify and appeal to frequent moviegoers.

Columbia's romantic comedy, "Year of the Comet," is the subject of a 2-minute feature program of celebrity interviews and behind-the-scenes footage running on all the screens in the United Artists Theatre Circuit. Called "United Artists Theatres 'Closeup,' " the monthly program is produced by cable service E! Entertainment Television.

"We felt that the awareness of [frequent moviegoers] was imperative," said Bettina O'Mara, manager of publicity and promotions for "Comet" producer Castle Rock Entertainment.

Walt Disney Co. is trying to reach movie fans with a direct mail campaign promoting two current releases, the musical "Newsies" and "Straight Talk" starring Dolly Parton, to members of AMC Entertainment Co.'s MovieWatcher frequent moviegoer program.

"It's an experimental program," said Jack Holland, VP-marketing for AMC. He said the theater chain is planning similar campaigns with other studios but declined to elaborate.

Disney creates ads in-house. Western International Media, Los Angeles, handles placement.

Perhaps the most unusual in-theater ad vehicle is one that gets patrons while they munch.

Cinemedia Corp. is testing ads on popcorn bags in San Diego area theaters. Its first movie advertiser is Universal Pictures for the upcoming Steve Martin comedy "The Housesitter."

DDB Needham Worldwide, Los Angeles, is Universal's agency. □

TV CLUTTER: Who has the most, who's hurt the worst

By Joe Mandese

Commercial clutter may be more damaging in network prime time than daytime, and more common on cable and syndicated TV than network TV.

Those are the findings of two new studies from Drexel University professor Robert Kent and the Network Television Association, respectively.

Mr. Kent, an assistant professor in Drexel's marketing department, found competitive clutter most heavily concentrated in prime-time network TV.

Based on an analysis of 15 hours of prime time and 15 hours of daytime TV during a week in December 1991, Mr. Kent found daytime had the highest overall clutter level, averaging 31 spots per hour.

But while prime time averaged only about 20 spots per hour, it had a greater concentration of competitive commercials: 32% vs. 21% in daytime. Competitive clutter is defined as spots from two or more competing advertisers placed within the same hour.

Competitive clutter has grown in recent years because advertisers have become better at using demographic data to target their buys, Mr. Kent said.

The study found that exposing a viewer to only two spots for competing brands resulted in more than a 25% reduction in brand name and ad claim recall.

In the most extreme cases, half the spots in an hour were competitive. For example, of the 20 commercials airing during 1 hour of a prime-time movie last December, there were 10 competing commercials in four categories.

Of the 31 commercials during a 1-hour daytime soap opera last December, Mr. Kent found 15 competitive spots in seven categories.

Mr. Kent speculated there's more competitive clutter in prime time because many of the most competitive advertisers use that daypart. The main culprits are the automotive, beer, soft-drink, fast-food and airline categories.

Cable clutter

Average amount of minutes per hour allotted by each cable network for paid national and local commercials.

A&E	9:35
CNBC	13:09
CNN	13:22
Discovery	10:37
ESPN	9:54
Family	11:38
Lifetime	11:42
Nashville	12:54
Nick at Nite	10:53
TNT	10:05
USA	10:29
WTBS	10:22
Average	11:12

Source: Arbitron, Nov. 11-16 & 24, 1991

NBC had the highest competitive clutter level of the Big 3, Mr. Kent said. In prime time, an average of 38.8% of NBC's commercials in 1 hour were competitive, compared with 28.8% for CBS and 28.5% for ABC.

In daytime, competitive spots accounted for 25.2% of NBC's commercials, compared with 20.1% for ABC and 16.7% for CBS.

Competitive clutter levels would be higher on other TV outlets, including Fox Broadcasting Co., cable and syndication, because they tend to have higher overall clutter levels, Mr. Kent said.

A separate study commissioned by the Network Television Association showed that in prime time, the Big 3 average only 9 minutes, 12 seconds of commercials per hour, compared with 11 minutes, 4 seconds for Fox; 11 minutes, 12 seconds for cable; 11 minutes, 21 seconds for independent TV stations; and 13 minutes, 21 seconds for syndicated programming.

The study was based on information from Arbitron Co.'s MediaWatch for a week last November. On average, the Big 3 ranged from 17% to 30% less commercial clutter per prime-time hour than other national TV outlets.

Among the 12 cable networks tracked, Cable News Network had the most commercial clutter per prime-time hour with 13 minutes, 22 seconds, while Arts & Entertainment had the least, with 9 minutes, 35 seconds. □

SALES PROMOTION

Agency services take on exaggerated importance for marketers

By Scott Hume

So far, the 1990s can be called the Decade of Promotion.

Just consider the hot issues in consumer product marketing: declining brand loyalty; audience fragmentation; micromarketing; database marketing; event/entertainment sponsorship; account-specific marketing; in-store marketing; the power of the retailer; everyday low pricing.

The numbers bear witness to the trend as well. Trade promotion accounted for 49.5% of total marketing spending last year, with 25.4% allocated to consumer promotion and the remaining 25.1% going for media advertising, according to the latest Survey of Promotional Practices from Donnelley Marketing.

Promotion shops are chasing the trends, according to *Advertising Age's* fifth annual survey of sales promotion and promotional services shops.

Agencies providing these services have never before been under such a spotlight, and perhaps never have their services been as important to marketers as in the 1990s.

Marketers have been forced to rethink strategies for reaching consumers and the retail trade; retailers are redefining what they want from marketers; consumers are re-evaluating the importance of brands, prices, value and service.

Short term, those forces have accelerated the maturation of the promotion industry and its relationship with clients. Long term, they may be changing the makeup of the industry itself.

One tier emerging strongly is identified as sales promotion agencies by *Ad Age* methodology. They provide strategic consulting and a broad array of services. A second tier, called promotional services shops by *Ad Age*, specializes in the tactical and executional services from which the industry was born.

Many respondents to *Ad Age's* annual survey indicate they're adding services and hiring specialists to provide more trade consulting, database and direct marketing and consumer-research capabilities to meet increasing demands from clients.

Those classified as sales promotion shops increased in the survey; those ranked as providing mostly promotional services decreased.

> **"How you fold [in modules] is tricky, and that's the challenge we're facing."**

"You can't tier the promotion industry just by size anymore," says Jeff McElnea, president of Einson Freeman and president of the Council of Sales Promotion Agencies.

"Some shops that are more executionally oriented have higher billings, but that doesn't necessarily reflect their importance to clients.

"Promotional expertise is expanding in multiple directions. The integration of database into promotion is one module" of many.

"How you fold [all the modules] together is the tricky part, and that's the challenge we're facing," he says.

Frankel & Co. has formed Entertainment Marketing Group, formalizing its capabilities in signing tie-in partners and licensing agreements for clients such as McDonald's Corp. and Target Stores. Joining Frankel's sports marketing, public relations and direct response departments, the new unit is the kind of added service separating the two types of agencies.

"There's been an explosion of promotion agencies over the last decade, but there is a layer at the top that has become bigger, with more specialization," says Robert Schneider, the VP-management representative named to head the entertainment group.

"Companies are still looking for the big idea promotion, but that idea may have a lot of diverse elements to it," says Tony Fiore, exec VP at

(Continued on Page 32)

Sales promotion agencies by U.S. gross income

Rank 1991	Rank 1990	Agency, headquarters	U.S. gross income 1991	U.S. gross income 1990	% chg	Leading service by % of revenue: Service	percent	Top executive, title	Telephone	Verified
1	1	**Alcone Sims O'Brien,** Irvine, Calif.	41,709	39,051	6.8	graphics/coll, database	10.0	M. Alcone, J. Sims, D. O'Brien, co-chmn	(714) 770-4400	
2	3	**D.L. Blair,** Garden City, N.Y.	33,323	27,704	20.3	consulting	18.5	T.J. Conlon, ceo	(516) 746-3700	
3	7	**Marketing Corp. of America,** Westport, Conn.	27,134	21,962	23.5	merch/POP, consulting	10.0	Chris P. Barr, president	(203) 222-1000	
4	4	**Clarion Marketing & Communications,** Greenwich, Conn.[1]	26,809	26,026	3.0	dir mktg	20.0	Raymond S. Rizzo, ceo	(203) 531-3600	✔
5	5	**Ross Roy Group,** Bloomfield Hills, Mich.[1]	25,384	24,742	2.6	merch/POP	25.0	Glen W. Fortinberry, chmn-president	(313) 433-6000	
6	2	**Cato Johnson Worldwide,** New York[1]	23,891	28,152	(15.1)	merch/POP, promo adv	10.0	Jean-Paul Lafaye, worldwide chmn	(212) 941-3700	
7	6	**Frankel & Co.,** Chicago	22,376	23,004	(2.7)	merch/POP	31.0	Bernard Frankel, chmn	(312) 938-1900	✔
8	9	**Comart,** New York	16,064	14,500	10.8	mkt rsch	14.0	Vince Sottosanti, chmn	(212) 714-2550	
9	8	**Flair Communications,** Chicago	15,185	15,803	(3.9)	dir mktg, swps/games	10.0	Lee Flaherty, chmn	(312) 943-5959	
10	10	**Ryan Partnership,** Westport, Conn.	14,699	11,930	23.2	consulting	22.0	Thomas P. Libonate, president	(203) 226-3136	✔
11	11	**U.S. Communications,** Minneapolis[1]	13,674	11,431	19.6	dir mktg	35.0	Terence M. Graunke, chmn-ceo	(612) 373-3000	✔
12	14	**QLM Associates,** Princeton, N.J.	12,184	9,767	24.7	graphics/coll	23.0	W. Robert Lipsky, president	(609) 683-1177	✔
13	12	**IMPACT,** Chicago	11,700	10,635	10.0	consulting	15.0	Joseph P. Flanagan, president	(312) 751-3500	✔
14	18	**Robert A. Becker Inc.,** New York[1]	10,445	7,983	30.8	graphics/coll, dir mktg	15.0	Sander A. Flaum, president-ceo	(212) 727-7000	
15	15	**Columbian Advertising,** Chicago [1]	9,658	9,425	2.5	dir mktg	20.0	Bernard J. Miller Jr., chmn	(312) 943-7600	✔
16	13	**Glendinning Associates,** Westport, Conn.*	9,600	10,500	(8.6)	trade promos	15.0	John A. Caputo, exec mg dir	(203) 226-4711	
17	17	**Siebel/Mohr,** New York	7,884	8,492	(7.2)	graphics/coll	18.0	Thomas McCann, president	(212) 593-0500	
18	21	**Beaumont-Bennett Group,** New York	7,600	7,200	5.6	trade promos	12.0	Jack Brown, chmn-ceo	(212) 886-3300	
19	20	**Don Jagoda Associates,** Melville, N.Y.	7,563	7,388	2.4	swps/games	15.1	Don Jagoda, president	(516) 454-1800	✔
20	19	**Lifestyle Marketing Group,** New York	7,419	7,760	(4.4)	consulting	15.0	Donald R. Dixon, chmn	(212) 463-2500	
21	22	**Block & Nardizzi,** Stamford, Conn.	6,263	4,658	34.5	merch/POP	16.0	Chuck Nardizzi, ceo	(203) 969-1311	
22	16	**Promotional Marketing,** Chicago	5,536	8,547	(35.2)	sampling	40.0	Alan K. Swift, president	(312) 943-0900	✔
23	23	**McCracken Brooks Communications,** Minneapolis	5,048	4,529	11.5	consulting	15.0	Keith McCracken, president-ceo	(612) 921-8400	
24	26	**Amrein Marketing Associates,** Westport, Conn.	4,737	3,452	37.2	swps/games	18.9	James R. Amrein, president	(203) 454-3500	✔
25	24	**CCM,** New York	4,321	4,024	7.4	merch/POP	20.0	Steven Polachi, partner	(212) 689-8225	
26	25	**Marcon Marketing Services,** New York	4,227	3,842	10.0	merch/POP, premiums	14.0	Stephen Field, president	(212) 683-3332	
27	29	**ICE Communications,** Rochester, N.Y.	3,600	3,000	20.0	graphics/coll	40.0	Francis Cosentino, president-ceo	(716) 244-5400	✔
28	32	**Louis London,** St. Louis —	3,535	2,479	42.6	merch/POP, graphics/coll	20.0	Mark Shapiro, president	(314) 367-4100	✔
29	28	**Marketing Continuum,** Dallas[1]	3,374	3,029	11.4	merch/POP	45.0	Roberta A. Merkel, ceo	(214) 520-0080	✔
30	29	**Stromberg-Connors,** Rye Brook, N.Y.	3,150	3,000	5.0	graphics/coll	35.0	Hank Stromberg, president	(914) 939-4080	

Notes [illegible]

Heady growth days vaporize for shops

Gross income for agencies increases 'only' 6.3% to $690 million

By Kenneth Wylie

The good news: sales promotion revenues are up. The bad news: the 1991 increase is less than half of what it was the year before.

According to *Advertising Age's* fifth annual sales promotion survey, U.S. gross income for promotion shops rose 6.3% to $690.2 million in 1991. This was a notably smaller increase than the 14.1% gain sales promotion experienced in 1990. Gross income is the industry's terminology for revenue.

Even so, the sales promotion industry again experienced higher growth than the Top 500 U.S. advertising agencies reported by *Advertising Age* (AA, April 13).

Ad agencies grew only 2.9% in the U.S., compared with 6.2% in 1990.

Non-U.S. revenue for the surveyed sales promotion agencies rose 8.6% to nearly $40 million in 1991. Total revenue from foreign operations of U.S. ad agencies rose 7% to $5.92 billion.

Survey respondents are divided into two groups: sales promotion agencies and promotional services agencies *(see story on Page 31)*. Essentially, sales promotion agencies derive most of their revenues from fees related to planning and development; promotional services agencies pull most of their revenues from execution.

Topping the sales promotion agencies is Alcone Sims O'Brien, formed by the merger of last year's No. 2 promotional services agency, Alcone Promotion, Irvine, Calif., and No. 6 sales promotion agency Sims Freeman O'Brien, Elmsford, N.Y. Alcone Sims reports 1991 revenue of $41.7 million, up 6.8% from 1990.

D.L. Blair was No. 2 with U.S. revenue up 20.3% to $33.3 million; Marketing Corp. of America, No. 3 at $27.1 million, up 23.5%; Clarion Marketing & Communications, No. 4 at $26.8 million, up 3%; and Ross Roy Group, No. 5 at $25.4 million, up 2.6%.

Ranking first among promotional services agencies for the second straight year is DCI Marketing, a supplier of point-of-purchase and merchandising materials. Revenues at DCI and No. 2 promotional services agency Lintas:Marketing Communications, fell slightly—DCI's by 0.1% to $61.6 million and Lintas:Marketing Communications' by 2.2% to $34.5 million.

In a recession, returns varied dramatically from one agency to the next. Nearly a third of the agencies responding showed lower or nearly flat 1991 revenue compared with 1990.

"Beginning in late 1990 and during 1991 many marketers were nervous about the shaky dollar, the whole shaky economy," says Alan Swift, president of Promotional Marketing, down 35.2% in 1991 gross income. "Things shifted to overall cautious, inhibited spending."

War, too, played a part, says Steve Zammarchi, chief operating officer of Cato Johnson Worldwide, which slipped 15.1% in 1991 gross revenue, compared with 1990. Operation Desert Storm depressed marketing promotion generally, says Mr. Zammarchi, and not just in the U.S.

"The first six months of 1991 were very quiet while clients were taking a wait-and-see position," Mr. Zammarchi explains, "and many of them opted not to do anything. There was a lot of planning but not a lot of execution."

Of the gainers, 46% boosted U.S. gross income 10% or more.

Heftiest gains among the sales promotion agencies came from St. Louis-based Louis London and Stamford, Conn.-based Hadley Group, each up about 43%.

Louis London's President Mark Shapiro traces growth to two grocery product accounts. One pushed the company to augment a new test-marketing service in 1991; the other boosted its spending as part of a shift away from brand advertising.

Among the top promotional services agencies in U.S. revenue gains were No. 43 Randazzo & Blavins, San Francisco, up 76.7%, and Market-zing Promotions, Cleveland, up 73.4%.

Says John Randazzo, president of Randazzo & Blavins: "We've been picking up momentum, [and] one account led to another. We won a sparkling wine account . . . and soon we were adding varietal wines and jug wines."

Market-zing is finding clients more receptive to sales promotion as a way of getting maximum value from marketing dollars, says Jim Devoe, president-ceo of parent Jayme Organization. One such client was a building products manufacturer who hyped the ordering of construction material by offering distributors incentives for the purchase of sporting goods. The distributor in turn spurred sales of the product to dealers by passing along the incentives.

More services are on the sales promotion plate now as clients seek to target customers more precisely. Among agencies surveyed, the biggest service shift was in promotions to the trade and direct marketing, particularly database utilization.

Of the 105 agencies covered in this report, 84 noted that direct marketing would be a major growth area in 1992. More than half of those were adding direct response to their list of services for the first time.

Although Young & Rubicam's sales promotion agency, Cato Johnson, merged with its direct marketing unit, Wunderman Worldwide, Cato Johnson's 1991 revenues of $23.9 million don't reflect any Wunderman business because the transaction hasn't been completed.

Wait till next year. □

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Sales promotion agencies (continued)

Rank 1991	Rank 1990	Agency, headquarters	U.S. Gross income 1991	U.S. Gross income 1990	% chg	Leading service by % of revenue Service	Percent	Top executive, title	Telephone	Verified
31	27	**Alley Marketing**, New York	$2,889	$3,089	(6.5)	consulting	15.0	Frank Ombres, president	(212) 545-8500	
32	31	**PGM**, Chicago [1]	2,785	2,696	3.3	graphics/coll	30.0	W.I. Goldman, S.D. Miller, partners	(312) 337-7676	✓
33	33	**Core Group Marketing**, Minneapolis [1]	2,500	2,400	4.2	consulting	40.0	Robert H. Hamilton, president	(612) 942-2939	
34	34	**Noble Promotion Group**, Springfield, Mo.	2,254	1,915	17.7	premiums	26.0	Tim Straus, sr vp-group dir	(417) 882-5050	
35	35	**Strategic Promotions**, Dallas	2,245	1,825	23.0	merch/POP, graphics/coll	20.0	Grahame R. Hopkins, president	(214) 871-1016	✓
36	38	**Hadley Group**, Stamford, Conn.	1,855	1,297	43.0	merch/POP, consulting	10.0	Victor Imbimbo Jr., president	(203) 323-8533	✓
37	36	**Dugan, Valva Associates**, Morristown, N.J.	1,720	1,486	15.8	graphics/coll	10.0	Peter Dugan, chmn	(201) 539-8880	✓
38	43	**Tracy-Locke Promotional & Regional Marketing**, Dallas	1,703	452	NA	merch/POP	20.0	Jake Schroepfer, president	(214) 969-9000	
39	40	**Mitchell & Co.**, Toledo, Ohio	1,481	1,176	25.9	swps/games, trade promos	5.0	Mark Mitchell, president	(419) 243-7600	✓
40	45	**Promotional Resources Group**, New York	1,388	413	NA	tie-ins	10.0	Victor Copello, president	(212) 481-9390	✓
41	37	**Pierce-Davis & Associates**, Arlington, Texas [1]	1,200	1,377	(12.8)	graphics/coll, dir mktg	15.0	Bill Pierce, president	(817) 261-1111	✓
42	39	**Source Marketing**, Westport, Conn.	1,150	1,258	(8.6)	merch/POP, graphics/coll	15.0	Howard Steinberg, president	(203) 454-0348	
43	46	**Sukon Marketing Communications**, New York *	1,117	405	NA	promo adv	25.0	Joseph Harris, president	(212) 627-5454	
44	41	**Wolf Mansfield Bolling**, Buffalo, N.Y.	1,100	990	11.1	merch/POP, graphics/coll	10.0	Larry Wolf, ceo	(716) 853-1200	
45	42	**Promotion Group Central**, Evanston, Ill.	914	955	(4.3)	swps/games	18.0	Edward J. Drumm, president	(708) 866-0100	
46	44	**DD&A**, Chicago	432	421	2.7	consulting	19.0	Dean Daigler, president	(312) 372-4722	✓
47	47	**DK Group**, Hillsdale, N.J.	263	221	19.0	consulting	30.0	Richard Knel, president	(201) 358-6100	✓

Notes: Dollars are in thousands. Rankings are based on gross income, defined as billings to clients less outside costs. Rankings for 1990 are computed from figures reported in 1991. Abbreviations in leading service column denote: direct marketing, database promotions, event marketing, graphics/collateral, market research, merchandising/POP, premiums/incentives, promotional advertising, promotional packaging, sweepstakes/games/contests, tie-ins/licensing, trade promotions. Leading service does not include concept development and strategic planning. Percent of revenue applies to each service listed. ✓ indicates an independent accountant verified figures. 1. Gross income includes minor portions of income from services other than sales promotion; 2. Gross income is limited to sales promotion returns; * Figures from 1990 are for 4 months. **Source:** Ad Age survey.

Methodology

Agencies with sales promotion activities generally fall into two camps—those long on planning and those heavy on execution.

For *Advertising Age's* fifth annual sales promotion survey, the term for the former is sales promotion agencies and for the latter, promotional services agencies. The two sets are ranked separately.

Revenues for sales promotion shops tend to be largely fee-oriented. Promotional services shops draw a larger percentage of their revenues from markups for materials and services and media commissions.

To be listed as a sales promotion shop, an agency must draw 40% or more of its fees from strategic planning and concept development. Also, a sales promotion agency must pull at least 50% of its revenues from all fee-related activities.

(An agency on the sales promotion chart in the prior year remains there even if its fees from the program planning stage dip below 40%. Only one agency was grandfathered in by this procedure.)

A promotional services agency draws more than 60% of its revenues from execution of one or more sales promotion functions such as sweepstakes, tie-ins, graphics/collateral, merchandising/POP, etc. It generally has developed an expertise in specialized areas that makes it a supplier to both advertisers, regular ad agencies *and* sales promotion shops.

Regular ad agencies and direct response agencies with sales promotion functions appear on the promotional services chart but are ranked by their sales promotion returns because those are less than 50% of the agency's total. If more than 50%, the agency's listing here is based on total revenues. □

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Premiums • Club Programs • Entertainment Marketing

Promotional services agencies by U.S. gross income

Rank 1991	Rank 1990	Agency, headquarters	U.S. Gross income 1991	U.S. Gross income 1990	% chg	Leading service by % of revenue Service	Percent	Top executive, title	Telephone	Verified
1	1	**DCI Marketing**, Milwaukee	$61,548	$61,600	(0.1)	merch/POP	39.0	Ron Chimenti, president	(414) 228-7000	✓
2	2	**Lintas: Marketing Communications**, Warren, Mich. [1]	34,459	35,248	(2.2)	NA	NA	Frank Hoag, chmn	(313) 575-9400	
3	3	**MarketSource**, Cranbury, N.J. [1]	27,500	21,600	27.3	dir mktg, sampling	25.0	Martin D. Levine, president	(609) 655-8990	✓
4	4	**Stratmar Systems**, Port Chester, N.Y. [1]	14,000	14,000	0.0	fulfillment	25.7	Dan Ailloni-Charas, president	(914) 937-7171	
5	6	**Merchandising Workshop**, New York	9,500	9,700	(2.1)	graphics/coll	55.0	Norman Alshooler, president	(212) 239-4646	
6	5	**BDS Marketing**, Irvine, Calif.	9,377	12,066	(22.3)	sampling	35.0	Beverly Totman-Ham, president-ceo	(714) 753-1600	
7	7	**Communications Diversified**, New York	8,900	9,300	(4.3)	sales meetings/av	25.0	William H. Henneberry, chmn	(212) 213-3300	
8	8	**Ensor Freeman**, Paramus, N.J. [1]	7,032	6,485	8.4	swps/games	18.0	Jeffrey K. McEnea, president	(201) 262-7200	✓
9	9	**Diamond Promotion Group**, New York	6,280	5,430	15.7	graphics/coll	20.0	Andrew Cohen, president	(212) 685-6622	✓
10	11	**Strottman Group**, Irvine, Calif.	5,259	4,503	16.8	premiums	NA	Ken Strottman, ceo	(714) 852-1166	
11	12	**Local Marketing Corp.**, Cincinnati	5,011	4,396	14.0	promo adv	50.0	Lee A. Carter, president	(513) 241-5158	
12	17	**Waylon**, St. Louis	4,994	3,650	36.8	graphics/coll, promo pkg	10.0	James E. SanFilippo, president	(314) 231-6500	
13	13	**Smiley Promotion**, New York	4,500	4,290	4.9	swps/games	40.0	Ronald Smiley, president	(212) 986-3909	✓
14	19	**Fresh Perspectives**, Armonk, N.Y. [1]	4,300	3,396	26.6	graphics/coll	25.0	Caren Berlin, president	(914) 273-6802	✓
15	10	**Marketing Support**, Chicago	4,245	4,534	(6.4)	graphics/coll	34.0	David L. Weiner, president	(312) 565-0044	✓
16	15	**Highland Group**, Southport, Conn.	4,050	3,935	2.9	promo adv	20.0	Fred Tscheulin, ceo	(203) 254-3505	

Notes: Dollars are in thousands. See Page 31 for footnotes and methodology

Chart continued on Page 34.

AA Chart: Kathy Welyki

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Agencies

(Continued from Page 29)

MarketSource, a specialist in college programs. "Business as usual isn't getting it done.

"As a result, a lot of major agencies are . . . trying to handle a client's business top to bottom. The trend is for clients to move to bigger houses, and they're going to be the most successful over the next several years."

"The recession has hit strategic agencies less than the executional shops," says Joe Flanagan, president of Impact, Chicago, the sales promotion unit of Foote, Cone & Belding. "Clients aren't ever going to walk away from a resource that can say, 'Here's how to spend your promotion dollars more effectively.' "

That doesn't mean every agency has to offer every service, he says. His shop isn't "really into the database business now. Maybe we're selling ourselves short down the road. But you've got to have your priorities."

The focus on trade promotion has obscured the role of consumer promotion, and some agency executives say communicating directly with consumers is especially important while the war over retail shelf space rages.

"Promotion marketing is evolving into two businesses in terms of the relationships with clients at the national brand level," says Jack Sims, co-chairman of Alcone Sims O'Brien. "Certain agencies have been able to adapt, while smaller agencies can't converse on that level."

Joe Flanagan, president of Impact, Chicago.

The growing importance of trade promotion has widened the gap between strategic and executional tiers, says Tim Straus, president of Noble Promotion Group.

"A small number of top agencies have understood that they need to become more strategic and that more is being done with the trade," he says. But there are a large "number of agencies . . . that remain more executional and more reliant on project work.

"Our relationships are becoming more ongoing, either on a retainer basis or through a series of projects that might as well be a retainer relationship.

"That's not to say we can't do quick turnaround, executional projects if that's what the client needs, but I think the gap between agencies with a broad array of services and those without will widen over time as the focus on strategic planning increases." □

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Shops find retailers, marketers take buddy system to heart

By Betsy Spethmann

Promotional partnerships between marketers and retailers are being singled out by agencies as expansion territory.

"It's all incremental business for the agencies," says Bernard Miller III, president of Columbian Advertising, Chicago.

Strategic alliances, retailer-specific promotions and national promotions with local elements are helping marketers win cooperation from influential retailers. As retailing becomes increasingly competitive, the retailers need the alliances as much as marketers do.

"Manufacturers and retailers working on a win-win basis is a '90s idea because it's efficient," says Ray Rizzo, president-ceo of Clarion Marketing & Communications, Greenwich, Conn. "The theme of the decade is not only price, it's efficiency —which allows price at a reasonable profit margin."

"Retailers are looking for an edge," says Joe Flanagan, president of Impact, Chicago, the sales promotion unit of Foote, Cone & Belding. "They'll take less money for bigger velocity."

For example, Impact created an effort last year for Louis Rich Co. that capitalized on the meat marketer's National Football League sponsorship. Tie-ins with local teams were offered to a grocery chain in each market; retailers doled out prizes, which included team posters, children's activity books and ticket discounts.

The program was so successful in boosting sales that Louis Rich plans to expand the effort this year.

In March, Clarion began a national spring-cleaning promotion for Drackett Co. tied to restoration of historic landmarks. Themed "The Great American Cleanup," it involved Windex glass cleaner, Renuzit air freshener and Vanish toilet bowl cleaner. The national effort was tied to George Washington's Birthplace Monument in Virginia; individual landmark tie-ins in 23 markets gave local impact.

Vendor-driven efforts will also strengthen long-term partnerships, says Keith McCracken, president-ceo of McCracken Brooks Communications, Minneapolis. These programs are designed by retailers who solicit marketers as partners.

McCracken Brooks is developing one for client ShopKo Stores centered on the mass merchandiser's 30th anniversary this summer. Shurfine Corp., a buying coop for 1,100 independent supermarkets, this fall breaks a nationwide promotion from Columbian that's tailored to individual stores. Participating marketers include Coca-Cola USA and Planters LifeSavers Co.

Effective sell-in programs

(Continued on Page 35)

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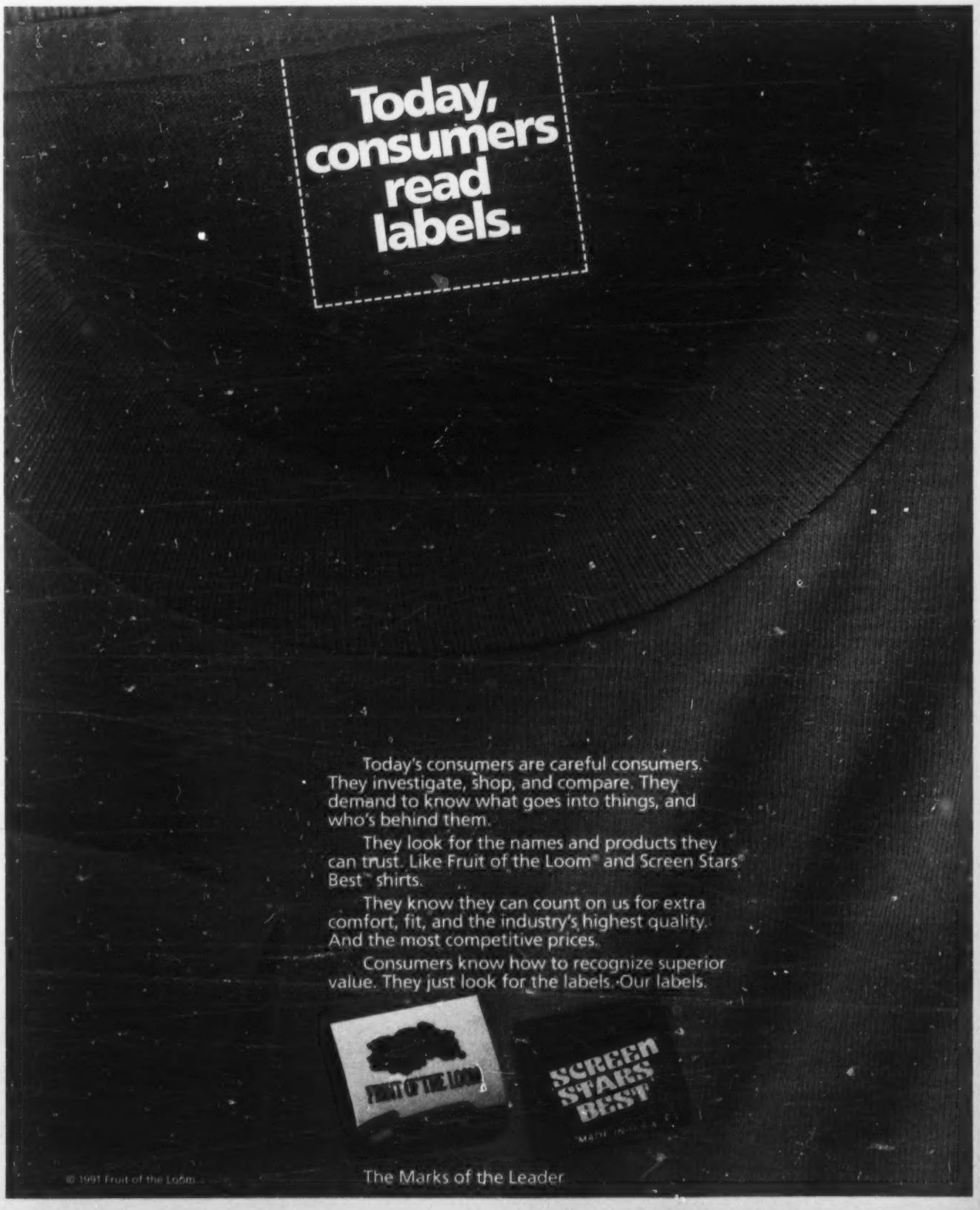
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The Marks of the Leader

Golden age for trade promotions

Shops recognize 'driver of virtually the whole marketing effort of' companies

By Scott Hume

With trade promotion accounting for almost half of product marketers' budgets, promotion agencies are improving capabilities for working the trade.

More than 60% of sales promotion agencies and promotional services agencies view trade promotions as a major growth area in 1992, according to *Advertising Age's* annual industry survey. And of those, more than half are implementing trade promotions for the first time.

Marketers increasingly are looking to their agencies for more help in managing their trade dollars, getting products into stores and getting display support. That's traditionally a province of corporate sales/marketing operations rather than brand promotional departments.

"We see the trade marketing function as the driver of virtually the whole marketing effort of consumer products companies," says Jeff McElnea, president of Einson Freeman, Paramus, N.J. "The solidification of the trade marketing function, which in some cases now reports directly to the ceo, needs its counterparts on the agency side. That need has been solidified in the last two years [as trade spending has risen].

"Our side has been somewhat late in responding," he adds. "We're providing account-specific promotions, but such elements as category management, trade promotion optimization, pricing and merchandising are going to be key in the next five years."

To meet that need, Einson Freeman this year plans to form a trade promotion consultancy to address those issues.

Some other agencies already have moved in that direction, however.

QLM Associates, Princeton, N.J., has created a Trade Advisory Council—five senior executives in the retailing sector available to answer the frequently asked question: "What does the trade want?"

"The retailer today understands better than ever what's working and not working at his store, so we've had to learn what he wants instead of telling him what we have," says Lew Ross, QLM exec VP.

"We recognize our clients are spending a tremendous amount of money on the trade, which makes it more important for us to help [them] spend that money more wisely."

Comart, New York, has made an even more ambitious commitment, creating Trade Pulse, a database of more than 1,600 retail distribution executives. New promotions and products can be evaluated and, if necessary, refined or customized before a marketer's sales force uses them.

"From Nielsen and Information Resources Inc. and others, most major marketers have more information than they know what to do with," says Maryann Sprow, Comart senior VP-director of consulting services. "But they still may not be sure what the trade wants or will accept. Or they may be moving into a product category . . . Trade Pulse can provide information quickly on what will work."

Glendinning Associates, Westport, Conn., has a proprietary trade consulting service called TP3.

"The question isn't how to eliminate trade spending, it's how to optimize the return on trade spending, how to identify the inefficiencies. TP3 answers that," says Jeff Hill, Glendinning group VP.

"We become a partner with a resource that can bring an analytical look at trade promotion back to the client."

Consulting isn't the only form the new trade services are taking.

A database at Noble Promotion Group, Springfield, Mo., tallies retailer acceptance or rejection of promotion programs for its clients. The program helps identify "friends" and those where "a little harder sell" might be needed for future programs.

Robinson & Maites, Chicago, has expanded its expertise in creating marketer-provided training programs for the trade, such as a "Roads Scholars" program for travel agents funded by client Budget Rent a Car Corp.

"Marketers and agencies need to get away from just providing deals. We have to create alternatives that are creative [and] shown to increase business," says Alan Maites, Robinson & Maites president, adding that means developing programs benefiting both marketer and retailer. □

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Promotional services agencies (continued)

Rank 1991	Rank 1990	Agency, headquarters	U.S. Gross income 1991	U.S. Gross income 1990	% chg	Leading service by % of revenue Service	Percent	Top executive, title	Telephone	Verified
17	16	**Langworth Taylor**, White Plains, N.Y.	$4,004	$3,835	4.4	merch/POP	22.0	Frank C. Langworth, president	(914) 946-7333	✓
18	20	**Ventura Associates**, New York	3,782	3,196	18.4	swps/games	60.0	Kenneth P. Fehskens, president-ceo	(212) 586-9720	
19	21	**Arlan, Lowe & Travis Advertising**, Chicago	3,513	2,977	18.0	merch/POP	23.0	Daryl Travis, president	(312) 243-3500	
20	18	**S.J. Weinstein Associates**, New York [1]	3,500	3,500	0.0	graphics/coll, promo adv	15.0	Stephen J. Weinstein, ceo-creative dir	(212) 206-0222	✓
21	25	**Tai**, Erie, Pa.	3,186	2,535	25.6	graphics/coll	12.0	M. Tai Hindson, ceo	(814) 838-4505	
22	23	**Promotional Innovations**, Stamford, Conn.	3,001	2,867	4.7	graphics/coll	20.0	John Henderson, president	(203) 325-3448	✓
23	22	**Responsive Marketing Communications**, Schaumburg, Ill.	2,996	2,876	4.2	NA	NA	A.J. Marsiglia, president	(708) 240-1100	
24	14	**Pacific Marketing Group**, San Francisco [1]	2,884	4,067	(29.1)	dir mktg, event mktg	20.0	Andrea M. Metzler, president	(415) 788-8764	✓
25	29	**Robinson & Maites**, Chicago [1] [*]	2,450	1,959	25.1	dir mktg	20.0	W.A. Robinson, A. Maites, mg partners	(312) 372-9333	✓
26	27	**A-Three Services Agency**, Northbrook, Ill.	2,389	2,110	13.2	fulfillment	65.0	Althea A. Alder, president	(708) 480-0870	✓
27	35	**Westport Promotion Group**, Westport, Conn.	2,385	1,568	52.1	merch/POP	25.0	Stephen Y. Conley, president	(203) 227-0266	✓
28	28	**PMC Partnership**, Westport, Conn.	2,355	2,100	12.1	swps/games	35.0	Joe Geer, president	(203) 227-8478	
29	30	**National Promotion Services**, Atlanta	2,210	1,800	22.8	graphics/coll	15.0	Daniel Dodson Jr., exec vp	(404) 266-9258	✓
30	26	**Difranza Williamson**, New York	2,026	2,312	(12.4)	NA	NA	Elizabeth Powers-Trupp, sr vp-mg dir	(212) 463-8302	✓
31	24	**Davidson Marketing**, Chicago	2,008	2,647	(24.2)	merch/POP	20.0	Jay Farrell, president	(312) 527-3900	✓
32	32	**Hobson Barnes & Associates**, Atlanta [1]	1,715	1,676	2.3	promo adv	26.9	Tony Hobson, president	(404) 951-1888	
33	39	**Deare Marketing**, New York	1,630	1,100	48.3	tie-ins	15.0	Jennifer Deare, president	(212) 929-1313	✓
34	34	**Waldbillig & Besteman**, Madison, Wis.	1,609	1,601	0.5	graphics/coll	47.3	William J. Waldbillig, president	(608) 238-4767	
35	36	**Wiken Promotion & Advertising**, Wayzata, Minn. [1]	1,606	1,527	5.2	graphics/coll, dir mktg	15.0	Lawrence F. Wiken, president-ceo	(612) 476-2002	✓
36	38	**Marketing Network**, New York	1,566	1,253	25.2	swps/games	12.0	John A. Lebbad, president	(212) 941-4480	
37	37	**Tausche Martin Lonsdorf**, Atlanta [1]	1,409	1,445	(2.4)	merch/POP	38.8	Joe Lonsdorf, president	(404) 881-8080	✓
38	31	**Sales Aides International**, Melrose Park, Pa. [1]	1,400	1,740	(19.5)	promo adv	20.0	Allen N. Liss, president	(215) 782-9090	✓
39	33	**Adair-Greene Advertising**, Atlanta	1,278	1,625	(21.3)	NA	NA	Warren Greene, president	(404) 351-8424	

Notes: Dollars are in thousands. *Formerly William A. Robinson. See Page 31 for footnotes and methodology.

Chart continued on Page 26.

Promotional services agencies (continued)

Rank 1991	Rank 1990	Agency, headquarters	U.S. Gross income 1991	U.S. Gross income 1990	% chg	Leading service by % of revenue Service	Percent	Top executive, title	Telephone	Verified
40	44	**MARC Promotion**, Pittsburgh	$1,229	$551	NA	merch/POP, promo adv	15.0	Cynthia Zeth, exec vp	(412) 562-2000	✓
41	40	**Saxton Communications Group**, New York	1,103	943	17.0	tie-ins	90.0	Michael Enzer, president	(212) 867-2210	✓
42	42	**Patrick Co.**, St. Louis	1,028	692	48.6	merch/POP	25.0	Rick Forrestal, president	(314) 436-5455	✓
43	45	**Randazzo & Blavins**, San Francisco [1]	924	523	76.7	merch/POP, dir mktg	20.0	John Randazzo, president	(415) 772-1989	✓
44	41	**New England Advertising Associates**, Norwalk, Conn.	744	707	5.3	graphics/coll	67.0	William D. Gulick, president	(203) 838-8812	
45	43	**PROMOT**, Los Angeles	693	666	4.1	premiums	33.3	K.J. Laessig, president	(213) 466-0990	
46	47	**Market-zing Promotions**, Cleveland	614	354	73.4	graphics/coll, premiums	20.0	Joseph H. Winklmann, president	(216) 831-6915	✓
47	58	**H. Reitman & Co.**, Chicago	525	NA	NA	graphics/coll	20.0	Herbert M. Reitman, president	(312) 751-0033	
48	48	**Hilliard Wise & Brown**, Newport Beach, Calif. [1]	463	345	34.1	graphics/coll, event mktg	20.0	Sally Wise, cto	(714) 975-8100	
49	46	**Venet Advertising**, Union, N.J.	450	375	20.0	NA	NA	George A. Coscia, president-ceo	(908) 687-1313	
50	49	**Sales Development Associates**, St. Louis [2]	345	345	(0.1)	database	50.0	Patricia M. Biggerstaff, president	(314) 862-8828	
51	50	**Thielen & Associates**, Fresno, Calif. [2]	287	281	2.2	trade promos	25.0	Michel C. Thielen, president	(209) 252-2500	
52	51	**Creel Associates**, Oak Brook, Ill.	240	227	5.8	graphics/coll	26.0	David R. Creel, president	(708) 990-0402	✓
53	52	**Dovetail Partner Promotions**, Overland Park, Kan.	237	205	15.7	tie-ins	100.0	Richard Hopkins, president	(913) 642-8334	
54	53	**Don Wise Design**, New York	113	113	0.0	graphics/coll	35.0	Don Wise, president	(212) 371-3333	
55	55	**Opus Group**, Ridgewood, N.J. [1]	110	95	16.3	merch/POP, graphics/coll	20.0	Joe Grasso, president	(201) 447-4824	
56	54	**Lardis, McCurdy & Co.**, Meriden, Conn.	94	100	(6.9)	merch/POP	38.0	John S. McCurdy, president	(203) 235-7040	✓
57	56	**Detrow & Underwood**, Ashland, Ohio	35	52	(31.9)	premiums	100.0	Jack M. Detrow, ceo	(419) 289-0265	
58	57	**McAndrew Advertising**, New York [2]	23	20	13.7	graphics/coll	75.0	Robert McAndrew, president	(212) 892-8660	✓

Notes: Dollars are in thousands. See Page 31 for footnotes and methodology.

AA Chart: Kathy Welyki

Buddy

(Continued from Page 33)

for national promotions can help foster partnerships.

"A quality presentation that's unique shows [a marketer's attention to] displays and features—both of those are critically important" to a promotion's in-store success, says Sherwin Leff, Impact senior VP-director of client services.

Manufacturers also are more frequently asking retailers what kinds of promotions will suit their specific needs, Mr. Leff says.

While these strategies all take retailers' power into account, some executives say the balance of power is shifting back toward manufacturers, especially in light of manufacturers' experimentation with everyday low pricing strategies.

"EDLP could shift the sands back to manufacturers if they can pull it off," says Jeffrey McElnea, president of Einson Freeman, Paramus, N.J.

However, that isn't likely to diminish retailer acceptance of consumer-oriented promotions, and could itself be a boon for promotion agencies.

Everyday low pricing represents "a magnificent opportunity for agencies because as trade dollars decline, retailers will need more brand differentiation for themselves," says Mr. McElnea. "They'll have more need for agencies' strategic thinking." □

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Newspapers suffer circulation declines

'New York Times' surpasses 'Los Angeles Times'

By Ira Teinowitz

The New York Times has overtaken the *Los Angeles Times* as the largest metropolitan daily in the U.S., according to the Audit Bureau of Circulations.

Circulation losses fostered *The New York Times'* rise in the rankings. While *The New York Times'* circulation fell 0.1% to 1,201,970 daily, the *Los Angeles Times* dropped 6.3% to 1,164,388 daily, according to the audit bureau's latest FAS-FAX report.

Losses were widespread in the report, which compares the six months ended March 31 with the same period the year before. Only 28 of the top 100 newspapers reported daily circulation gains, several benefiting from competitors folding.

Those with increases included *USA Today*, *The Orlando* (Fla.) *Sentinel*, Fort Lauderdale's *Sun-Sentinel*, *The Denver Post*, Los Angeles' *Daily News* and Paddock Publications' *Daily Herald* in the Chicago suburbs, which expanded its distribution area.

Executives said the dropoff appears more dramatic because the Persian Gulf War and local developments boosted circulation last year. For example, the New York *Daily News* strike ended last March; the *New York Post* and *Newsday* benefited from the strike, but report major declines since then. California newspapers blamed a new sales tax for lower newspaper purchases. Other papers cited single-copy price hikes to fight recession-induced ad losses.

The *Los Angeles Times*, which had advertised its No. 1 position among metro papers, attributed its losses to planned cutbacks in some unprofitable central-state markets, elimination of an afternoon edition, the sales tax hike, declines following the Gulf war and a price hike in most of its circulation area. In hotly contested Orange County, where price increases were minimal, circulation grew. The paper also claims increases in the San Fernando Valley, where the rival *Daily News* rose 4.6% to 212,001.

MEDIA WORKS

The Wall Street Journal saw circulation fall 3.5% to 1,852,863. The recession and a December 1990 price hike of 50% to 75¢ hurt the daily, a spokesman said.

Among papers whose circulation rose, *USA Today* attributed its gains to across-the-board growth rather than a particular news event or promotion.

"There is only one thing that sells newspapers: news," said Steve Anderson, media relations manager.

The Orlando Sentinel credited the city's growth, an eight-week half-price offer for new subscribers and a revival in tourism after the Gulf war.

"In a lot of markets, news like [the Gulf war] sells papers. In ours it does too, but the war also chased tourism away," said John Blexrud, director of marketing.

Several papers have folded or merged since the audit bureau's September report. *The Dallas Morning News* benefited from the death of the *Dallas Times Herald*, jumping 17.1% to 483,539 daily and 21.7% to 744,714 Sundays.

The San Diego Union-Tribune, formed in February by the merger of *The San Diego Union* and *The Tribune*, reported circulation of 385,254, up 38% from the *Union's* circulation last year but down 2.8% from the two dailies' combined circulation.

The *Arkansas Democrat-Gazette*, formed in October when the *Arkansas Gazette* merged with the *Arkansas Democrat*, rose 48.4% to 191,573 from the *Democrat's* circulation and 46.4% from the *Gazette's* circulation. Still, the combined paper is down 92.5% from the papers' combined circulation for 1991. □

Bradley Johnson contributed to this story.

Top 100 newspapers by circulation

Figures are for six months ended March 30, 1992, compared with the same six-month period last year, except where noted. Where papers reported Monday through Thursday circulation and separately for higher-selling Friday papers, the figures are weighted averages of the two. In some cases, Sunday papers have different names.

Rank	Newspaper	Circulation	% chg	Sun. circ.	% chg
1	Wall Street Journal	1,852,863	-3.5	NA	NA
2	USA Today*†	1,613,347	7.3	NA	NA
3	New York Times	1,201,970	-0.1	1,773,876	0.8
4	Los Angeles Times†	1,164,388	-6.3	1,531,527	-2.8
5	Washington Post	846,635	0.9	1,177,004	1.0
6	New York Daily News	781,796	NA	983,240	NA
7	Newsday	765,703	-7.2	847,491	-11.7
8	Chicago Tribune	733,775	-1.0	1,133,249	0.2
9	Detroit Free Press	587,952	-4.5	1,191,790	-1.3
10	San Francisco Chronicle†	557,644	-2.2	709,201	0.7
11	Chicago Sun-Times	530,856	-1.3	547,207	-2.1
12	Boston Globe	505,744	-2.2	808,251	1.2
13	Philadelphia Inquirer	500,569	-2.9	977,684	-1.0
14	Dallas Morning News*†	483,539	17.1	744,714	21.7
15	Newark Star-Ledger†	483,486	-0.4	717,521	1.4
16	New York Post	470,967	-25.2	NA	NA
17	Houston Chronicle	425,775	-3.1	622,602	-0.0
18	Detroit News	421,006	-12.2	NA	NA
19	Miami Herald	420,235	-5.5	546,161	-1.3
20	Cleveland Plain Dealer*	414,041	-3.5	546,901	-2.6
21	Minneapolis-St. Paul Star Tribune	412,871	-0.1	685,975	1.8
22	Arizona Republic†	390,838	-0.7	603,434	1.2
23	St. Petersburg Times†	390,040	0.0	497,306	-0.6
24	San Diego Union-Tribune†[1]	385,254	38.0	458,862	0.6
25	Rocky Mountain News†	365,480	-2.3	434,177	0.4
26	St. Louis Post-Dispatch	352,161	-10.1	572,512	-2.2
27	Portland Oregonian†	342,871	1.5	445,964	1.1
28	Orange Co. Register	338,453	-5.4	400,880	-2.7
29	Boston Herald	335,666	-4.6	220,984	-4.2
30	Atlanta Constitution	315,450	-4.3	699,172	-0.2
31	Tampa Tribune†	315,227	-2.0	409,391	0.3
32	Buffalo News†	314,830	0.2	383,962	0.2
33	Orlando Sentinel	298,959	4.1	399,230	2.7
34	Houston Post	296,878	-4.5	336,535	-6.0
35	Kansas City Star†	287,261	-0.5	431,156	1.9
36	Fort Lauderdale Sun-Sentinel, News	271,059	3.2	364,250	4.1
37	New Orleans Times-Picayune†	269,649	-1.0	327,832	1.1
38	San Jose Mercury News†	268,338	-4.5	333,312	-1.5
39	Columbus Dispatch	266,432	0.9	399,502	0.1
40	Sacramento Bee†	263,084	-3.9	338,639	0.1
41	Denver Post†	262,041	5.5	428,391	3.6
42	Fort Worth Star-Telegram	256,422	2.5	349,969	3.7
43	Milwaukee Journal	239,901	-6.1	490,509	0.1
44	Louisville Courier-Journal	238,527	0.2	329,389	0.1
45	Seattle Times	237,814	0.0	NA	NA
46	Hartford Courant	234,265	1.3	326,884	2.1
47	Charlotte Observer	233,557	-2.1	298,730	-0.2
48	Indianapolis Star†	228,163	-1.6	411,299	-1.3
49	Omaha World-Herald†	225,413	0.4	287,046	-0.6
50	Oklahoma City Oklahoman	224,159	-3.2	329,059	-1.9
51	Baltimore Sun	223,549	-5.9	488,890	-0.6
52	(Los Angeles) Daily News†	212,001	4.6	229,416	2.6
53	Pittsburgh Press	208,554	-5.4	555,919	-0.2
54	St. Paul Pioneer Press	207,347	2.7	272,235	1.7
55	Seattle Post-Intelligencer	204,656	-2.3	522,149	1.3
56	Cincinnati Enquirer	199,196	-1.9	352,871	0.5
57	Philadelphia Daily News	196,187	-11.6	NA	NA
58	Providence Journal-Bulletin	195,493	-2.3	269,208	1.7
59	Des Moines Register	193,597	-6.1	330,249	-4.1
60	West Palm Beach Post	193,012	-2.5	242,163	-1.5
61	Memphis Commercial Appeal*†	191,795	-6.0	286,021	-1.2
62	Arkansas Democrat-Gazette[2]	191,573	48.4	339,919	44.0
63	San Antonio Express-News	188,797	0.2	284,728	1.7
64	Florida Times-Union	182,656	-0.9	253,044	1.2
65	Dayton Daily News	179,669	-2.6	233,264	0.1
66	Austin American-Statesman	173,182	-2.2	228,723	0.4
67	Atlanta Journal	166,801	-11.9	NA	NA
68	Milwaukee Sentinel	166,084	-1.7	NA	NA
69	Birmingham News	165,676	-1.8	216,036	1.7
70	Gannett Westchester-Rockland papers	165,589	-2.9	209,639	-4.5
71	Asbury Park Press	161,114	-1.1	225,630	0.4
72	Riverside (Calif.) Press-Enterprise	159,358	-1.1	168,505	-0.9
73	Akron Beacon Journal	158,862	0.1	227,512	0.7
74	Bergen Co. Record†[3]	158,155	-8.4	231,278	-6.1
75	Virginian-Pilot†	157,460	-0.0	237,989	0.1
76	Pittsburgh Post-Gazette†	153,832	-4.8	NA	NA
77	Grand Rapids Press	151,765	3.4	195,814	2.5
78	San Antonio Light	148,591	-10.9	221,186	-5.2
79	Fresno Bee†	148,558	-3.9	184,734	-1.5
80	Toledo Blade	147,039	-3.9	214,852	-0.3
81	Richmond Times-Dispatch†	146,594	2.5	255,257	0.4
82	Raleigh News & Observer†	144,669	-2.9	187,915	3.4
83	Nashville Tennessean	140,430	4.3	273,044	1.7
84	Sarasota Herald-Tribune†	138,330	-3.0	170,565	-0.7
85	Allentown Call	136,734	-0.7	184,216	-0.5
86	Columbia (S.C.) State	135,339	-6.9	168,060	-3.2
87	Baltimore Evening Sun	133,628	-16.2	NA	NA
88	Rochester Democrat & Chronicle	133,239	-0.3	262,046	0.8
89	Tulsa World†	131,199	-2.0	244,849	1.3
90	San Francisco Examiner†	130,146	-5.4	NA	NA
91	Las Vegas Review-Journal†	129,422	-7.4	205,447	-3.2
92	Investor's Daily	127,415	26.4	NA	NA
93	Knoxville News-Sentinel†[4]	125,526	20.1	161,079	4.8
94	(Long Beach) Press-Telegram	125,469	-4.9	146,388	-3.6
95	Tacoma News Tribune†	125,046	3.3	142,782	2.1
96	Copley L.A. papers†	123,340	-5.0	119,936	-3.1
97	Wilmington News Journal†	121,910	2.4	142,920	2.3
98	Chicago Suburban Herald	119,529	15.6	116,772	15.5
99	Wichita Eagle	119,221	-2.5	196,122	-1.3
100	Salt Lake City Tribune	116,289	3.8	149,523	2.9

*Figures adjusted by *Ad Age* to indicate average weekday circulation. †Three-month figures reported in at least one of the years. [1] San Diego Union-Tribune numbers are for post-Feb. 3 combined paper and are compared with circulation of the Union from the earlier 6-month period. [2] Democrat-Gazette averaged Democrat's pre-merger circulation with circulation numbers from after its Oct. 18 merger with the Gazette. Last year's numbers are from Democrat alone. [3] Bergen County Record reflects switch to mornings Sept. 9. [4] Knoxville reflects Jan. 1 abandonment of daily publication by Knoxville Journal. Source: Audit Bureau of Circulations

COVER STORY

Cover Story is a monthly ranking of celebrities' popularity as reflected by their appearances on the covers of more than 30 of the nation's leading publications.

By Janice Kelly

Magazine editors went on a spring cleaning spree in April, forgoing overexposed celebrities for a new cast of characters.

Actor **Michael Douglas** led the pack, his first appearance this year in Cover Story's ranking. Most of the attention focused on his role in the controversial psycho-thriller "Basic Instinct."

Mr. Douglas' cover appearances earned 7 points, an unusually low score for the winner. Cover Story assigns point values to cover appearances based on such factors as prominence of the photo and frequency of the publication.

A three-way tie for second place included **Vanessa Williams**, named pop music's newest princess by *Entertainment Weekly*; comedian **Sam Kinison**, who died in a car accident; and former tennis pro **Arthur Ashe**, who announced he has AIDS. Each garnered 6 points.

Michael Douglas is finally all dressed up with someplace to go.

Roseanne Arnold took fifth place with 5.5 points, thanks in part to a *Ladies' Home Journal* makeover; other stories discussed her dieting struggles and fame.

Sixth place at 5 points was split four ways among actor **Wesley Snipes**, who stars in "White Men Can't Jump"; **Sharon Stone**, who co-stars in "Basic Instinct"; actress **Susan Sarandon**, who has had another baby at 45; and **Oscar**, the statuette given by the Academy of Motion Picture Arts & Sciences.

Rounding out the survey with 4 points each were actor **Arnold Schwarzenegger; Hillary Clinton**, the wife of Democratic presidential candidate Bill Clinton; actor **Woody Harrelson;** and Texas billionaire **H. Ross Perot.** □

MEDIA MIX

News briefs in print, electronic and alternative media.

Boys' night out. About 2 million male viewers 18 and older watch an average telecast of ABC's "Monday Night Football," according to a special Nielsen Media Research study commissioned by ABC. That's 7% higher than the show's in-home rating. A national random sample recorded in personal diaries their out-of-home viewing for all 17 games of the 1991 season. ABC is issuing the report and details on out-of-home viewing for all 17 games just before the start of the 1992-93 upfront buying season for "Monday Night Football," one of the most expensive regularly scheduled TV series, averaging $255,000 per 30-second commercial.

Best radio buy. Best Western International will spend $1 million-plus on spot radio in 100 markets between May 18 and August. The buy, negotiated by Best Western agency Karsh & Hagan, Denver, features spots themed "As individual as America itself." Promotions including a "Most Unique Vacation Story" contest support via local stations. Katz Radio Group Network, New York and Los Angeles, coordinates the promotions and the media buy.

A glamorous addition. *Glamour* in August will introduce "Salon Talk," a twice-yearly newsletter distributed free to 10,000 beauty salons that subscribe to *Glamour*.

Cap Cities computes purchase. Capital Cities Media, New York, bought Marina del Rey, Calif.-based *Video Software Magazine* from Publisher James Herman, who will initially remain a consultant to the monthly. □

Joe Mandese coordinates MediaWorks.

NARB to review Drano Plus case

By Janice Kelly

NEW YORK—Drackett Co. will defend contested ad claims for Drano Plus before the National Advertising Review Board.

An NARB panel will review findings by the National Advertising Division of the Council of Better Business Bureaus. NAD criticized advertising for Drano Plus, liquid Drano's professional strength-plus drain opener.

A TV spot from Grey Advertising claimed Drano Plus has "a unique, thick formula with more power than the leading competitor. So much power, it churns and busts through clogs in half the time."

Also, a newspaper insert claimed: "Introducing the power to unclog drains in half the time of the leading competitor."

Label claims included: "New! Nothing works faster. Thirty-five percent more active ingredients."

Clorox Co. cited laboratory data that found its professional strength Liquid-plumr outperformed Drano Plus, and that while Drano Plus outperformed regular Liquid-plumr, the "half the time" claim didn't stand.

Clorox also provided a study it said showed consumers saw the "35% more active ingredients" claim as a superior performance claim, and said consumers tend to identify regular-strength products and greater-strength products separately.

The ambiguity of the phrase "leading competitor" was also questioned.

NAD agreed there could be confusion over the term "leading competitor" and recommended the target product be plainly identified. NAD also recommended that comparative claims be discontinued and that Drackett review uses of the "35% more active ingredients" statement so it couldn't be understood as a superior performance claim.

Further, NAD said Drano Plus was photographed after the sink was flushed with 3 gallons of water while Liquid-plumr was photographed before flushing, and said exactly comparable pictures should have been used.

Drackett disagreed with the findings and the case was referred to the NARB for a binding decision.

The dispute was one of nine cases in NAD's March report. Advertisers agreed to withdraw or modify claims in four cases; the other four challenged claims were found to be substantiated.

Claims modified or discontinued:

Celestial Seasonings (herb teas; Ally & Gargano): R.C. Bigelow Inc., marketer of Bigelow teas, challenged TV spots for Cinnamon Apple Spice and Sleepytime teas claiming more herbs and spices meant more tea flavor. Environmental claims on the packaging were also challenged.

NAD recommended Celestial Seasonings modify the claim of more herbs and spices to mean a greater variety and greater volume and weight than competitors. It was recommended the "more flavor" claim be discontinued.

As for the environmental claims, NAD recommended a claim that boxes are printed on 100% recycled paperboard be modified to 80%.

Fort Howard Corp. (Green Forest paper towels; Frankenberry, Laughlin & Constable, Milwaukee; labels, in-house): NAD examined Green Forest's revised ad and label claims as a result of monitoring of environmental advertising and label claims. While most claims were substantiated, NAD said a claim that even its plastic wrapper could be recycled where such programs are available misstated the availability of such programs.

NAD said this language should be changed to include a recycling facility-related 800 number or a request that consumers support extended recycling programs in their communities. Fort Howard said it would discontinue use of the claim.

Montgomery Ward & Co. (Signature 2000 washing machine; in-house): Sears, Roebuck & Co. challenged a print ad claim, "This washer cleans better than Kenmore or Whirlpool!" and said the data and testing were limited to the Sears' Kenmore 700 series, not its Kenmore 800 and 900 series. It also questioned the Association of Home Appliance Manufacturers washability test and challenged the way in which competitive models were selected.

NAD upheld the association test and agreed that the results substantiated the superior performance of Signature 2000 model. Ward's said future ads will disclose the Kenmore model number used in the ad. Also, the corrected headline will read, "This washer cleans better than comparable Kenmore or Whirlpool washers."

Procter & Gamble Co. (Crest Complete toothbrush; Leo Burnett USA, Chicago): Oral-B Laboratories, marketer of Oral-B toothbrushes, challenged a TV spot and a professionals-directed print ad claiming Crest toothbrush superiority in reaching up to 39% further between teeth than leading flat-bristle brushes. Oral-B said such claims should be supported by clinical studies; the data in the spot didn't meet American Dental Association guidelines; and the ads' models are inaccurate.

NAD said P&G substantiated the "39% further reach" claim but found the mock-ups used in the ads to be inaccurate depictions of the human mouth. P&G advised that the demonstration was reshot.

Ad claims substantiated:

Clorox Co. (Formula 409 spray cleaner; Foote, Cone & Belding, Chicago): DowBrands, marketer of Fantastik spray cleaner, challenged a TV spot set in a diner that claimed: "This is a tough business, 16 hours a day, half the time is spent cleaning . . . "There's no secret formula for cleaning grease unless it's Formula 409." A newspaper insert claimed: "No other leading all-purpose spray cleans better." Dow maintained performance superiority was implied. NAD found the claim at issue was one of parity performance and was substantiated.

NEC Technologies (MultiSync monitors; Dentsu, Tokyo): Zenith Electronics Corp. challenged a series of NEC magazine ads dealing with screen display area, reflection and eyestrain. NAD said the terms used in the ads have well-established secondary meanings and the claims were justified.

Statler Industries/Tree-Free Co. (bathroom tissue; in-house): NAD initiated the inquiry as a result of monitoring environmental advertising and label claims. Revised-label claims—including "made from 100% recycled paper"—were found to be substantiated.

Clorox Co. (Control cat litter; Young & Rubicam, San Francisco): Golden Cat, marketer of Tidy Cat 3, challenged a Control claim regarding ammonia odor. The claim was found to be substantiated. □

Van Dyke to lead Nick's move from 'campy' to 'classic'

By Alison Fahey

Nick at Nite is positioning itself as the preserver of classic TV and has enlisted actor Dick Van Dyke to spearhead the mission.

Mr. Van Dyke late last month was named chairman of Nick at Nite, a new post. The 66-year-old actor will advise Nick at Nite on new program acquisitions and will be involved in several developmental projects. He will also appear in advertising and promotional efforts supporting the basic cable network's new direction.

Van Dyke

"I will represent them and speak on their behalf," Mr. Van Dyke said. "I'll be on the air doing promos and those kinds of things."

Since its 1984 launch, the nighttime counterpart to kids cable network Nickelodeon has been known as the "campy" channel with shows like "Dragnet" and "Mr. Ed," and 1950s-style commercials that shouted: "Hello out there from TV land!"

Now, Nick at Nite executives say they're moving to the next stage, positioning the network as the "pre-eminent showplace for timeless TV."

The new strategy recognizes changes in programming, specifically the addition of shows that support the network's claim as the "preserver of our TV heritage," said Rich Kronin, senior VP-marketing of Nickelodeon/Nick at Nite.

For example, in February, "The Dick Van Dyke Show" was added to the lineup and "The Lucy Show" began running in April. In September, "The Mary Tyler Moore Show" will join the roster.

"It defines what we feel we bring to the cable environment," said Larry Jones, director of marketing for Nick at Nite.

The new shows are already boosting ratings and should attract more ad dollars, said John Popkowski, senior VP-ad sales at MTV Networks, which owns and operates Nick at Nite, Nickelodeon and MTV: Music Television.

As part of the strategy, Nick at Nite has updated its logo, said Scott Webb, VP-creative director, Nickelodeon/Nick at Nite.

A trade campaign, created by Fred/Alan, New York, broke last week and includes direct mail and print ads in *The Wall Street Journal* and *The New York Times*.

On-air promotional spots also started last week; other consumer advertising and promotions will break in the fourth quarter.

Among the projects with which Mr. Van Dyke will be involved are:

- Looking into launching a "timeless TV space probe" in conjunction with the National Aeronautics & Space Administration.
- Petitioning Congress to declare one day a year "National Television Heritage Day."
- Developing an awards show called "The Golden Picture Tube Awards" to honor excellence in timeless TV, including commercials.
- Sponsoring a TV Heritage Scholarship Program to help promising young writers. □

Coffee market shares

Regular coffee	1989	1990	1991
GENERAL FOODS			
Maxwell House Regular	16.0%	16.3%	16.5%
Decaf	2.0	2.0	2.0
Private Collection	0.3	0.5	0.6
Subtotal	18.3	18.8	19.1
Master Blend	8.2	8.6	8.8
Sanka	1.9	1.8	1.6
Yuban Regular	2.1	2.2	2.2
Decaf	0.3	0.3	0.3
Subtotal	2.4	2.5	2.5
Brim (includes Max-Pax)	1.3	1.3	1.3
Total	**32.1**	**33.0**	**33.3**
PROCTER & GAMBLE			
Folgers Regular	23.0	22.7	22.5
Decaf	4.2	4.0	3.9
Flakes	5.0	4.9	4.8
Maryland Club*	—	0.4	0.3
Butternut*	—	0.7	0.6
Total	**32.2**	**32.7**	**32.1**
NESTLE			
Hills Brothers	7.8	8.9	9.6
MJB	3.4	3.6	3.8
Chase & Sanborn	2.0	3.2	4.0
Taster's Choice	0.3	0.3	0.3
Total	**13.5**	**16.0**	**17.7**
CHOCK FULL O'NUTS	**3.4**	**3.4**	**3.2**
WINTERPARK INVESTMENT GROUP*			
Maryland Club	0.5	—	—
Butternut	0.8	—	—
Total	**1.3**	**—**	**—**
ALL OTHERS	**17.5**	**14.9**	**13.7**
GRAND TOTAL	**100.0%**	**100.0%**	**100.0%**

Instant coffee	1989	1990	1991
GENERAL FOODS			
Maxwell House Regular	20.0%	19.8%	19.7%
Decaf	1.8	1.7	1.6
Subtotal	21.8	21.5	21.3
Maxim	1.3	1.2	1.1
Sanka	8.3	8.3	8.2
Freeze Dried Sanka	0.6	0.6	0.6
Yuban	0.8	0.8	0.8
Brim	0.9	0.8	0.7
International Coffees	3.0	3.1	3.1
Total	**36.7**	**36.3**	**35.8**
NESTLE			
Nescafe Regular	7.3	7.1	6.8
Decaf	2.7	2.6	2.5
Taster's Choice Regular	11.6	11.4	11.2
Decaf	5.7	5.6	5.5
Sunrise	0.8	0.8	0.7
Hills Brothers	2.5	2.6	2.6
MJB	1.6	1.6	1.6
Chase & Sanborn	1.4	1.6	1.7
Total	**33.6**	**33.3**	**32.6**
PROCTER & GAMBLE			
Folgers Regular	17.5	17.8	18.0
Decaf	5.6	5.9	6.2
Highpoint	0.8	1.0	1.1
Total	**23.9**	**24.7**	**25.3**
BORDEN			
Kava**	0.3	0.3	—
ALL OTHERS	**5.5**	**5.4**	**6.3**
GRAND TOTAL	**100.0%**	**100.0%**	**100.0%**

1991 figures are estimates. *Procter & Gamble acquired Maryland Club and Butternut from Winterpark Investment Group in October 1989. **As of 1991, Borden's Kava has been included in "All others." Source: John C. Maxwell Jr.

Coffee sales tepid in '91

By John C. Maxwell Jr.

The coffee market was on slow brew in 1991.

The category declined 8% in size to $3.6 billion, compared with the previous year. Volume for ground roast fell 1% to an estimated 915 million pounds, while instant coffee was down 6% to 111 million pounds.

Philip Morris Cos.' General Foods USA increased its share to 33.3% in ground roast coffee, from 33%, widening the gap between General Foods and Procter & Gamble Co.

MAXWELL REPORT

P&G fell to a 32.1% share from 32.7%. Chock Full o'Nuts also showed a slight decline in share to 3.2% from 3.4%.

In instant coffee sales, both General Foods and Nestle lost share, while P&G increased to 25.3% from 24.7%.

Mail franchises for gourmet coffee continued to do well and accounted for an additional $1.5 billion in coffee sales in 1991, industry executives say. □

Mr. Maxwell is an analyst with Wheat, First Securities.

Coen ad forecast

U.S. advertising volume

The McCann-Erickson U.S. advertising volume reports represent all expenditures by U.S. advertisers—national, local, private individuals, etc. The expenditures, by medium, include all commissions as well as the art, mechanical and production expenses that are part of the advertisers' budgets for each medium.

	1990		1991		
Medium	Millions of dollars	% of total	Millions of dollars	% of total	% chg
NEWSPAPERS					
National	3,867	3.0	3,685	2.9	−4.7
Local	28,414	22.1	26,724	21.2	−5.9
Total	**32,281**	**25.1**	**30,409**	**24.1**	**−5.8**
MAGAZINES					
Weeklies	2,864	2.2	2,670	2.1	−6.8
Women's	1,713	1.3	1,671	1.3	−2.5
Monthlies	2,226	1.8	2,183	1.8	−1.9
Total	**6,803**	**5.3**	**6,524**	**5.2**	**−4.1**
FARM PUBLICATIONS	215	0.2	215	0.2	—
TELEVISION					
Network	9,383	7.3	8,933	7.1	−4.8
Cable (national)	1,393	1.1	1,521	1.2	9.2
Syndication	1,589	1.2	1,853	1.5	16.6
Spot (national)	7,788	6.1	7,110	5.6	−8.7
Spot (local)	7,856	6.1	7,565	6.0	−3.7
Cable (non-network)	396	0.3	420	0.3	6.0
Total	**28,405**	**22.1**	**27,402**	**21.7**	**−3.5**
RADIO					
Network	482	0.4	490	0.4	1.7
Spot (national)	1,635	1.3	1,575	1.2	−3.7
Spot (local)	6,609	5.1	6,411	5.1	−3.0
Total	**8,726**	**6.8**	**8,476**	**6.7**	**−2.9**
YELLOW PAGES					
National	1,132	0.9	1,162	0.9	2.7
Local	7,794	6.0	8,020	6.3	2.9
Total	**8,926**	**6.9**	**9,182**	**7.2**	**2.8**
DIRECT MAIL	23,370	18.2	24,460	19.3	4.7
BUSINESS PAPERS	2,875	2.2	2,882	2.3	0.2
OUTDOOR					
National	640	0.5	637	0.5	−0.5
Local	444	0.3	440	0.3	−0.9
Total	**1,084**	**0.8**	**1,077**	**0.8**	**−0.6**
MISCELLANEOUS					
National	11,608	9.0	11,588	9.2	−0.2
Local	4,347	3.4	4,185	3.3	−3.7
Total	**15,955**	**12.4**	**15,773**	**12.5**	**−1.1**
National total	72,780	56.6	72,635	57.5	−0.2
Local total	55,860	43.4	53,765	42.5	−3.8
GRAND TOTAL	**128,640**	**100.0**	**126,400**	**100.0**	**−1.7**

Source: Prepared for *Advertising Age* by Robert J. Coen, McCann-Erickson Worldwide

(Continued from Page 3)

of 1991, spot TV ad demand also was starting to bounce off the bottom in many markets.

Some spot TV revenue gains are expected in most markets in the first half, and by summer, when political activity will pick up again, increases in many markets could be in the double digits.

In the past five years, the cable networks, Fox Broadcasting Co. and national TV syndicators have gained a foothold among large national marketers. The networks' revenue growth, combined with broadcasting's Big 3, was also relatively soft in 1989 and 1990. In the fourth quarter of 1990, these budgets stopped growing, and last year they were harshly constrained or canceled. But most of the cancellations weren't felt until last summer, and by fall these totals began to show some improvements.

In the first and third quarters of 1992, the Olympics will account for exceptional revenue gains on the networks carrying the Games. The combined amounts spent for the national blanket of TV ad weight should pick up noticeably following the Olympics as competitive advertising rises with improving economic reports.

Looking back at 1991

In terms of total media, including direct mail, Yellow Pages and miscellaneous categories, 1991 was a uniquely bad year. But for major mass media, 1991 was a disaster. Ad expenditures in radio, TV, magazines, newspapers and outdoor combined fell 4.4%. That's even greater than the 4% decline of the major media in 1942.

National marketers' budgets were cut significantly in most traditional consumer media, but increased schedules on the cable networks, Fox and national syndication offset some of these losses. The decline of only 0.2% in total national ad spending was due to much higher rates for mail and Yellow Pages ad programs.

Local marketers' budgets were off much more, especially in newspapers. Local retail ad linage plunged, and newspapers in markets with the most severe recessions experienced double-digit percentage declines in linage as well as revenue. Classified help-wanted and real estate ad activity was even worse. The declines in local broadcast media budgets weren't quite as bad, but many radio and TV stations experienced local revenue losses of 3% or 4%.

The U.S. economy was in expansion from late 1982 until the beginning of 1990. Ordinarily, ad spending lags behind an economic downturn, and then gradually, as the economic weakness is confirmed, ad budgets are pulled into line.

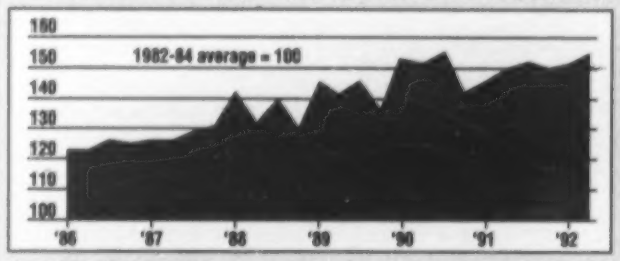
This traditional pattern seemed to be unfolding in the summer of 1990 when Iraq invaded Kuwait. But then the speed in ad contractions accelerated. There was a sudden and sharp reversal in U.S. ad expenditures that fall, when the new uncertainties caused marketers to shift from mild cautiousness to alarmed retrenchment.

The drop was exceptional, and it wasn't until the final months of 1991 that there were any signs that advertising was working its way back to pre-Kuwait levels.

This year should see ad growth return to a pace greater than that of the improving economy. Because of the abnormal intensity of last year's plunge, we can also look forward to even stronger advertising expansion into 1993. □

National advertising index

The McCann-Erickson national advertising indexes are key barometers of the month-to-month changes in national advertising spending. These indexes are seasonally adjusted measures of the monthly advertising revenues for the major national media. The index is a composite of the national TV network (including Fox, cable and syndication), spot TV, magazine and newspaper expenditures by national advertisers.



Source: McCann-Erickson Worldwide

Seven Seas harmonizes with Abdul

NORTHFIELD, Ill.—Kraft General Foods is building consumer and trade promotion programs around Kraft Seven Seas salad dressings' sponsorship of Paula Abdul's 16-city tour this summer.

Consumers will be offered a $5 savings on concert tickets with 2 proofs-of-purchase from Seven Seas dressings. Radio stations in each concert market will conduct tickets sweepstakes. Retailers will be offered tickets and backstage passes, depending on the level of in-store display.

"The directive we had from Kraft General Foods was to find an entertainment vehicle that would typify the 'boldness' of Seven Seas. Paula personifies boldness," said Paul Stanley, president of PS Productions, Chicago, the event marketing company that developed the program.

"Her fans are a perfect demographic fit" for the brand, the primary target for which is women ages 18 to 54, he said.

Leo Burnett USA, Chicago, is Seven Seas' agency. □

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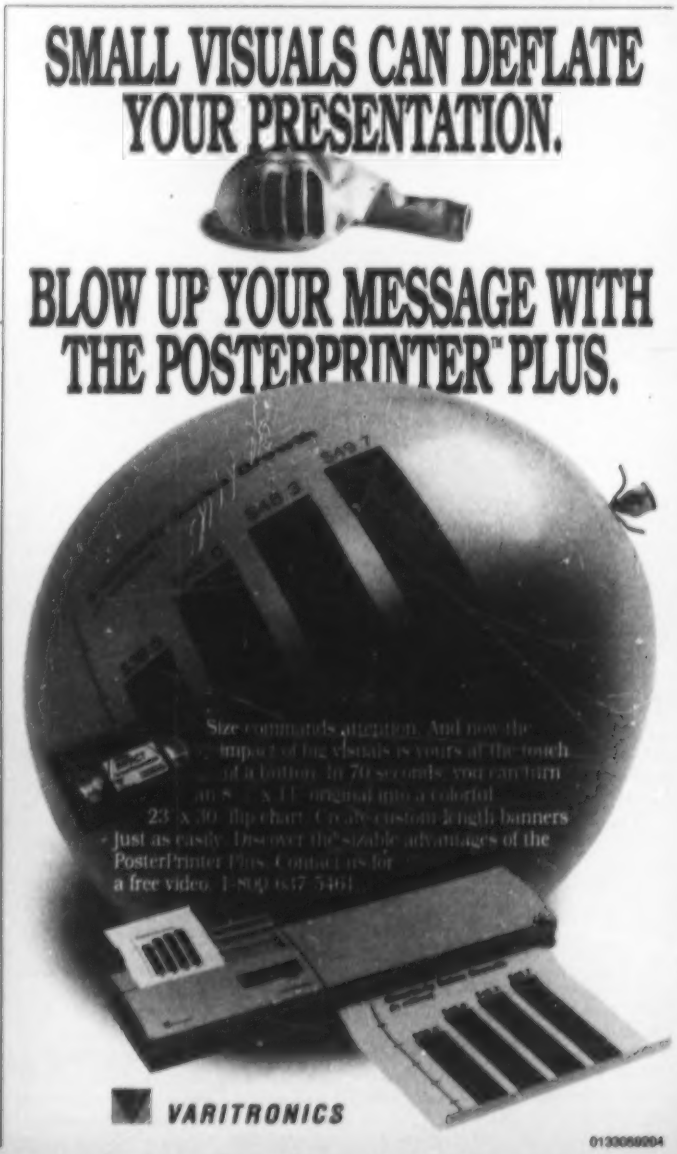
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ADREVIEW

Quaker State sputters in 1st ad with Reynolds

Garfield

By Bob Garfield

What's annoying about most celebrity advertising is staring at some prominent horse's ass completely irrelevant to the product at hand—and that's exactly what spoils Burt Reynolds' first-ever national TV endorsement for Quaker State Corp. motor oil.

Wait a second. That didn't come out quite right.

Reynolds himself is OK. He's really a pretty good choice for peddling Quaker State to motor heads, what with "Cannonball Run" and "Smokey & the Bandit" and his general nice-guy brand of wisecracking machismo. What mars this commercial from Grey Advertising, New York, is an *actual* horse's ass. A chestnut thoroughbred. Center frame. Right next to Reynolds. Rump in our face.

The spot was filmed at Reynolds' ranch in Jupiter, Fla., you see, with Burt sitting on a corral fence being rugged. But what you can't take your eyes off of is the horse being rude. The moon of Jupiter, you might say.

"You know, I've messed up on a few relationships in my life," Reynolds remarks to open the spot in his trademark, self-deprecating way, "but there's one that's lasted over 35 years with a lot of help from Quaker State." He points to an old T-Bird, parked next to the corral.

"It's tough on wear, tough on sludge. So Quaker State and I are planning on a meaningful relationship with my new car. [Now he climbs into a red Mustang convertible parked in the foreground.] So why don't you do the same with your new car's engine, and Quaker State'll guarantee it for 250,000 miles or 10 years *in writing!*" ("Oil-related failure only," the small-type, on-screen disclaimer says.)

Rating: ★ ★

A good casting choice is marred by sloppy production in Burt Reynolds' debut for Quaker State motor oil, from Grey Advertising.

"You think if I gave Loni the Quaker State deal, she'd give me the same guarantee?" he says, laughing, as he pulls out in the Mustang and drives off, kicking up clouds of dirt and turf in his wake. "Quaker State," he says, now in voice-over, "is one tough motor oil."

And this is one careless TV spot.

The Grey creative team, in its attempt to make Reynolds' commercial debut a comfortable one, bent over backward to accommodate him. Reynolds chose his own director and cinematographer. He suggested as a venue his own ranch, his own corral, his own cars. And, graciously enough, he personalized the script with a reference to his wife, Loni Anderson.

The consequence was a happy star and sloppy, distracting, unfocused everything else. How does one not shoot take and retake, for instance, until the shot is 100% patoot-free? But the horse is just one difficulty. A larger problem is the spot's odd pacing and composition.

Sitting on the fence rail, with his horses in the background and his new car in front, Reynolds is strangely diminished—i.e., lost in the frame. And when he clambers into his convertible, he is swallowed by the bucket seat and diminished still more. A major TV star, smaller than life.

Complicating matters is his conversational dialogue, which aims to sound natural and unforced but which is spoken too quickly to register. Probably just as well. The central promise—no oil-related engine failure—is a guarantee against something that never happens.

Or does it? When Reynolds speeds off on the grass, the dirt he kicks up looks exactly like billowing brown exhaust, a visual kicker that sends the following message: Use Quaker State and Ruin Your Brand New Car.

All right. Maybe that's a stretch. But why spend untold millions to sign a star of his stature only to blunt the impact with a bland, haphazard production? While in the long run this will prove to be good casting and a boon to product identity, they're starting off on the wrong hoof. Quaker State paid for Reynolds' famous sangfroid. What it bought was faceless equine-imity. □

More reruns creeping into regular season

Networks save 1st-run shows for sweeps: Bozell

By Joe Mandese

NEW YORK—Network TV is developing a bad case of deja vu.

Although the networks are producing about the same number of original episodes of TV series as always, they're concentrating those shows during sweeps months to boost local ratings for their affiliates.

As a result, a greater percentage of repeat episodes air during non-sweeps months, according to an analysis of network prime-time scheduling strategies by Bozell.

The analysis included the Big 3 TV networks and Fox Broadcasting Co.

During the non-sweeps month of December 1991, the percentage of repeat episodes on the four networks rose to 27%, vs. 23% in December 1990 and only 4% in 1982, the year Bozell began tracking the trend.

In January and March 1992, two other non-sweeps months, the percentage of repeat episodes aired by the four networks rose to 26% and 30%, respectively, from 17% and 29% for the same periods in 1991 and 15% and 13% in 1983.

"The networks are doing this for local reasons, to help their affiliates with their local ratings reports. But advertisers buy network TV programming year-round, in both sweeps and non-sweeps months," said Steve Sternberg, VP-manager of broadcast research at Bozell.

The sweeps are monthlong periods in November, February, May and July, in which Nielsen Media Research and Arbitron Co. measure local audiences for TV stations in most markets.

To help boost their affiliates' ratings estimates, the Big 3 and Fox typically run their best programming, both specials and original episodes of popular series, during those periods.

Bozell's Mr. Sternberg said the non-sweeps repeat phenomenon grew more severe a few years ago, when the networks began shifting more original episodes out of their regular season, which ends in April, and into May, a sweeps month.

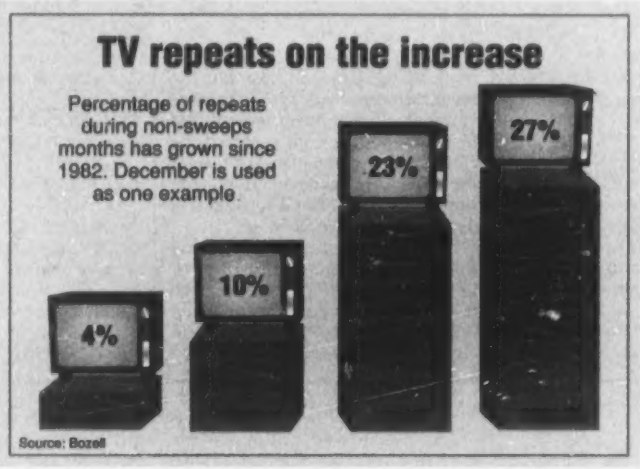
This year, the Big 3 reserved several original episodes, including the season and series finales of popular shows, for the May sweeps.

Among the finales airing during the current sweeps period are NBC's series finales of "The Cosby Show," "Night Court" and "The Golden Girls," and ABC's series finales of "MacGyver," "Who's the Boss?" and "Growing Pains."

"Since they generally don't produce additional episodes [for May], it is necessary to pre-empt firs.-run telecasts of many regular series" in non-sweeps months, Mr. Sternberg said.

According to Bozell, Fox had the highest percentage of repeat episodes at 26% in all of the 1991-92 season, though it represents a decrease from the 29% Fox aired during the 1990-91 season.

Mr. Sternberg noted that part of the reason Fox's regular series repeats are so high is because Fox airs a higher percentage of original episodes during summer months, a strategy that's been generally applauded by agencies and clients who buy year-round.



Graphic by John Hall

Among the Big 3 networks, NBC aired the highest percentage of repeats in 1991-92 season at 17%, compared to 16% for ABC and only 9% for CBS.

Mr. Sternberg said CBS' repeat percentage was low because the network aired a greater than normal percentage of special programming, including the 1992 Winter Olympics and a seven-game World Series.

Indeed, according to Bozell's analysis, specials accounted for 31% of CBS' prime-time programming in the '91-92 season, compared with 11% for NBC, 10% for ABC and only 8% for Fox.

Nonetheless, Mr. Sternberg said the strategy contributed to CBS' 1991-92 prime-time success.

"CBS had the luxury of holding back more original episodes, because they were pre-empted by special programming like the World Series and the Olympics. It certainly helped them win the season," Mr. Sternberg said.

He added that even excluding the special programming, CBS won the season on the strength of its regular series programming, which underwent fewer repeat airings than the other networks. □

'N.Y. Times' arrives in Moscow

Readers' reaction is mixed to Russian-language version

By Fyodor Nosov

MOSCOW—A Russian-language version of *The New York Times* got mixed reviews at newsstands after its launch April 28.

GLOBAL NEWS

"I bought it just out of curiosity, and I don't think I'll buy it again," said Zinaida Paukov, 49, an interpreter who was reading the paper in the subway on her way to work. "The articles are a bit superficial and lack in-depth analysis. I don't mind reading it in its native tongue to improve my English, but I can get a better analysis at a lower price in Russian newspapers."

The every-other-weekly *The New York Times News in Review* is a joint effort of The New York Times Co. and the Russian weekly *Moscow News*.

The broadsheet will run 16 to 24 pages, with political, business, science and cultural stories from *The New York Times*, selected by the *Times*. *Moscow News* translates the articles and handles printing and distribution.

Initially, circulation is 100,000, mostly in Moscow. Cover price is 5¢.

Seven advertisers are charter sponsors: American Express Co.; Archer Daniels Midland Co.; Coca-Cola Co.; Estee Lauder International; Goldman, Sachs & Co.; IBM Corp.; and Trans World Airlines.

"I read American magazines and newspapers in English once in a while," said Vladimir Lapshunov, a 22-year-old student at Moscow University. "I wanted to see what they look like if translated into Russian. I'd rather think I would keep reading them in English, because they appear somewhat simplistic when translated. We're not used to this kind of journalism here."

"I bought it because I wanted to read the business section," said a 39-year-old public relations manager at a joint venture. "Western newspapers have good business sections, clear and concise, unlike most Russian papers."

Journalist Dmitry Kapyshin, 27, bought his copy at the Moscow International Trade Center, a conference center frequented by journalists and fledgling Russian business executives. He liked the issue and thought he would buy it again.

"It's the first time ever that a Western newspaper comes out regularly in Russian," he said. "Only a few years ago, people would go to the trouble to obtain some odd outdated issues of Western newspapers and magazines that made their way here in tiny quantities and were rarities." □

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NEWSPAPER

Advertising Age

May 11, 1992

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Coke II sneaks into cola combat zone

Ill-fated 'New Coke' gets 2nd life; counterattack expected from Pepsi

By Alison Fahey

Coca-Cola USA is quietly introducing Coke II into several major markets in a move that could evolve into a national rollout and spark the nastiest battle ever in the cola wars.

Coke II is a different name for "New Coke," the reformulated cola that replaced original Coke in April 1985 in what proved to be one of the most ill-conceived product changes in marketing history.

After testing for two years in Spokane, Wash., Coke II on April 7 entered its second market—Chicago—accompanied by much fanfare, including a comparative ad campaign aimed at rival Pepsi-Cola.

Since then, Coke II has been introduced in several markets in upstate New York, including Albany, Syracuse, Utica and Watertown, as well as Fort Wayne, Ind. Coke II will also soon be on store shelves in Philadelphia and Indianapolis.

Coca-Cola said it will continue to move the brand into new, unidentified markets at a quick pace but declined to say

(Continued on Page 74)

■ Pepsi launches it's "Gotta Have It" card—Page 74.

WRG buys majority in sales promo shop

McCracken Brooks fills need for integrated marketing

By Bob Geiger

Wells Rich Greene BDDP this week will announce the purchase of a majority interest in McCracken Brooks Communications, a Minneapolis sales promotion agency.

The purchase will give WRG its first entry in integrated marketing services, where the agency has lagged behind nearly all its major competitors.

Executives at both WRG and McCracken declined to comment on the planned acquisition, but WRG has scheduled a May 12 news conference in Minneapolis to announce "an important communications acquisition." Terms couldn't be learned.

Last year's purchase of a controlling interest in the agency by French-based BDDP Group signaled the move into integrated services, which agency founder Mary Wells Lawrence had long resisted.

Unlike most of its New York competitors, WRG has no units specializing in marketing disciplines like sales promotion, direct marketing or public relations. Instead, the agency has concentrated solely on media advertising.

But after the BDDP investment, observers said WRG would soon embark on a "catch-up" acquisition plan.

"Last year, we decided to diversify to get us into other businesses separate from the agency in sales promotion and direct marketing," said an WRG agency executive. "We've looked at hundreds of independents in the U.S. and are continuing to look for direct marketing companies."

Indeed, the McCracken acquisition supports remarks made by top executives at BDDP last year when they took control of WRG.

"We respect the other [marketing] disciplines the same way we respect other cultures," Jean Claude Boulet, president-ceo of BDDP Worldwide, said in an interview last June.

"Boulet was with Young & Ru-

(Continued on Page 8)

LAST MINUTE NEWS

MCI taps Devon Direct

WASHINGTON—MCI Communications Corp. consolidated its estimated $50 million to $70 million direct marketing account with Devon Direct Marketing & Advertising, Berwyn, Pa. Devon recently resigned Sprint's estimated $15 million direct marketing account. Ross Roy Direct, Bloomfield Hills, Mich., which was MCI's largest direct marketing agency and introduced the Friends & Family discount calling program, has been dismissed. Separately, the Stenrich Group, Glen Allen, Pa., which has handled some direct marketing business for MCI until recently, now is on Sprint's roster.

Scientologists sue WPP

LOS ANGELES—Church of Scientology is suing WPP Group, Hill & Knowlton and Eli Lilly & Co. The church alleges its "civil and contractual rights" were breached when Lilly allegedly persuaded WPP and its public relations unit to drop the Scientology account without a required 60-day notice. The lawsuit—and a *USA Today* ad insert last June—contend the move stemmed from the church's attacks on Lilly's Prozac, an anti-depressant drug,

(Continued on Page 8)

INSIDE

TV Buying: Exclusive survey sends out strong sales signals. **After Page 40.**

Photos by Mark Perlstein

Robert Crandall says the airline can't be a low-cost operation.

The inventor will always 'get the edge': Crandall

American chief says price cuts cause focus on 'value'

ONE ON ONE

American Airlines, the U.S.' No. 1 carrier, last month boldly revised its domestic price structure under an innovative "value pricing plan." The plan, offering simplified, lower fares with more flexibility, is aimed at boosting travel —particularly business travel. The move shook the industry and pushed rivals to market their own "value" messages. Chairman Robert L. Crandall spoke with Advertising Age *Southwest Bureau Chief Jennifer Lawrence at his Fort Worth, Texas, office.*

Advertising Age: *What do you feel was your competitive advantage in getting out there first with your value pricing plan?*

Mr. Crandall: Well, the inventor always gets an edge. Certainly, I think we got a strong ownership claim to the word "value" in the airline business.

I think we've certainly established a leadership position both among consumers and among travelers, and I think those things will be good for some modest incremental share of the business.

AA: *What if Trans World Airlines comes out with some new fare this week?*

Mr. Crandall: TWA can do anything it wants to. You know I'm completely indifferent to what TWA does. I genuinely am indifferent. I don't care what they do . . . We're going to match whatever

(Continued on Page 62)

Ad Council targets racism in wake of L.A. rioting

An Ad Age Roundup

As riot weary Los Angeles last week began sorting through the rubble of charred neighborhoods and a devastated economy, Sam Chisholm, president of black-owned The Mingo Group, telephoned Ad Council President Ruth Wooden with a plea for an industry campaign to deal with racial intolerance.

If all goes well, the first evidence of that all-media campaign should be visible within a few weeks.

"There is a window of opportunity right now insofar as media acceptance is concerned . . . that we would like to take advantage of," Ms. Wooden said. "The media are interested in any issue to improve [race] relations."

Mr. Chisholm's New York-based agency is expected to produce the initial wave of ads dealing with the need for racial tolerance and communication.

"We are strategizing on that right now," Mr. Chisholm said. "I told the Ad Council that given what is happening in this country, it's important to get a better understanding of each other . . . and advertising can play a very significant role in that."

Like all Ad Council efforts, the proposed campaign on tolerance will have a sponsoring organization to provide guidance and cover production costs. Ms. Wooden said the likely sponsor is

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- **Wells Rich Greene** will purchase a majority interest in the McCracken Brooks sales promotion agency. 1
- **Coca-Cola's** Coke II, positioned against Pepsi-Cola, is moving into more markets, which may lead to a national marketing confrontation between the two cola giants. 1
- **Burger King** named Marketing Corp. of America as its agency for promotions targeted to adults and families. 3
- **TV's upfront market** is likely to include a 4% rise in prices for prime-time network commercials. 3
- **Colgate-Palmolive** plans three product rollouts and increased marketing this year, stockholders were told. 4
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WPP has high hopes for 2nd restructuring

Banks may end up owning half of company

By Laurel Wentz

LONDON—For Martin Sorrell, the recession has gone on way too long.

On the evening of May 8, his WPP Group announced that the group's lead banks had reacted favorably to Mr. Sorrell's proposed second major financial restructuring in a year.

This follows a week of falling share prices, speculation the company may have difficulty renewing accounts receivables deals, and erroneous reports that Mr. Sorrell, WPP's chief executive, might be asked to resign.

WPP made the proposals to a syndicate of 24 banks on May 7, and the company's May 8 statement said "the [banks'] coordinating committee supports the principal features of these proposals . . . These outline proposals are currently being considered by the banking syndicate."

The main feature of the proposed plan will convert a big chunk of WPP's debt—probably about $250 million—into shares that will leave the banks owning up to half of the London-based company.

The banks' stake in WPP will depend on how many of the existing shareholders take advantage of an arrangement enabling them to buy some of the banks' shares.

WPP would also borrow more money, believed to be $150 million to $200 million for two years, for general cash flow purposes.

Under the proposed plan, the company's existing preference shares would be converted into ordinary shares, eliminating dividend arrears. The company has already skipped the twice-yearly preference share dividends three times to save cash.

Without the conversion to ordinary shares, WPP would eventually have to pay preference shareholders all their back dividends, currently totaling about $46 million.

Sorrell

In addition, the company is renegotiating bank covenants it may be in danger of breaching.

WPP said it hopes to announce full details of the plan in late June.

After WPP's $1 billion restructuring last spring, Mr. Sorrell calculated ad spending would recover enough by now to enable him to pay off WPP's mounting debts from cash flow.

Instead, WPP has spent the past six months closeted with advisers and bankers in discussions about the company's financial position.

And despite a Reuters report that he would be asked to resign at the meeting with banks May 7, Mr. Sorrell has survived.

WPP's share price fell from 68 pence to 47 pence last week.

WPP has been facing a bewildering—and escalating—array of financial commitments. They include working capital requirements, preference share dividends piling up and average net debt of $835 million on which WPP would pay interest this year of about $75 million. Also, new debt payments kick in next year.

In June 1993, WPP has to pay or renew a $400 million medium-term facility and start making payments on the $604.5 million acquisition debt from buying Ogilvy & Mather.

The proposals WPP made to its banks last week, if accepted, would ease the debt burden and provide new cash.

One of WPP's most immediate problems has been the accounts receivables the company sells against payments from blue-chip clients at Ogilvy & Mather, J. Walter Thompson Co. and Hill & Knowlton.

By selling clients' invoices at a discount to a bank or other buyer, a company can improve its cash flow, a common business practice but unusual in the advertising industry.

WPP has three such deals in place. The first, an $85 million deal with Dutch bank Algemene Bank Nederland and Fuji Bank, expires in June. The second is believed to expire in December and the third in 1993.

WPP is anxious to renew the accounts receivables deals, expected to be easier after the statement showing bank support.

"If the company hadn't been able to announce the statement, I think the negotiations with the receivables deal might have been trickier," said a banker at Samuel Montague & Co., WPP's merchant bank adviser. "One is now confident there will be a satisfactory resolution." □

Overhaul of Oldsmobile is new GM regime's No. 1 task

By Phil Frame
Crain News Service

General Motors Corp.'s new regime will try to sharpen the image of its car marketing divisions, with foundering Oldsmobile getting the biggest makeover, according to plans under consideration.

The marketing divisions are considering sacrificing models that blur their images and compete too closely with other GM vehicles, according to strategies for the mid- to late 1990s being examined by GM's North American Operations planners.

The plans under consideration include eliminating the Oldsmobile Ciera and Bravada, Buick Roadmaster, Pontiac LeMans, the four-door version of the Pontiac Grand Prix and the 1997 model-year remake of the Chevrolet Caprice, say sources at GM's new North American Operations.

Spurred by angry investors and outside board members impatient with GM's $6.5 billion in losses over the past two years, planners are considering previously unthinkable options, company insiders say.

Oldsmobile would have to shift the most dramatically from its current position.

Outsiders commonly suggest eliminating the division entirely. But GM executives steadfastly say they shouldn't easily discard a dedicated dealer body of 3,000 and decades of built-up brand equity.

GM planners are considering previously unthinkable options.

Regarded internally as more conservative and nearly as pricey as Buick, Olds will get an image makeover by the late 1990s. It will embody the idea of cutting-edge expression for upscale customers 30 to 45 years old.

Hard evidence of the change began last month when the division axed the slow-selling Custom Cruiser wagon and Toronado. GM insiders say the Bravada sport-utility could be removed after the 1993 model year. But an Olds spokesman said the Bravada is "very much a part of our product program going forward."

GM's other marketing divisions will make smaller moves.

Buick will remain a division for conservative, wealthy, older people. Models such as the Regal, Skylark and Roadmaster are in danger, some say.

Chevrolet is likely to lose the Caprice, which planners believe has become too expensive for the division's value-conscious customers.

Pontiac's positioning will change less. It will probably lose only the Korean-built LeMans, which will be sold through model year 1993, a Pontiac insider said. The TransSport minivan may survive, though some at GM suggest Pontiac won't get a version of the next generation of GM minivans in 1996.

Cadillac will become slightly more upscale and more highly styled, sporty and sleek—along the lines of the 1992 Seville and Eldorado. Only the Allante could depart but not until a replacement is readied, probably in the 1995 or 1996 model year.

Saturn will remain unchanged for now, but eventually would like mid-size models to compete against Japanese competitors such as Honda Accord and Toyota Camry. □

One Super Soaker spot features two boys dressed like gangsters stirring up trouble at a party.

Super Soaker gun could be this year's biggest shot on summer toy scene

By Kate Fitzgerald

The Super Soaker water gun is on target toward becoming this summer's best-selling toy.

Larami Corp. introduced the water gun in 1991, and this year the Super Soaker is flying off retailers' shelves at an even faster pace due to its broad aim.

The key is that the toy is attracting unexpected interest from adults, including seniors.

Driven by air pressure, the Super Soaker delivers a walloping dose of water and soaks its targets without harming them.

"The appeal is that when you shoot somebody with this gun, people get wetter than they would from any other type of squirt gun," said Al Davis, Larami's exec VP-sales. "It's funny, and it really catches people off-guard."

"We thought we were going after kids between the ages of 6 and 12 with this product, and we thought we had a handle on it. We were wrong," Mr. Davis said.

The most startling example of missing the target audience came last year when the company got a request for a bulk shipment of Super Soakers for a group of senior citizens on a cruise, he said.

This year, Larami has dramatically stepped up production, as well as expanding the line to include two new sizes of guns.

Sales are already brisk and ahead of last year's sellout pace, Mr. Davis said, adding, "Every major mass merchandiser in the country is asking for more than they originally ordered."

Larami broke a new TV commercial in April targeting a broader audience than last year's spot aimed only at children. The new spot, via Sive/Young & Rubicam, Cincinnati, appeals to "kids and an older audience."

The 30-second spot shows two teen-age boys who are turned away from a birthday party by a young woman named Buffy.

Dressed like gangsters, the boys return to the party with a loaded Super Soaker, catching Buffy by surprise and drenching her with the gun and totally disrupting the party. □

Burger King taps shop for 'family' promotions

Marketing Corp. of America confounds conventional wisdom in beating 3 others for specialized business

By Scott Hume

Burger King Corp. pulled a surprise last week, naming Marketing Corp. of America as its agency for "all-family" promotional marketing.

The No. 2 hamburger chain in March said it wanted to designate a single agency to handle promotions targeted to adults and families, an announcement that drew inquiries from dozens of promotion shops.

The account is expected to generate agency fee revenues of $3 million to $5 million, said one Burger King insider, giving the assignment billings equivalent to upwards of $30 million.

A company spokesman said there's no way of knowing the budget for work from the Westport, Conn.-based shop, saying "it all depends on what plans we come up with." Burger King last year spent roughly $140 million of its $215 million marketing budget on media advertising; much of the rest is thought to be directed to promotions.

The early money was on Alcone Sims O'Brien, Irvine, Calif., the agency that vaulted to the No. 1 spot among promotion shops in December through the merger of Omnicom Group's Sims Freeman O'Brien and Alcone Promotion. Alcone has been handling Burger King's children's marketing programs, including the very successful BK Kids Club with a database of more than 2 million names.

Alcone will still handle children's promotions, but a consolidation of all promotion work at the agency

(Continued on Page 75)

Economic rebound means small upfront price hikes

By Joe Mandese

NEW YORK—Network TV advertisers can expect to pay as much as 4% more for prime-time commercials during the coming upfront marketplace than they did last season.

Within the past couple of months, projections for 1992-93 upfront prime-time prices have shifted to slight increases from significant decreases amid signs of a general economic recovery.

Network sales executives say they plan to hold out for middle to high single-digit gains while agency media buyers say they will pay little or no increases.

"The agencies are going to be shooting for small decreases to zero," said George Mahrlig, director-media and event marketing of Coors Brewing Co. "The networks are going to be looking for probably plus 6% to plus 8% increases. It will probably end up somewhere in the middle."

Ephron, Papazian, Ephron's NetCosts service has projected prime-time commercial costs on the Big 3 will rise about 4% to an average household cost per thousand of $8.73

The increase is especially significant because prices in last year's upfront fell about 12% to a CPM of $8.40. Buyers said the decline was an overdue correction following several years of rampant inflation in the cost of prime-time inventory.

Arthur Schreibman, president of Clifford A. Botway Inc., a major independent media buyer, said he believes some of the Big 3's optimism will be tempered by Fox Broadcasting Co.'s expansion to a sixth night of prime-time programming and its ratings growth during the past season.

That will probaby siphon $100 million to $300 million from the Big 3 networks, he estimated.

In 1991, Fox had about $606 million in prime-time ad sales, compared with $1.9 billion for ABC, $1.6 billion for CBS and $2 billion for NBC.

Mr. Schreibman also noted about $200 million in sales would be diverted from the Big 3 to a variety of new syndicated programming, including several hours from Paramount Commmunications Co. and Warner Bros.

Big 3 sales executives say ad

(Continued on Page 75)

Upfront costs rise

Prime-time cost per thousand.

	91/92	92/93*	% chg
4th quarter buys	$7.70	$8.10	4.0
1st quarter buys	$7.49	$7.79	4.0
2nd quarter buys	$9.59	$9.97	4.0
3rd quarter buys	$8.74	$9.09	4.0

*Projected. Source: Ephron, Papazian, Ephron's NetCosts Service

Perot campaign bids for adman; gets turned down

Veteran consultant walks away from seven-figure political deal

By Steven W. Colford

POLITICS 92

Raymond Strother, a veteran political consultant and former New Orleans ad agency owner, last week said he turned down a seven-figure offer from Ross Perot to produce the Texas billionaire's presidential campaign ads.

Mr. Strother, 51, said he rejected what he called the "largest [financial] offer in the history of advertising."

"It was an enormous fee," he said. "It was way, way beyond the usual because they said they didn't want to deal with commissions."

The Perot campaign neither confirmed nor denied the claim.

But Thomas Luce, a longtime Perot friend and likely campaign manager, is known to be interviewing political consultants, media buyers, pollsters and strategists (AA, April 13). Mr. Perot is expected to announce his candidacy as an independent next month.

Doug Goodman

Ross Perot's lucrative offer wasn't enough to attract Raymond Strother to handle his presidential campaign ads.

Mr. Strother said he got the offer three weeks ago from Mr. Luce, a Dallas attorney and unsuccessful Republican gubernatorial candidate in 1990.

"I talked to my partner [Jim Duffy] and my son, then called Luce back two days later," Mr. Strother said. "I didn't take it because, for one thing, I don't want to hurt a Democrat's chances . . . and, honestly, it would not be a good business decision . . . I don't want to be seen as partially responsible for the defeat of a Democrat."

Mr. Strother worked for U.S. Sen. Al Gore in the Tennessee Democrat's unsuccessful bid for his party's 1988 presidential nomination. The former adman has already incurred the wrath of some Democrats by continuing to work for former Louisiana Gov. Buddy Roemer after he left the Democrats to become a Republican.

"Being in another presidential campaign was tempting, but the reality is that it would be so different to start out working with an unsophisticated politician," he said.

Now, Mr. Strother speculated, the Perot campaign may turn to a group of media consultants.

Even though he said no, Mr. Strother has a definite idea of what sort of media campaign Mr. Perot should wage.

"Had I taken it, we would have gone for 30-minute commercials, maybe 5-minute ads—never anything less than 2 minutes," he said. "We might have shown him in a well with people firing questions at him—kind of Donahue-like—and then taken an hour of film and edited it down to a half-hour, then aired it the same day." □

How clients compensate agencies

Percentage of advertisers choosing each option, by account size.

Account size	Standard 15% commission	Sliding-scale or lower commission	Labor-based fee
Under $10 million	36%	4%	47%
$10 million-$49 million	31%	29%	35%
$50 million+	29%	50%	13%
All advertisers	**33%**	**26%**	**32%**

All figures may not add up to 100% because some advertisers gave other responses or no answer.
Source: Association of National Advertisers

ANA looks at agency pay

Advertisers doubting shops' own accounting method

By Gary Levin

Agency compensation is a growing concern among advertisers, and most of them believe agencies aren't especially adept at handling finances.

Those are among the findings of the Association of National Advertisers' latest survey on agency compensation, released last week at a financial management conference in Phoenix, Ariz.

In the latest survey, 33% of responding advertisers said they continue to pay agencies the standard 15% commission rate, down from 35% in 1989, when the survey was last fielded, and 43% in 1986.

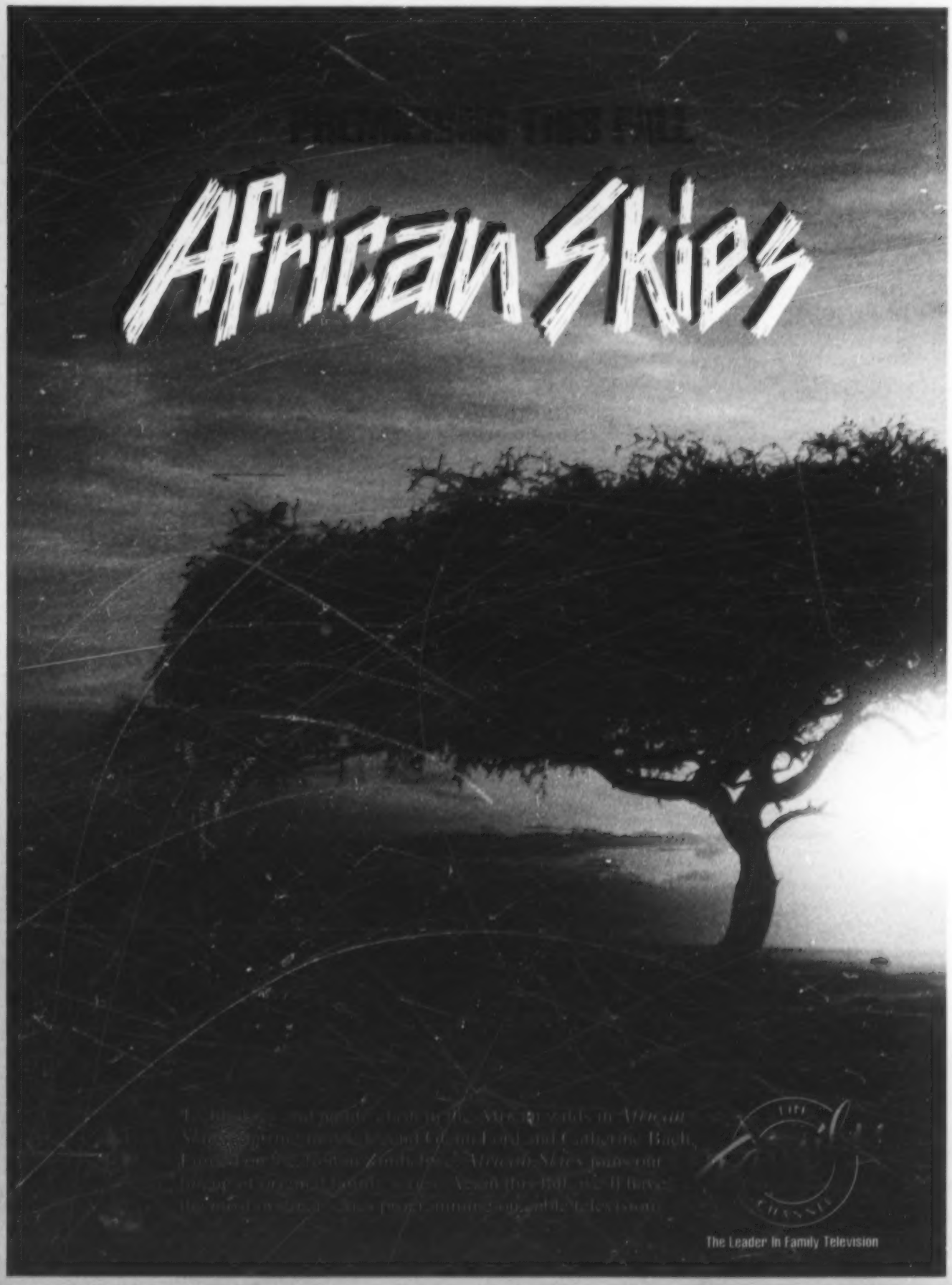
Another 26% pay sliding-scale or reduced commissions of less than 15%, while 32% now pay a labor-based fee, up from 24% in 1989. Smaller accounts tended to pay fees more often, while larger ones rely on commission systems.

Results from 136 respondents to the mail questionnaire revealed 59% were concerned about agency compensation, up from 51% in 1989.

Advertisers continue to believe agency accounting systems are too complex and agency managements inattentive to cost controls. Last year, many expressed new fears about agency profit declines and the impact of diminished revenues on service to their accounts.

But the reasons may be evident in other findings: Thirty-nine percent of the advertisers said they changed their compensation systems in the past three years, and of those, 42% lowered payments to agencies.

However, 13% of advertisers surveyed said their agency compensation agreements include incentive payments tied to performance, while just 1.2% said so in 1989. □



Sensor is going electric

By Pat Sloan

Braun Inc. next month will introduce in the U.S. a men's electric shaver based on a concept similar to Gillette Co.'s Sensor, a wet shave razor.

The Flex Control shaver is already available in Europe and Japan, and will be introduced in the U.S. for Father's Day. The shaver will be backed by $17.5 million in advertising from Lowe & Partners, New York.

"The concept is the same as Sensor in that the shaver adjusts to the contours of a man's face," said Jorgen Wedel, president of Braun, a Gillette subsidiary.

Braun said Flex Control is the world's first pivoting head and twin foil rechargeable electric shaver, and that the product has sold 2.5 million units in Europe since its introduction in February 1990.

There will be three Flex Control models sold in the U.S., priced from $99 to $169.

In Germany, where Braun AG is based, the shaver holds the lead position with a 70% share of the high-end segment (shavers priced above $125). In Japan, Flex Control accounts for 11% of the high-end segment.

In the U.S., Braun is second in the $373 million electric shaver market with a 19% share, industry executives say. North American Philips Corp.'s Norelco is the leader with 50%, followed by Remington Products' Remington with 17%.

Flex Control's $17.5 million budget is a substantial investment for Braun, which spent $10.4 million on the category last year, LNA/Arbitron. Multi-Media Service reported.

Print ads support for Father's Day, with 30-second network TV and cable spots scheduled to follow for the Christmas season. □

LETTERS

Pol ad watch not timid

We are delighted that former Sen. Paul Tsongas favors creation of a watchdog group to rate political advertising for accuracy (AA, April 13) . . . We note with some amusement that he believes the League of Women Voters might be "too timid" to lead the challenge to clean up political ads.

We have just completed, with the American Association of Advertising Agencies and the Markle Foundation, Project Run Fair in the New Hampshire and Wisconsin primaries. Based on our conviction that voters deserve fair and serious campaign advertising, these test programs urged voters to call 1-900-RUN-FAIR to give their opinions on political ads. Citizens interviewed in focus groups were enthusiastic about the project. They felt it gave them a voice, a chance to make a difference.

We would like to clarify one misconception voiced by Sen. Tsongas and others. We do not oppose "negative" advertising per se. We aim our arrows at misleading, untruthful and unfair advertising. Positive advertising can be as misleading as negative advertising.

The need for Project Run Fair to continue into the general election is undisputed, except by some of those who create political advertising. We are currently exploring our options and costs and have every expectation that we will proceed with campaign monitoring in the fall. There is nothing timid about it.

Susan S. Lederman
Chair, League of Women Voters
Education Fund
Washington

Pro-life ad defended

Bob Garfield has decided use of all the wiles of the advertising art is okay, so long as the product is some petty gimcrack like household glue. But when it comes to life or death, as in the pro-life ad he critiques (AA, April 20), he cries foul.

"How dare they use soft focus, mood, slow motion and powerful dialogue to illuminate an important issue and save lives" is the essence of his objection.

Garfield is further outraged that the spot would imply greater courage on the part of mothers who carry a child to delivery than those who choose abortion. How unfair of the spot to speak the self-evident truth on such an important issue!

I know it comes as a shock, Bob, but there are actually smart, persuasive people out there who are backing their moral judgments with moral actions. I didn't work on the spot—indeed I don't even know who did—but I admire both its superb technique and its admirable goals.

Gary Stock
Croton Falls, N.Y.

As far as I know, not only have the Arthur De Moss people not broken any advertising rules, but they have pesuasively communicated a defensible position. And they have done so, as Garfield admits, without the shock visuals and the "baby killer" inflammatory wording. I always thought adoption was a positive middle ground.

I suspect Garfield's opposition comes not from any structural advertising flaws but from his dismay that a position different from his own was conveyed so convincingly.

Vic Svec
Belleville, Ill.

Welcome, 'AA International'

Whether you believed Professor Levitt's 1983 "Global" predictions or not, the truth is that our business today is indeed global and getting more so each day.

Our clients are moving rapidly beyond their native borders to find new customers. The media and the agencies are there to help, and now *Advertising Age International* (AA, April 13) is there to keep us all up to date on what is happening in this exciting, expanding marketplace.

Bravo!

Gary Burandt
President-ceo
Dentsu, Young & Rubicam Partnership
New York

Congratulations on a very successful premiere issue of *Ad Age International*.

It looks great and will certainly become must reading for all of us in International.

We look forward to lots more issues.

Jane Personeni
International Group
Reader's Digest Association
Pleasantville, N.Y.

Awareness not enough

It appears that the editing gremlins got to your story on cigarette advertising (AA, April 27) before it ran.

You reported that there was high recognition of Camel and Marlboro among pre-teens but failed to include a key point that puts the issue into perspective. Your survey also showed that 90% of the pre-teens felt that "cigarettes are gross."

The point is important because it clearly illustrates that while there may be recognition of advertising for cigarettes, there is also a corresponding dislike for the product category. In other words, recognition does not equate to usage or positive attitude change.

It was also interesting that your survey mirrors the findings of the U.S. Department of Health & Human Services by showing that Camel is not the brand of preference among minors.

In fact, your survey showed it to be a distant fifth choice among underage smokers, again confirming that young people's awareness of cigarette advertising does not mean they will purchase the product.

Thomas C. Griscom
Exec VP-external relations
R.J. Reynolds Tobacco Co.
Winston-Salem, N.C.

Choice isn't censorship

Regarding the "Advertiser 'censorship' must be outlawed" article (Forum, AA, April 13): The issue is not censorship, but free enterprise married to free speech. And it is up to publishers and broadcasters to uphold integrity and values in the midst of free enterprise. For that matter, the media already presents "censored" ideas to the public when they select an angle to a given story.

But regarding advertiser pressure, I have yet to see an advertiser pointing a gun at a publisher *demanding* their way, or else. The media always have a choice—and that's the crux of the matter.

The advertiser has just as many free speech rights as the media. There's nothing wrong with them making advertising buys with programming that acurately conveys their image—or avoiding a buy because the programming is offensive to their customers.

The real issue is integrity and values, from the top down, within media organizations. Until we have that, we'll never solve the problems at hand.

Larry Bonjour
Fort Collins, Colo.

FREEZE FRAME

"We'll have to wait a few minutes until the commercials are done."

Mike's little calls

Re this AT&T ad: What's AT&T's formula for measuring the size of a phone call?

Of course Mike Macina qualified for the company's new savings plan with as *few* as three overseas calls a month.

Mark Rudman
VP, Launey, Hachmann & Harris
New York

Corrections & clarifications

■ A story showing the difference between Arbitron Co.'s MediaWatch data and those of the new Nielsen Monitor-Plus service used the wrong Arbitron data (AA, May 4, P. 3). The data comparing prime-time ad spending by advertisers showed wide discrepancies between the two. Arbitron executives said the differences resulted from a comparison of Monitor-Plus' prime-time spending data to an irrelevant MediaWatch report, "Network Television: Estimated Television Network Revenues by Dayparts Sales Force." Arbitron executives said Monitor-Plus' prime-time spending estimates should have been compared with a different MediaWatch report: "Network Television," also known as "Monthly/Quarterly Report." Arbitron executives acknowledged that some confusion exists in the definitions of certain dayparts included in both MediaWatch reports and that the company is trying to clarify the problem. Below is the chart using the correct figures:

Top 10 prime-time advertisers

How two monitoring services rank advertiser spending in 1991 on the Big 3 TV networks.

NIELSEN'S MONITOR-PLUS		ARBITRON'S MEDIAWATCH	
General Motors	$339.4	General Motors	$339.9
Procter & Gamble	$224.5	Philip Morris	$212.7
Philip Morris	$213.0	Procter & Gamble	$212.1
Johnson & Johnson	$171.1	PepsiCo	$169.0
PepsiCo	$168.4	Johnson & Johnson	$164.7
Kellogg	$156.0	Kellogg	$156.0
Ford	$154.2	Ford	$154.0
Toyota	$130.5	Toyota	$130.4
McDonald's	$124.8	McDonald's	$124.8
Chrysler	$115.6	Chrysler	$115.2

Figures are in millions. Source: Nielsen Monitor-Plus Prime Time Network Expenditure Analysis, Arbitron's MediaWatch's Network Television Report

New Dimensions In Power Selling

Dimensional, interactive paperboard products from American Slide-Chart will attract attention, deliver inquiries and increase your sales.

FREE DESIGN SERVICE.
1. Call us or fax this ad. We will help you determine what information is needed to create your free design.
2. A full color presentation will be developed showing your data on an interactive Slide-Chart or Pop-Up...
No cost or obligation!

AMERICAN Slide-Chart
708-665-3333
800-323-4433 (Outside IL)
Fax 708-665-3491

Name _____ Title _____
Company _____
Address _____
City, State, Zip _____
Fax _____ Telephone _____

AMERICAN Slide-Chart Corporation, P.O. Box 111, Wheaton IL 60189

Dan Rather
NEW REPUBLIC
Subscriber #6,543

A JOINT REPORT BY ADVERTISING AGE AND ELECTRONIC MEDIA

TELEVISION BUYING & PLANNING

May 11, 1992

Exclusive survey: Marketers, agencies return to TV

A JOINT REPORT BY ADVERTISING AGE AND ELECTRONIC MEDIA

TELEVISION BUYING & PLANNING

About this report

In our second annual TV Buying & Planning section, we at *Advertising Age* and *Electronic Media* hope to do what we did in our first report: Bring order to the chaos of the TV marketplace.

One might think that the disorder in today's TV ad market should work itself out. Ostensibly, an improving economy should help spur increases in overall TV ad expenditures—which fell 3.9% last year to $21.3 billion, according to LNA/-Arbitron Multi-Media Service.

Despite the slow warming of the market, there's still plenty of chaos. To wit:

- The current slump in the TV market apparently will be over by the end of the year, but it will still be a buyer's market.
- TV ad spending should be up in the near future, but buyers are becoming less interested in the upfront buying season.
- Despite the meteoric growth of cable TV, network TV just might benefit the most from bigger ad budgets.

To find out what's going on in the market, we commissioned Beta Research Corp., a marketing research company in Syosset, N.Y., to survey 100 agency media buyers and 100 executives at high-profile TV advertisers. These findings serve as the foundation for this special section's stories.

In this report, we look at the big TV picture and tell why overall ad revenues should rise. We also check out two current hot buttons in the market: the viability of the upfront buying season and the complaints about clutter in TV shows.

We also investigate the TV industry on a smaller scale by checking the fortunes of each of the four TV segments—network, cable, spot and syndication.

In addition, we look at the quality of broadcast and cable shows, and what agency media buyers think can be done to improve it. Plus we go to top marketing executives and find out what shows they like to watch and why.

There are plenty of confusing issues in the TV marketplace today. We hope this report helps make some sense out of what's happening.

Inside

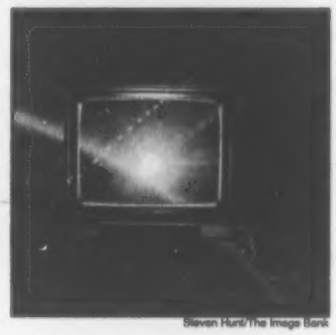
- **Overall TV spending** appears to be on the rise, as marketers find the funds for ad placements **S-3**
- **Upfront season** is about here, but will buyers show up? Maybe not, as advertisers look for bargains **S-4**
- **Clutter** becomes a key issue in the upcoming TV season, as buyers threaten to avoid cluttered shows **S-6**
- **Network TV** should see an upbeat new season, according to our survey. But not everyone agrees **S-14**
- **Cable's** growth should continue only if sellers don't ask for big price hikes. **S-18**
- **Network show quality** is so-so, buyers say. Here's how they would change things **S-22**
- **Cable show quality** is pretty good, as buyers acknowledge improvements in original programming. **S-24**
- **Spot TV** sellers are caught in limbo, as advertisers wait until the last minute before buying ad time **S-26**
- **Syndicated TV's** prospects are lukewarm, at best, as buyers ask when sellers will promote the medium **S-28**
- **"I like to watch . . ."** Advertiser execs reveal their TV show preferences **S-30**

Edited by Junu Bryan Kim and designed by Geoffrey Shives. Chart work by Kimberly Mart and John Smither, under the direction of Susan Greening. Cover artwork by Steven Hunt/The Image Bank.

Majority convinced: ad slide is over—and TV dollars will show it

Marketers, agencies decidedly upbeat about an increase in their budgets

By Joseph M. Winski



Steven Hunt/The Image Bank

Perhaps driven more by hope than hard numbers, many advertisers and agencies anticipate a resurgence in television ad spending.

About 42.5% of the respondents in an exclusive survey commissioned by *Advertising Age* and *Electronic Media* say their TV spending will increase this year from last year—more than twice the 20% who say they have smaller TV budgets.

That's a much more optimistic assessment than found in a similar *Ad Age/EM* survey a year ago, when respondents split about evenly: 34% said they would hike budgets last year and 32% said they would cut them.

Ad spending in network, spot, syndication and cable fell 3.9% last year, to $21.3 billion, from 1990, according to LNA/Arbitron Multi-Media Service.

Another 36% of this year's respondents say their TV spending will be about the same as last year's. That means 78.5% of those surveyed anticipate spending at least as great as in 1991.

If the respondents' forecasts are correct, the current slump in overall ad spending may be all but over by the end of the fourth quarter, given the relative significance of TV advertising.

Advertisers and agencies surveyed said they will pour 65% of their ad dollars into TV this year. In comparison, TV spending accounted for 56% of all measured ad spending last year, according to LNA/Arbitron.

This year's survey, conducted by Beta Research Corp., questioned 100 agency media buyers and 100 advertisers about TV spending plans for 1992. The survey was conducted in January.

The indications of increased TV spending "are consistent with our anecdotal indications from advertisers, which suggest that things are strengthening a bit," says Richard Hamilton, senior VP-media and administration for D'Arcy Masius Benton & Bowles.

"Clients are starting to think optimistically enough" to consider more TV, agrees Fern Kaplan, senior VP-director of national broadcasting at Hill, Holliday, Connors, Cosmopulos, Boston.

"I also think they're finding that the marketplace is getting tight [in] network and cable," she adds. "Although I don't like to hear that because prices may go up, it's also a good sign."

Of survey respondents who say their TV budgets will be up, 41% project an increase of more than 10%, while 56% say their spending will rise by 10% or less. The remainder declined to estimate.

The average projected rise is an impressive 13.7%. The mean decline for the 20% of respondents projecting smaller budgets is 11.8%.

Last year's survey found a definite cooling of interest in network TV, but agencies and advertisers now appear to be warming to the webs.

Three out of 10 say network TV will get the biggest percentage boost in their TV spending, compared with 25% who say spot TV and 20% who say cable. Only 3% plan to put most of their increase into syndicated TV.

A third of the respondents say network TV also will get the biggest dollar increase, compared with 25% who say spot, 17% who say cable and 2.5% who say syndicated.

If those plans pan out, that will be good news for the networks, where ad spending fell 6.6% last year to $9.46 billion, the lowest since 1987, according to LNA/Arbitron.

That's a big if, however, because the respondents' spending expectations probably are based largely on an anticipated upturn in the economy, says Fred Wray,

(Continued on Page S-4)

Good reception from advertisers

Is your TV ad budget for this year going to be bigger or smaller than your 1991 budget?

On average, budgets that are decreasing will be reduced by 9.7% from 1991. Budgets that are increasing will jump 9.8%.

Source: Beta Research Corp. Advertising Age/Business Week Graphic: John Smither

Upfront is shaky as advertisers find scatter deals, eye calendar-year buys

Agency execs, marketers see less activity this year

By Joe Mandese

"What upfront?" That's how Steve Grubbs, senior VP-director of national broadcast at BBDO Worldwide, New York, recently assessed the upfront buying period for the 1992-93 network TV season.

Mr. Grubbs' quip reflects the ongoing change in how agency buyers and their clients see the spring/summer blooming of advanced sales.

Traditionally, the Big 3 networks and Fox Broadcasting Co. sell the majority of their time for the next TV season during that frantic period of May, June and July.

But with marketers looking for TV schedules that fit their own business and/or planning calendars, and with agency buyers finding scatter-time bargains in today's deflated TV marketplace, the importance of the so-called upfront seems to be diminishing.

According to an exclusive survey of agency media buyers and marketer executives done by Beta Research Corp. for *Advertising Age* and *Electronic Media*, the forthcoming upfront season will be less active than last year's.

The survey found 35% of the respondents think the 1992 upfront will be less active than the 1991 season, and 38% think the activity level will be the same. On the other hand, only 25% say the period will be more active.

These results appear to echo the recent roar from network TV users: Why buy upfront?

The sales period has been important because it allowed buyers to secure spots in desired shows—albeit for a premium price—and to get an audience guarantee. But a growing number of executives now have a different opinion on upfront's importance.

The upfront season "is an incredibly goofy way to do business," James Van Cleave, division director of media and programming of Procter & Gamble Co., told a forum held last February by the Association of National Advertisers. Mr. Van Cleave

(Continued on Page S-6)

Stepping back from upfront

Compared with last year, how active do you expect the 1992 upfront TV buying season to be?

Source: Beta Research Corp. Advertising Age/Electronic Mass Graphic: John Smither

Two different stories for cable, syndication

By Junu Bryan Kim

There's lots of interest in the cable upfront—and lots of indifference to the syndication upfront.

Here are some other upfront-related results from the *Ad Age/EM* survey conducted by Beta Research Corp.:

Cable

Evidently, the upfront cable market is still growing. More respondents say they'll buy upfront cable than upfront network, 69.5% to 69%.

One reason for the interest in upfront cable is to secure frequency on desired networks, buyers say.

"I think you will continue to see a lot of upfront spending in cable where advertisers get a lot more frequency for the money," says Bill Croasdale, president-national broadcast at Los Angeles-based media buying

(Continued on Page S-6)

The ad slide has stopped

(Continued from Page S-3)

senior VP-media director, Foote, Cone & Belding, Chicago.

"Many people have read the press and are expecting a recovery," he says. "And what they're saying is, 'Because I expect this recovery to hit sometime in the second half of '92, we'll probably see budgets start to increase at that time.' And I'm not sure I subscribe to that."

He also notes that respondents are measuring their expectations against a weak 1991. In addition, this year's survey is bound to be more optimistic than last year's, which was conducted during the Persian Gulf War.

Mr. Wray says, in fact, that TV expenditures for FCB's Chicago clients this year will be "relatively close to where they were last year."

Despite the "anecdotal" evidence he's seen of a TV spending jump, D'Arcy's Mr. Hamilton also sounds a cautionary note. "Indications that there may be some strengthening [in ad budgets] don't suggest that the strengthening is inevitable."

Such developments as continued ad cutbacks by heavy TV user General Motors Corp.; reluctance by Procter & Gamble Co. and some other advertisers to participate in the annual upfront frenzy of TV buying; concerns about TV clutter; and the continued flow of dollars into promotions also cast some doubts.

> Marketers "need to make sure they're not being outspent by competitors."

Still, there are signs of hope, including reported plans at Ford Motor Co., MCI Communications Corp. and Anheuser-Busch Cos., among others, for sizable ad spending increases for the year, much of it presumably in TV.

A number of major advertisers, such as IBM Corp., recently reported surprisingly good quarterly profits. This, too, augurs well for overall ad spending because ad outlays often are set at a percentage of profits.

Another good harbinger for the TV industry is that the networks' audience erosion also appears to have stabilized, thanks in part to CBS' strong performance during the Winter Olympics.

The Big 3's combined share of the viewing audience crept up from 62 for the 1990-91 season to 63 for the just-concluded term. Although the one-point gain may not seem substantial, it's the first increase in the Big 3's cumulative share since 1976-77.

In addition, viewership of cable and independent broadcast TV continues to hold steady. Some properties, such as cable's Nickelodeon, have turned in respectable increases.

Armed with these upbeat audience figures, TV sellers recently have reported brisk sales of prime-time inventory, following stronger-than-expected children's and daytime markets.

Bill McGowan, senior VP-ad sales for Discovery Networks, reported a vigorous second quarter in the cable TV scatter market and expects "higher demand in the third and fourth quarters."

According to Hill Holliday's Ms. Kaplan, such activity gets the competitive juices flowing, which will be a critical element in any TV spending rebound, she says.

Marketers "need to make sure they're not being outspent by their competitors and lose market share," she says. "I think that can be a huge factor."

A number of Hill Holliday clients have encountered aggressive TV spending by competitors and "realize they have to keep up the pace" with TV spending of their own, Ms. Kaplan says.

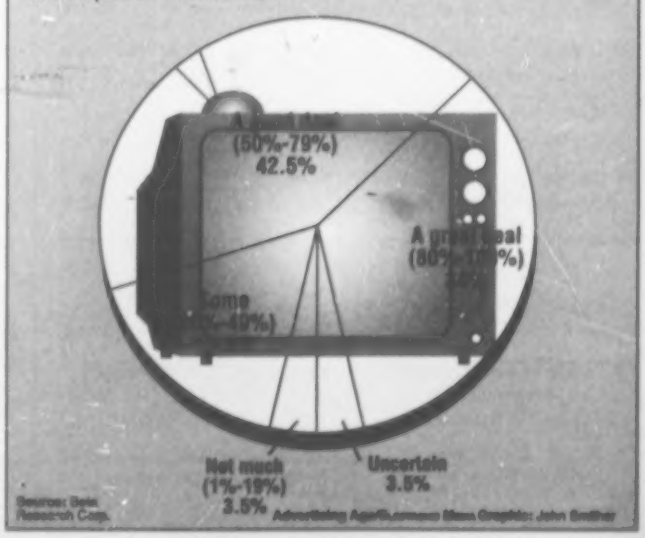
Software maker Microsoft Corp., for example, a competitor of Hill Holliday client Lotus Development Corp., seems to be "spending like crazy" on TV. Microsoft is in the middle of its first-ever TV campaign, an $8 million, 11-week effort.

Lotus so far is confining its advertising to print, but its interest in TV "has certainly been piqued," Ms. Kaplan says.

Citing the recent airfare campaigns by American Airlines and its competitors, the admittedly biased Ms. Kaplan makes a further case for TV: "It still gets the message out there faster, with higher reach than anything else, and with more excitement." □

The right channel

What percentage of your total 1992 ad budget will be placed in television?



Source: Beta Research Corp. Advertising Age/Business Mass Graphic: John Smither

NBC's "Seinfeld" drew both chuckles and clutter, toting the non-programming equivalent of 16 minutes, 24 seconds per hour.

Advertisers talk tough on clutter, vow to hold back dollars from nets

'Seinfeld,' 'Drexell's Class' singled out; shops like JWT threaten to penalize shows

By Joe Mandese

While supply, demand and price are always the predominant issues of any network TV upfront buying season, virtually every upfront has at least one side-but-salient issue.

This year, it's clutter.

During the past six months, major agencies and advertisers have declared war on network clutter, the non-programming time that includes commercials, network promos, program credits and station breaks.

Agency buyers and their clients seem ready to use clutter as a bargaining chip during negotiations for advertising time.

According to an exclusive survey of agency media buyers and marketer executives conducted by Beta Research Corp. for *Advertising Age* and *Electronic Media*, 86.5% of the respondents expect TV networks to adhere to some sort of clutter standard.

Also, the survey found a sizable minority of the respondents—43.5%—would omit from their buying plans TV networks that don't meet clutter standards.

Major agencies, using data from an annual study compiled by American Association of Advertising Agencies and Association of National Advertisers, have threatened to shift network TV budgets from highly cluttered shows to less cluttered ones. The latest ANA/Four A's clutter study found that the Big 3's most cluttered show was NBC's "Seinfeld," with the equivalent of 16 minutes, 24 seconds per hour. Fox Broadcasting Co.'s "Drexell's Class" topped all network shows with 17 minutes, 8 seconds per hour.

Some buyers have even threatened to factor clutter levels into their price negotiations with the Big 3 TV networks, Fox Broadcasting Co., syndication, cable TV and other national programming outlets.

Several shops, including Bozell and J. Walter Thompson USA, have devised systems to estimate the effect clutter has on TV viewing. They also say they plan to use their analyses to adjust their cost-per-thousand viewers estimates for the programs they'll buy in this upfront marketplace.

"We will penalize network programs that go beyond [an industry average] of non-programming clut-

(Continued on Page S-10)

Upfront marketplace shaky

(Continued from Page S-4)

said P&G would skip the traditional marketplace and make its network TV deals at its own pace.

Other advertisers picked up his call to abandon the traditional upfront.

In a survey of 102 major national advertisers conducted earlier this year by DeWitt Media, 50 respondents said they wanted to see the upfront buying season moved from its current timeframe. All but one of these 50 preferred shifting their upfront network buying to the fall for calendar-year deals that would begin in January.

The main reason: the timing would better coincide with their financial and media planning objectives, says Gene DeWitt, president of DeWitt Media. Marketers want to buy in the fall, as they figure their marketing budgets for the next calendar year—regardless of when the networks say their seasons start.

Although some big network TV advertisers may be planning on making their buys after the traditional upfront period, some will move before then—even before the traditional upfront. And that includes P&G.

P&G has concluded its 1992-93 upfront buys, which were negotiated as part of multiyear deals beginning in the 1991-92 season.

In addition, several major agencies, including Leo Burnett USA, were actively pursuing early "pre-upfront" deals with the Big 3 at press time.

Last year, these pre-upfront deals accounted for a significant portion—some say the majority—of the $3.7 billion in network sales in the 1991-92 upfront period.

Not only might buyers and their clients bypass the upfront season because it doesn't fit their planning calendars, but they're forgoing upfront in favor of quarterly—or short-term—buying in the scatter market.

The soft TV sales market of the last two years has created bargains in scatter. It's also made agency executives and their clients reconsider paying premium prices during upfront for spots they could have bought for less as the actual block of time nears.

Furthermore, the overall market for TV time has turned so soft that the networks have given buyers audience guarantees—a perk traditionally saved for upfront—for scatter buys.

According to the *Ad Age/EM* survey, 49.5% of the respondents say the low rates reported in the scatter market have caused them to rethink their upfront commitments.

Upfront scatters

Are low rates in the scatter market causing you to reconsider whether you should make upfront commitments?

Yes	49.5%
No	46.5%
Uncertain	4%

Source: Beta Research Corp. Advertising Age/Business Week Graphics: John Smither

However, 46.5% said the soft scatter market hasn't affected their view on the upfront season.

But as buyers refine their plans for the upfront season, so, too, have the networks.

Normally, the networks sell 75% to 80% of their inventory during the upfront market and hold the remainder for later scatter sales during the season.

Last upfront, ABC held back more time for its scatter sales. This plan paid off in two of the three quarters of the just-concluded season.

The current quarter "was our biggest quarter ever" in terms of revenue generated, says Marvin Goldsmith, president-sales and marketing of ABC.

A reduction in upfront inventory could, if it materializes, also help prop up prices as buyers chase fewer spots. But buyers and sellers differ on what prices to expect.

Although sellers expect to get single-digit percentage increases in their cost-per-thousand viewers, buyers expect efficiencies to hold steady. As of March, consultancy Ephron, Papazian, Ephron's NetCost service was estimating that prime-time costs per thousand viewers in the 1992-93 upfront would drop about 4% to an average household CPM of $8.06.

The service also said NBC, which had the highest rates last year, would have to bring its costs in line with the other networks, because of its declining ratings and demographics.

Of those *Ad Age/EM* respondents who expect to buy network time during the upfront season, 41.3% expected CPMs and unit costs to decrease. Only 29.7% expected an increase, and 25.4% anticipated no change.

The average anticipated decrease in CPMs and costs was 5.3%; the average anticipated increase was 4.5%.

Most agency buyers say the networks will be hard-pressed to manage an increase in their ad rates during the '92-93 upfront.

"The key question is how long the scatter market will continue to be advantageous," says Marc Goldstein, senior VP-director of national broadcast of Lintas:USA, New York. "And advantageous is a relative term. It doesn't necessarily have to be below upfront prices.

"If I can buy at upfront rates and get my selection of programming and probably [audience] guarantees, then I am benefiting by having my client's money 100% flexible in the scatter market," Mr. Goldstein adds.

"Upfront is a real guessing game now," says Pierson Mapes, president of NBC. □

Diane Mermigas contributed to this story.

Different

(Continued from Page S-4)

service Western International Media, Los Angeles.

Also, those making upfront cable buys will purchase more time. Of those participating in the upfront cable market, 31.7% plan to spend more this year than they did last year, and only 7.9% say they'll cut their cable upfront expenditures.

But look for cable sales staffs to want more money. Among those who will buy upfront cable time, 43.2% expect the cost per thousand viewers and unit prices to increase over last year, while only 17.3% foresee a decrease.

Syndication

At best, buyers appear to be mildly enthused about the syndication upfront market. Only 53% of all survey respondents will make upfront syndication buys, and the medium will get only an average of 11.9% of upfront budgets.

Still, there's some encouraging news. Although 21.7% of those participating in the market will increase spending, a mere 10.4% say they'll cut their upfront syndication spending. □

Diane Mermigas contributed to this story.

Advertisers talk tough

(Continued from Page S-6)

ter and we will reward the shows that fall below it," says Richard Kostyra, exec VP-U.S. director of media services of New York-based JWT, whose clients using TV include Eastman Kodak Co., Nestle Co., Lever Bros. and Warner-Lambert Co.

While Mr. Kostyra declined to disclose JWT's formula for evaluating the impact of clutter on TV viewing, Bozell has revealed the basics of a model it will use during its negotiations.

Using new data from the Four A's/ANA study, which details the clutter levels of every network TV show, Bozell's model shows how higher clutter levels in those shows increase "viewer volatility," or channel switching.

Among Bozell's findings: A 10% increase in network clutter levels increases channel switching by 7%.

John McSherry, Bozell senior VP-director of corporate media resources, says the Big 3 increased clutter levels about 10% between November '90 and November '91.

Michael Drexler, exec VP-media director at Bozell, says clutter negotiations are intended to help check the unabated rise of network clutter. "If we don't penalize them for adding clutter, they will have no reason to stop."

By hitting the networks in their pocketbooks, Mr. Drexler believes they will have a financial incentive to curtail their clutter levels.

These threats may already be working. Each major network now says it will maintain its current clutter level and work to reduce it.

Although CBS and NBC have yet to reduce their levels, both networks say they're working with studios to reduce the amount of time in their program credits.

ABC, currently the least cluttered of all networks, has already reduced its prime-time clutter levels by eliminating one 15-second commercial per night. Although this represents only 1.2% of ABC's prime-time inventory, the move is seen as a first step in addressing concerns about clutter.

In response to buyers who say they'll pay a premium to be in programs with less clutter, ABC executives have said this upfront they would like to reduce the clutter levels of several shows.

Still, buyers don't want the clutter problem to be corrected at the expense of programming quality.

Only 33% in the *Ad Age/EM* survey say they would prefer a less cluttered TV environment even if it was in programming they found less desirable. Almost twice as many—62%—would avoid these shows.

If buyers do gravitate to less cluttered outlets, that could actually benefit the Big 3. Despite a significant increase in clutter in recent years, the Big 3 run the fewest commercials in the entire TV spectrum, according to an analysis of Arbitron Co.'s MediaWatch data done by the Network Television Association, a Big 3-funded group.

The Big 3 averaged only 9:12 minutes of commercials per prime-time hour, according to that analysis of a week's worth of MediaWatch data last November. Fox averaged 11:04, cable networks 11:12 and syndicated shows 13:21.

However, when other non-programming time is factored in, the Big 3, Fox, cable and syndication exceed the clutter level deemed acceptable by most respondents of the *Ad Age/EM* survey.

Some 44% of respondents believe the acceptable limit of non-programming time is 10 minutes per hour or less. Another 27.5% say 11 minutes is acceptable, while another 21% say the limit should be slightly less than 11 minutes.

According to the ANA/Four A's study, ABC averaged 13:04 of non-programming time per prime-time hour; CBS, 13:37; NBC, 13:51; and Fox, 14:54. In addition, the average non-programming minutes for cable came to 14:07, based on five networks, while syndication averaged 17 minutes, based on 20 shows. □

The clutter limit

Do you exclude from your buying plans TV outlets that don't adhere to certain clutter limits?

Yes	43.5%
No	55%
Uncertain	1.5%

Source: Bera Research Corp. Advertising Age/ Business Week Graphic: Kimberly Mart

Ed Graf & Sons, Waltham, MA

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Network bashing no longer in vogue; positives abound

There's pent-up advertiser interest, Olympics, elections, but slow economic recovery could curtail an upswing

By Diane Mermigas

Despite the recession and competition from other media, network TV is holding its own —for now.

According to an exclusive survey commissioned by *Advertising Age* and *Electronic Media*, agency buyers and advertiser executives see good short-term fortunes for network TV.

The survey, conducted by Beta Research Corp., produced the following findings about network TV:

- Respondents named network most often as the TV segment that would get the biggest percentage increase in 1992 TV budgets. About 29.5% of respondents say network TV will get the biggest percentage increase, which placed it ahead of spot TV (25.5%), cable (20.5%) and syndication (3%).
- Respondents also named network most often as the TV segment getting the biggest dollar increase in their TV budgets. About one of every-three respondents, 33.5%, says network will get the biggest dollar increase.
- Importantly, in this age of increased value awareness, the survey respondents named network TV most often as giving the best value. A total of 38% say network gives the best return on the TV ad dollar. Cable was named next most often, at 37.5%.

Network TV ad spending this year will be up 5%, and ad revenues at Fox Broadcasting Co. will jump 27% over 1991, according to Bruce Bishop Cheen, an analyst for media consultancy Paul Kagan & Associates.

Last year, network TV ad revenues fell 6.7% to $9.5 billion, according to LNA/-Arbitron Multi-Media Service.

Most industry experts say any increase in ad revenues at the Big 3 networks this year will come mainly from the Summer Olympics, this fall's elections and pent-up spending by advertisers.

Some observers would say demand for ad time is already increasing. This current quarter is the first time in more than a year that the marketplace has given network TV executives signs of optimism.

Observers have reported brisk sales of second-quarter scatter time, at costs per thousand viewers comparable to the last upfront season.

"I think things have stabilized for the networks," says Pierson Mapes, president of NBC Television Network.

To secure future ad revenues, the networks have designed program blocks for specific audience demographics. CBS' Monday night lineup has a strong following from women, while Fox has established itself as the network for young adult and teen viewers.

"I still think the beauty of network TV is that we can deliver a target audience in greater numbers than any cable programming or network package," says George Schweitzer, senior VP-marketing and communications, CBS Broadcast Group.

To accentuate the value of network TV, the Big 3 have increasingly resorted to special pricing and packaging to stay competitive.

CBS has led the Big 3 in developing marketing bonuses, such as touring regional road shows on specific programming, plus special pitches to clients.

The networks have made "significant changes" in being more flexible and sensible in their design of special advertiser packages, says Louis Schultz, exec VP-director of media services, Lintas:New York.

"This is a very transitional year in network television. There is no clear ad leader."

Despite these upbeat indications, network executives admit there's lots of uncertainty in the upcoming TV sales market.

"This is a very transitional year in network television. There is no clear ad leader," Mr. Mapes says, adding that "it will be critical" for the Big 3 to keep a cumulative audience share of at least the low 60s.

In fact, some industry observers question how strongly the networks will fare in the new season.

"Overall, the advertising market still is not looking too well, which is going to require more creative approaches by distributors," says Christopher Dixon, media analyst for PaineWebber.

Despite the recent flashes of optimism, some insiders believe it's too early to say an economic recovery—and the concurrent increase in ad spending—is under way.

"I don't see it in the marketplace. There have been no recent negative signs but, by the same token, there have been no recent positive signs either," says Richard Kostyra, exec VP-director of media services, J. Walter Thompson USA, New York.

"I think there continues to be a tremendous amount of concern and conservative planning on the part of advertisers," he adds.

In addition, many experts say the networks face improved competition from other media.

"The networks still are being nibbled to death," Mr. Dixon says, referring to all-barter syndication offerings by Time Warner, for its "Family Matters" reruns, and Paramount Domestic Television's forthcoming prime-time programming block.

Bill Croasdale, president-national broadcast at the Los Angeles-based media buyer Western International Media, says that while network TV still commands around 40% of his clients' total ad budgets, cable's share has jumped to about 25%.

Observers also see place-based media as becoming a viable media alternative to network TV.

Mr. Kostyra predicts increasing amounts of ad money will be shifted into TV "networks" in grocery stores, airports and college unions.

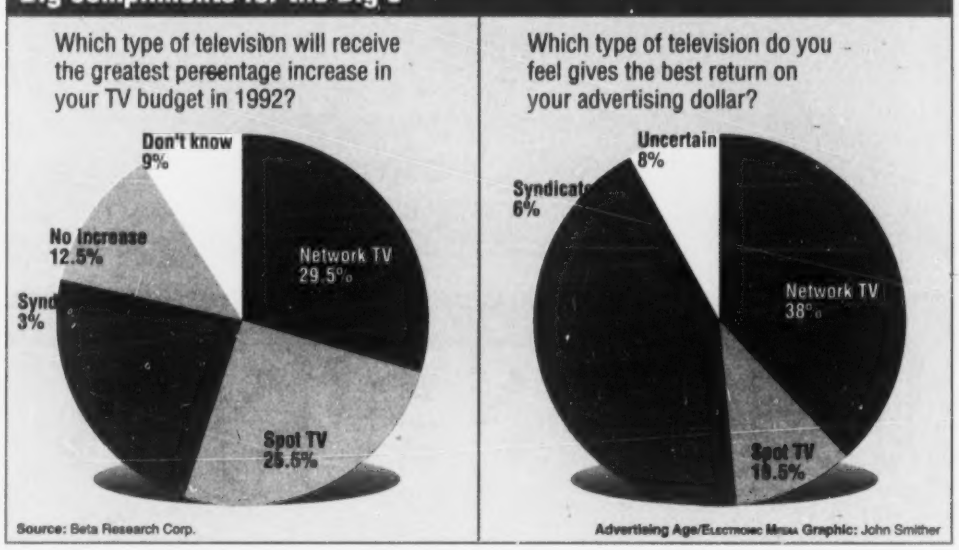
"The biggest factors for advertisers today are variety and form; tailoring a package just right for them; and audience delivery," Mr. Kostyra says.

Ultimately, many people say the networks' future hope lies in their product: TV shows.

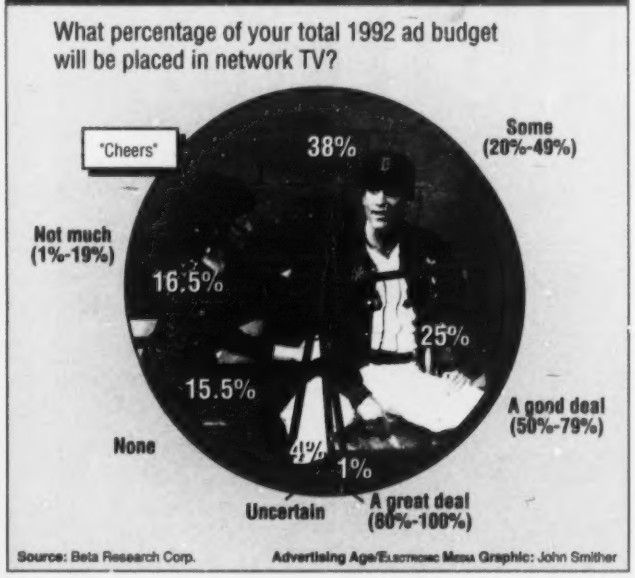
The key for future success "is to develop programs that attract advertisers and viewers back to their airwaves," Mr. Croasdale says.

Says NBC's Mr. Mapes, "So long as we can turn out quality programming on a regular basis, the networks still are the only ones who can offer advertisers frequency and reach. Cable TV can only offer frequency right now." □

Big compliments for the Big 3


Which type of television will receive the greatest percentage increase in your TV budget in 1992?
Don't know 9%
No increase 12.5%
Synd 3%
Network TV 29.5%
Spot TV 25.5%
Which type of television do you feel gives the best return on your advertising dollar?
Uncertain 8%
Syndicate 6%
Network TV 38%
Spot TV 18.5%
Source: Beta Research Corp.
Advertising Age/Electronic Media Graphic: John Smither

Cheers for the networks



Return on ad dollar keeps buyers coming back

Exclusive cable flights now possible, but if price hikes continue, agencies likely to balk

By Wayne Walley

Cable TV seems to have won an image battle among advertisers and agency buyers, even though it has yet to win the ad revenue war.

According to an exclusive *Advertising Age/Electronic Media* survey conducted by Beta Research Corp., a majority of respondents—61.5%—increased their cable spending last year compared with 1990. Only 16.5% said cable spending decreased last year; the majority of this subset attributed their cable cuts to overall budget reductions.

Gene DeWitt, president of DeWitt Media, a New York-based media buying service, says some of his clients "are looking at entire brand spending going to cable or introducing new products with cable advertising only. And I have no problem doing that."

One reason for the good impression of cable is that it's seen as a medium with value.

Of the survey respondents, 37.5% named cable as the segment of the TV business they feel offers the best return on the ad dollar. This result placed cable just behind network TV, which drew a 38% response.

> Clients "are looking at . . . introducing new products with cable advertising only."

"I think cable offers more individual segmentation than pure numbers and more in marketing opportunities. We've been preaching that since 1980," says Louis Schultz, exec VP-director of media services for Lintas:USA, New York.

"The issue is not reach, but effective frequency. Cable might have a narrow audience but it is the right audience," Mr. Schultz says.

Cable is also perceived as a medium that offers good shows.

A majority of respondents—52%—rated the overall programming quality of cable TV as good, while 3.5% described it as excellent. In addition, 47% said cable TV programming had improved in the last year, while only 1.5% said it had taken a turn for the worse *(see story on Page S-24)*.

Despite the high marks cable TV received in the *Ad Age/EM* survey, the survey's respondents say cable won't get the biggest increases in their overall TV budgets.

While 20.5% say cable will get the biggest percentage increase of their TV budgets, 29.5% will give the biggest percentage jump to network TV and 25.5% will do so for spot TV.

Cable budgets still lag way behind budgets for network and spot TV.

The *Ad Age/EM* survey found that on the average, buyers and advertisers expect to devote 9.7% of their total ad budgets to cable. That's far less than the 31% apportioned to network TV and the 20.3% slotted for spot TV.

Cable proponents, however, point out that advertisers cut network and spot TV spending last year, and that any increases in those budgets will make those media look better.

Network TV advertising dropped 6.7% in 1991 to $9.5 billion and 1991 spot TV dropped 5.8% to $8.8 billion, according to figures from LNA/Arbitron Multi-Media Service.

At the same time, cable TV network advertising increased 9.1% to $1.2 billion. The medium's revenues have jumped each year since LNA started reporting them in 1985.

Still, cable sellers must turn these positive attitudes from buyers into present-day sales. And the buying community indicates it might cut cable budgets if the medium asks for high rate increases.

"If cable goes for more, then you will see a spending shift," says Mr. DeWitt.

Cable sellers thinking about price increases may have to lower their expectations to stay competitive with network and spot TV.

Because of the decreases in network and spot TV ad revenues last year, buyers believe these media will price themselves attractively enough next TV season to warrant more spending.

While it might be a case of bargaining rhetoric prior to the upfront selling season, buyers also believe cable could command more money in the marketplace if pricing remains reasonable.

According to the survey, 43.2% of respondents expect costs per thousand viewers and unit costs for cable to increase in the upfront market, while only 17.3% expect a decrease.

However, buyers define

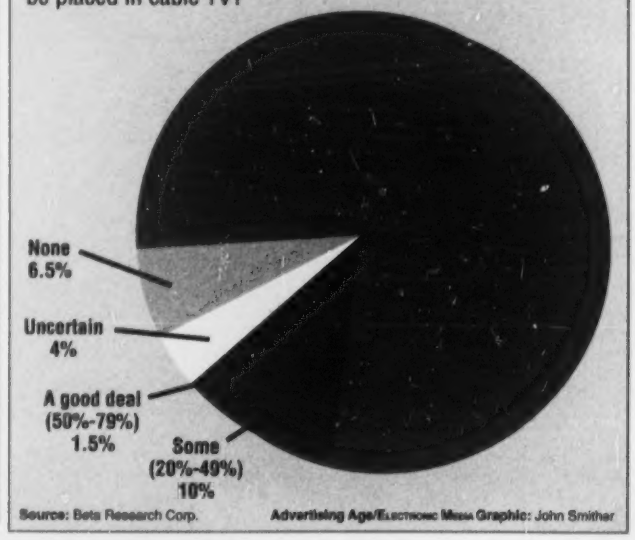
(Continued on Page S-20)

Doug Goodman

Lintas:USA's Louis Schultz expects the cost-per-thousand viewers for cable this year to remain flat or increase by no more than 2%.

Cable: High praise, low sales

What percentage of your total 1992 ad budget will be placed in cable TV?



Source: Beta Research Corp. Advertising Age/Electronic Media Graphic: John Smither

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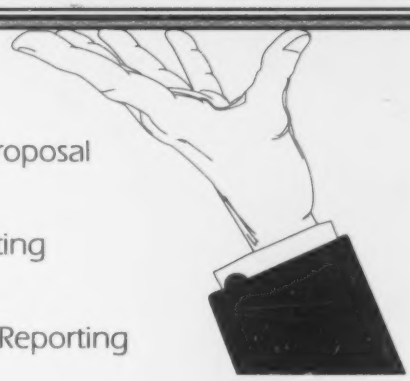

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Coming back to cable

(Continued from Page S-18)

"reasonable pricing" as meaning no CPM increase.

Mr. Schultz says he expects cable costs to be flat or perhaps up 1% to 2% on a CPM basis "depending on what you buy, be it sponsorships or straight media."

Mr. DeWitt says the only thing that could slow cable's growth this year is "unrealistic pricing from a few networks."

"Cable in general is clever in how they sell, but some, such as CNN, are living on a few weeks of glory and the pricing is near broadcast network costs-per-point. That will alienate some buyers," Mr. DeWitt says.

"Cable in general is clever . . . but some, such as CNN, are living on a few weeks of glory."

Mr. DeWitt says he expects broadcast network pricing to be flat to up as much as 5% on a CPM basis this year. He also expects no change in cable CPMs.

"In the last year, cable has gotten close to broadcast [efficiencies] while still being more efficient," Mr. DeWitt says. "But there is a risk of those lines crossing and if they do, then money will flow out of cable like water out of a bucket."

Richard Kostyra, exec VP-director of media services at J. Walter Thompson USA, New York, says that despite a perception that cable's growth might be slowing, cable's increased share of the market is inevitable.

"As programming gets better and awareness increases and people become more familiar with cable, it will grow," Mr. Kostyra says.

"The industry is starting to mature, but it will continue to grow probably with a spurt, then a plateau, then spurt again."

He also agrees cable's revenue growth in 1992-93 depends upon its pricing strategies.

"At best, cable should stay flat because the competition is severe," Mr. Kostyra says. "Everyone wants to make up ground for last year, but now there are new venues such as place-based media to compete with and I think cable is even fighting itself more than ever.

"There are a lot of entities out there and others are very anxious this year," Mr. Kostyra says. If cable networks try for too much, he adds, that "could set cable back."

Still, many like cable's future prospects. A huge majority of survey respondents, 76%, say cable has the greatest growth potential among the four types of TV media.

"I think cable could have explosive growth," Mr. DeWitt says. "More advertisers seem willing to put aside the old formulas of '10% goes to cable.' " □

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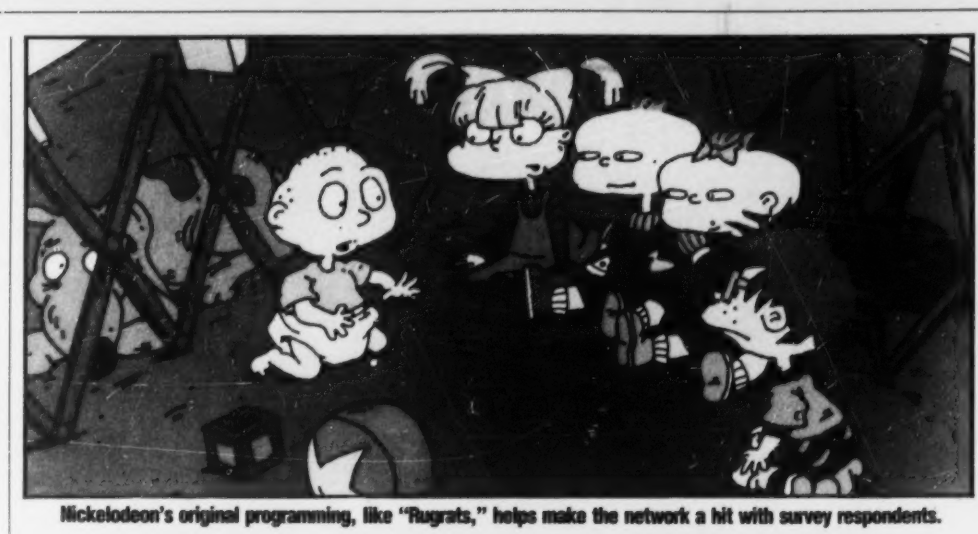


Nickelodeon's original programming, like "Rugrats," helps make the network a hit with survey respondents.

Turner properties CNN, TNT top growth-potential poll

Ted Turner, take a bow.

It's not because *Time* declared you Man of the Year in 1991. Or because your Atlanta Braves won the National League pennant last baseball season. Or because you've trumpeted concerns about the environment.

This time, it's because an *Advertising Age/Electronic Media* survey of agency media buyers and marketer executives shows two of your cable networks have tremendous growth potential *(see chart at right)*.

According to an exclusive *Ad Age/EM* survey conducted by Beta Research Corp., buyers and advertisers named Cable News Network and Turner Network Television most often as the cable networks with the most growth potential.

For this question, survey respondents were allowed to name as many networks as they wished.

CNN drew the biggest response, as 44% of the respondents said the network had the greatest growth potential. TNT placed second, with a 33.5% response.

The other Turner properties, WTBS and Headline News, placed farther down on the list. WTBS placed eighth, with a 14.5% response, but was named more often than any other superstation. Headline News finished 14th.

Aside from the Turner networks, buyers saw the best growth potential in cable networks that cater to educated audiences and younger viewers.

On the cerebral side, Arts & Entertainment Network placed fourth with a 24.5% response, while the Discovery Channel placed sixth, with 22%.

As for networks targeting younger crowds, USA Network garnered a 23% response, for a fifth-place finish. Nickelodeon came in ninth, after being named by 11.5% of the respondents. □

Good news for CNN

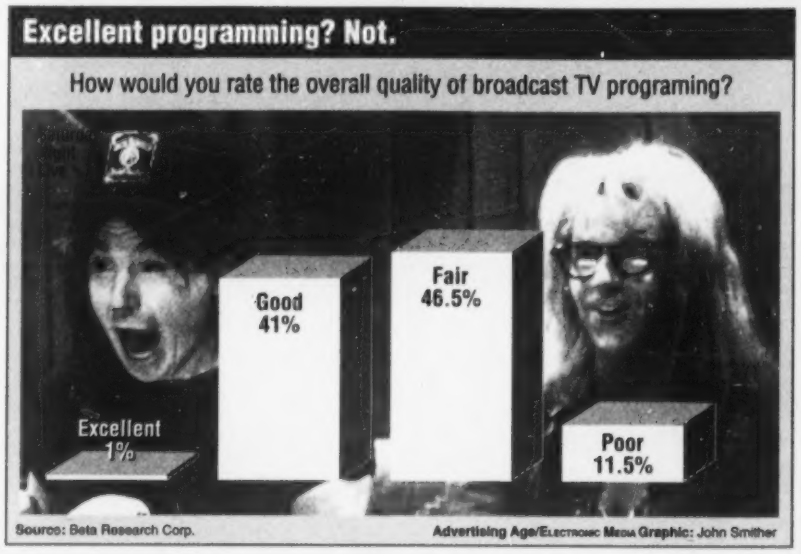
Which cable networks have the greatest growth potential?

1.	CNN	44 %
2.	TNT	33.5
3.	ESPN	27.5
4.	Arts & Entertainment Network	24.5
5.	USA Network	23
6.	Discovery	22
7.	Lifetime	16
8.	WTBS	14.5
9.	Nickelodeon	11.5
10.	Family Channel	7.5
11.	MTV: Music Television	5.5
12.	CNBC	5
	SportsChannel America	5
14.	Headline News	4.5
	Comedy Central	4.5
16.	Weather Channel	4
	TNN: The Nashville Network	4
18.	E!: Entertainment Television	3.5
19.	AMC	3
	VH-1: Video Hits One	3
	Nick at Nite	3
22.	Black Entertainment Television	2.5
23.	Jukebox Network	2
	Courtroom Television Network	2
	Travel Channel	2
	Madison Square Garden Sports Network	2
27.	Monitor Channel	1.5
	WWOR	1.5
	Tempo Television	1.5
30.	C-SPAN	1
	WGN-TV	1
	Nostalgia Channel	1
	Sci Fi Channel	1
	Univision	1
	Score	1
	Others	3
	Uncertain	9
	No Answer	0.5

Source: Beta Research Corp. Advertising Age/Electronic Media Graphic: John Smither

Network bugaboo: getting consistent program quality

Cost squeeze tightens, but buyers see need for fare like 'Seinfeld,' 'I'll Fly Away'


Excellent programming? Not.
How would you rate the overall quality of broadcast TV programing?
Excellent 1%
Good 41%
Fair 46.5%
Poor 11.5%
Source: Beta Research Corp.
Advertising Age/Electronic Media Graphic: John Smither

By Debra Aho

Quality is a double-edged sword.

Media buyers want top-notch broadcast TV programming, but they believe the networks can't afford to pay the lofty production costs for such shows—as high as a reported $2.3 million an episode for NBC's "Cheers."

In an exclusive survey of marketers and agency media buyers conducted by Beta Research Corp. for *Advertising Age* and *Electronic Media*, 58% of the respondents rated the quality of broadcast TV programming fair or poor, and only 15.5% said programming has improved from last year.

To buyers, a quality show is a good environment for clients' TV commercials and reflects well on the advertiser. But none wants the networks to sacrifice audience for quality.

"The last thing we want to see [the networks] do is spend a ton of money on programming that attracts no audience," says Irwin Gotlieb, senior VP-worldwide director, broadcast and programming at D'Arcy Masius Benton & Bowles, New York. "None of us will be in terrific shape if the networks continue to lose money and/or go out of business."

But Peter Tortorici, exec VP of CBS Entertainment, says the networks have the funds to invest in quality programming and top stars.

"We might not have money to spend on other areas . . . but the last place any of us puts less money into is programming, because that's our lifeblood," he says.

Program quality is still good, he says, although he admits the networks "have a long way to go" to achieve consistent quality across all programs and time periods.

One problem buyers have seen is that the cost-conscious networks prematurely pull the plug on well-crafted shows that fail to draw a big audience quickly.

"They need to let some of these shows find the high water and get an audience," says Charles Bachrach, senior VP-director of network and programming, Rubin Postaer & Associates, Los Angeles.

He says series such as CBS' "Northern Exposure" and NBC's "Seinfeld" might not have survived if programming executives had decided to drop the shows when they weren't performing well.

But quality shows need the backing of advertisers and their agencies to succeed, Mr. Tortorici says.

"If they really believe . . . the quality of the show attracts a quality viewer, they shouldn't be buying it on a strict commodity basis and holding the numbers against the network when they negotiate price," he says.

"It's one thing to decry the fact the networks don't stay with quality shows and another thing to use the same numbers and try to negotiate the price down so that the network can't afford to be in business with it," he adds.

While buyers praised the networks for their commitment to quality dramas such as NBC's "I'll Fly Away" and ABC's "Homefront" this season, they admit comedies generally find their audiences more easily—and less expensively—than dramas.

"Comedies are still easier to introduce, easier to establish, easier to promote. You don't need to involve viewers over time," says Betsy Frank, senior VP-director of TV information and new media at Saatchi & Saatchi Advertis-

(Continued on Page S-26)

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'Good script, good actor chemistry'

There's more to producing a good TV show than a big checkbook. *Advertising Age* and *Electronic Media* asked several buyers for advice on what the networks can do to improve programming.

Irwin Gotlieb, senior VP-worldwide director, broadcast and programming, D'Arcy Masius Benton & Bowles, New York

Networks should develop shows that meet sharply defined audiences, Mr. Gotlieb says.

"Be it because of fiscal prudence or the fact that they've finally figured it out, we see a lot more of a focused approach and a lot more discipline in the way they develop stuff than we have in some previous years. We think that bodes well for the season."

Charles Bachrach, senior VP-director of network and programming, Rubin Postaer & Associates, Los Angeles

> CBS is "taking retreads, and if it doesn't catch up with them next year it may a year from now."

Winning the ratings race can sometimes mean forgoing original production, Mr. Bachrach says.

"CBS has come around to be No. 1 for the season, which is a big turnaround, but look at what they're starting to program. They're taking retreads, old shows, and if it doesn't catch up with them next year it may a year from now. You add to that the spinoff of spinoffs [trend] and you're not getting anything exciting" on network TV.

Made-for-TV movies that explore difficult topics are important for the networks, even if advertisers sometimes shy away, he says.

"The quality is there, but it's getting hurt because advertisers are pulling out of it . . . There's nothing that strikes a chord because the stuff that strikes a chord the networks are afraid to put on because the advertisers won't get into it."

Moving shows from slot to slot on the schedule confuses audiences, he says. ABC, especially, is prone to this.

ABC Entertainment President Bob Iger "is a financial guy; he ought to listen to some of the program guys and stay with something long enough to see if it's going to be a hit," Mr. Bachrach says. "He moves shows from here to there like a major checkerboard."

Bill Croasdale, president-national broadcast, Western International Media, Los Angeles

After slashing costs elsewhere, the next area the networks will go after is program development, Mr. Croasdale says. This, he thinks, could lead to increased production from less costly foreign sources.

Foreign-made shows may not necessarily be higher quality but are less expensive to produce. That would and will keep the door open for foreign sales, Mr. Croasdale says.

"What it could mean down the road is more foreign production if that's the only place to get the most bang for your American dollar," he says.

Still, a quality program must meet three criteria, Mr. Croasdale says: good script, good direction and production and, most importantly, good chemistry among the actors.

Betsy Frank, senior VP-director of TV information and new media, Saatchi & Saatchi Advertising, New York

Networks must find good program concepts that are familiar enough to draw an audience, yet "not cut from a mold that got moldy a long time ago," Ms. Frank says. Using longtime TV stars in new roles is one way to do this, she says, citing CBS' Bob Newhart series, "Bob," now in development.

In addition, so-called "event series" represent a way for the networks to explore quality programs and give viewers the opportunity to see the work of such film directors as Oliver Stone on TV, she says. □

—Debra Aho

Programming strength makes cable believers out of agency execs

Rosy future assured as almost half of those polled say cable fare is better than last year

By Alison Fahey

Not too long ago, one of the complaints about cable TV was that there wasn't anything good to watch.

After all, tractor pulls, suggestive music videos and reruns of obscure off-network series weren't going to steal scores of viewers from "Cheers" or "The Cosby Show."

But thanks primarily to the industry's push in original programming, agency media buyers and marketer executives now think cable shows are as good as, or better than, broadcast programs.

"The experimentation and the investment in original programming is a clear sign that . . . the cable networks are making real commitments to produce and distribute the best programming," says Mike Drexler, exec VP-worldwide media director, Bozell, New York.

In fact, most media users say those efforts are getting ready to pay off for cable.

The results of an exclusive survey of buyers and marketer executives commissioned by *Advertising Age* and *Electronic Media* support Mr. Drexler's belief.

According to the survey conducted by Beta Research Corp., 47% of the respondents said cable TV programming is better than it was last year. In comparison, 15.5% of the respondents said broadcast TV programming has improved during the previous year.

While 20% of respondents said broadcast TV's programming quality was worse than in the previous year, only 1.5% said cable programming quality had slipped.

In addition, the survey found 55.5% of the respondents characterized the overall quality of cable TV programming as excellent or good. Meanwhile, only 42% of the respondents described broadcast TV program quality as excellent or good.

Broadcast TV also had 11.5% of respondents describing program quality as poor—more than double the 5% characterizing cable program quality that way.

These results echo the findings of an earlier study of consumers conducted by Lintas:USA. It found that viewers perceive programming on cable TV to be improving more than broadcast TV programming.

In the survey gauging consumers' attitudes toward TV, 34% of respondents said cable TV programming was somewhat or much better, compared with the same period a year ago, while only 27% said the same about broadcast TV.

Why do consumers, and now agency buyers, give higher marks to cable TV programming?

The main factor influencing buyers' perceptions of cable TV programming appears to be the industry's investment in original programming.

Nearly every ad-supported cable TV network has been increasing the dollars slotted for original production.

"There are off-network shows on USA Network, WTBS, Nickelodeon and Lifetime," says Erica Gruen, senior VP-associate director, television and new media, Saatchi & Saatchi Advertising, New York. "But a lot more money is being spent on cable programming and not just on made-for-cable movies."

Some critics might say that because of its young age, the medium is judged by a lower standard than broadcast TV. Mr. Drexler, however, disagrees with this theory.

"There's a prevailing attitude that ABC, CBS and NBC are still the gold standard of TV programming," Mr. Drexler says. "So anything that is not associated with those three networks tends to have something less than primary status."

"Television is not a medium that tends to carry the freight of historical perspective," Ms. Gruen says. "Everyone competes in the same environment. There is no law that says cable has a lock on new ideas. Theoretically, everyone is going to the same source," she says.

Other observers say the image of cable shows has been helped by several impressions about the medium —even though these beliefs have little to do with program quality.

One reason buyers may perceive cable shows as being better than broadcast TV offerings is that cable's a targeted medium with shows designed for a specific audience niche. As a result, every show will have an interested audience.

"I don't have to worry about programming to 12 million people," says Greg Moyer, senior VP-programming, Discovery Networks, which operates Discovery Channel and Learning Channel.

"There's tremendous freedom in the fact that we don't have to try to catch all the fish every time we throw the net out," he says.

Cable's targeted program offerings also allow it to be seen as a more diverse—and thus more interesting, if not better-programmed—medium than broadcast TV.

"Cable has an advantage because of the diversity. There are four broadcast networks and a bunch of cable networks," Ms. Gruen says.

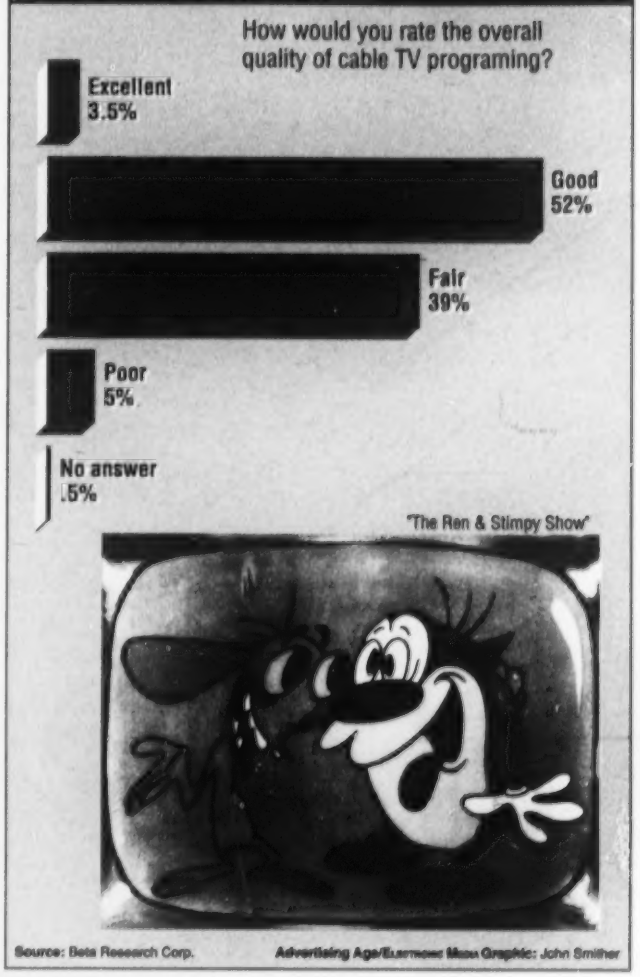
Some observers also believe the advertising community's impression of the medium has been bolstered by Cable News Network's coverage of the Persian Gulf War and other breaking news stories.

"The emergence of CNN as the pre-eminent news gatherer . . . had an enormous amount to do with lifting the prestige of cable programming overall," Ms. Gruen says.

But cable program quality may be facing renewed competition from the broadcast networks. Big 3 offerings such as NBC's "I'll Fly Away" and ABC's "Homefront" have received good reviews, if not devoted audiences.

"I do think the broadcast networks are as committed to develop as they've always been and will continue to do what they can. They are fighting back," Mr. Drexler says. "They have begun to recognize that cable will continue to be a major factor and can no longer be ignored in any way." □

Cable: wired for quality


How would you rate the overall quality of cable TV programing?
Excellent 3.5%
Good 52%
Fair 39%
Poor 5%
No answer .5%
"The Ren & Stimpy Show"
Source: Beta Research Corp.
Advertising Age/Euromoney Mass Graphic: John Smither

"There's an attitude that ABC, CBS and NBC are still the gold standard. Anything not associated with them tends to have something less than primary status."

Mike Drexler
Bozell

"There are off-network shows on USA Network, WTBS, Nickelodeon and Lifetime. But a lot more money is being spent on cable programming."

Erica Gruen
Saatchi & Saatchi

"There's tremendous freedom in the fact that we don't have to try to catch all the fish every time we throw the net out."

Greg Moyer
Discovery Networks

'It's about time advertiser got a break' in spot TV

Buyers seemingly hold all of the cards in soft market that's full of last-minute purchases

By William Spain

One thing's for sure with spot TV in the fall: It's a buyer's market.

Even if the demand for spot time picks up, buyers and sellers say there should be plenty of time available at steady or lower prices during the upcoming season.

"The media got theirs before and it's our turn now," says Len Kay, senior VP-director of media operations at Kelly, Scott & Madison, a Chicago-based media-buying service. "It's about time the advertiser got a break. [Costs per thousand viewers and rate increases aren't] automatic anymore."

Like cash-strapped consumers who delay their big purchases, spot TV advertisers are postponing their buys until they know they need the time.

"Our clients are holding onto their money longer, and decisions are being made right down to the wire," says Jerry Bonsaing, exec VP-director of local broadcast, Backer Spielvogel Bates, New York. "It's a flexible medium, and [clients] take advantage of that."

Pricing "is going to stay the way it is—and that's pretty flat," Mr. Bonsaing says. "I can't see it going anywhere."

Mr. Bonsaing adds his 1992 buying plans were based on flat or reduced costs, and his plans for next year should feature the same.

Observers don't foresee short-term demand spurts that would temporarily tighten availability and drive up prices.

"Even if demand increases later in the year, it would have to catch up to availability. They've got a lot of stuff sitting on the shelf," Mr. Kay says.

Some areas of the nation have been hurt more than others, says Jim Beloyianis, senior VP at Katz Television Group, New York. "There is no question that the Northeast continues to soften."

"We have been down for the last three years, and this particular station is flat with last year," says Stuart Tauber, station manager of Boston independent WSBK-TV.

Mr. Tauber foresees some help from this fall's elections. But, he says, "even if the market stiffens up, all it will do is make up for lost revenue."

In addition, business in the South is still slow.

"The market right now is flat or soft as compared to last year," says John Carpenter, VP-general manager of NBC affiliate WDSU-TV, New Orleans. "We don't see signs of any specific recovery in the marketplace."

On the positive side, Mr. Bonsaing sees West Coast markets doing a little better than the rest of the country.

"They are showing some strong activity—not tight markets but active market conditions," says Mr. Bonsaing, adding that he doesn't think West Coast stations will be sold out for the rest of the year.

Also, business appears to be brightening in the Midwest.

"National spot has been getting stronger every month," says Maria Tully, director of sales for CBS affiliate WITI-TV, Milwaukee. She adds that in her market, national business is up 5% for the second quarter.

There may be other hopes for spot TV sellers nationwide. If this year's market is anything like last year's, business should pick up before year's end.

According to an exclusive survey of media buyers and marketer executives conducted for *Advertising Age* and *Electronic Media* by Beta Research Corp., 44.5% of the respondents increased their spot TV spending last year, compared with 1990.

In addition, spot TV ad sales in February rose 10.1% over February 1991, according to a group time sales survey of about 230 members of Television Bureau of Advertising. This leap marked the first double-digit monthly gain since July 1990.

Despite this TVB finding, buyers and sellers believe the spot market will be soft enough to give buyers the upper hand.

"We came into the year soft and it's still soft," says Mr. Kay. □

Spot Check

Source: Horizon Media — Advertising Age/Electronic Media Graphic: Kimberly Mart

Cars, politicians to make a difference

Spot Check, a survey of spot TV purchasing activity in the top 20 markets, is compiled by Horizon Media, New York. This Spot Check looks at fourth-quarter spot availability, as currently projected.

Top 20 overview: This fall's spot TV market should generally be healthier than last year's, says William Koenigsberg, president of Horizon Media. Mr. Koenigsberg says spot demand will be fueled by U.S. auto marketers and political candidates.

Here are Horizon Media's predictions on spot time availability this fall in the top 20 markets, and the ad categories projected to show increased demand within each market.

TIGHT—Time available but demand keeps prices stable:

Atlanta: Political, beverage, fast-food, direct response.

Dallas: Fast-food, retail.

Houston: Oil/gasoline, movie, auto marketer, banking, beverages.

Los Angeles: U.S. automakers, banking, fast-food.

Sacramento, Calif.: Political spending, fast-food, financial services.

San Francisco: Computer, financial, political.

Seattle: Banking, U.S. auto, beer.

Washington: Political, U.S. auto, banking, movies.

NEGOTIABLE—Time available at negotiable rates:

Boston: Banking, beer, political, entertainment.

Chicago: Banking, computer, U.S. auto, fast-food.

Cleveland: U.S. automakers, fast-food.

Detroit: Beverage, retail, U.S. automakers, banking.

Miami: Banking, U.S. and import autos, beverage, movies, fast-food.

Minneapolis: Fast-food, banking, political, beverages.

New York: Political, banking, U.S. and import autos.

Philadelphia: Banking, U.S. autos, supermarket.

Phoenix, Ariz.: Foreign autos, supermarket, home improvements.

Pittsburgh: Package goods, U.S. auto, fast-food.

St. Louis: Political, banking, U.S. and import autos.

Tampa, Fla.: Banking, U.S autos, entertainment. □

Network show quality

(Continued from Page S-22)

ing, New York.

Standard sitcoms would appear to meet one programming suggestion that some buyers have: develop shows that fulfill specific needs.

"When you start with a definition of what your needs are and work toward solving those problems specifically with programs that are well-crafted and executed, you wind up with a much better end product," Mr. Gotlieb says.

Taking that approach leaves little room for experimentation, Mr. Gotlieb says. But with a few exceptions like "Northern Exposure," "almost all of the breakthrough programming that has been offered over the years has failed" or worked only briefly, he says. He adds that "Twin Peaks" is an example of an off-beat show that did well for a short time but then fizzled.

On the other hand, some buyers fear the cost squeeze could jeopardize experimentation, leaving the networks with nothing new to present.

"I was one of the first ones to blast 'Cop Rock,' but you can't deny the fact that at least [ABC] took a chance with a new and innovative idea," says Bill Croasdale, president-national broadcast at Western International Media, Los Angeles.

"Talent prices being paid to some of these actors are ludicrous."

But buyers have yet to agree over whether the high price tag of network TV production is worth it.

"Below-the-line costs have gone down or stayed the same, but it's the stars' salaries that have continued to escalate in TV programming," Ms. Frank says.

"I think the talent prices being paid to some of these actors are ludicrous," Mr. Bachrach says. " 'Cheers' is probably one of the finest-written comedies on TV since 'M*A*S*H,' but the price Paramount [Network Television] is ripping off the network for" isn't warranted.

But at least one buyer sees value in "Cheers," despite its high per-episode cost.

"A program like 'Cheers,' expensive as it may be, has a positive spillover on the entire NBC schedule," Mr. Gotlieb says. "So if NBC decides that it's worth [the cost], they do so not only because of what it brings to the half-hour but because it affords a promotion platform for its other programming and a lead-in to the subsequent show."

After all, in Mr. Gotlieb's opinion, "TV isn't an art form; it's a business." □

Paul Natkin

Warner Bros.

There is a growing disparity between upper-level syndicated fare such as "The Oprah Winfrey Show" (left) and lower-level shows like "Jenny Jones."

Syndication taking its lumps

High-tier shows such as 'Star Trek' and 'Wheel of Fortune' can't drive the medium forward 'because of all of the low-tier stuff'

By William Mahoney

Syndicated TV's desire to expand its advertiser base appears to be in jeopardy.

The results of an exclusive survey conducted for *Advertising Age* and *Electronic Media* by Beta Research Corp. reflect the shortcomings agency media buyers and marketer executives see in the medium.

The average survey respondent will place 4.3% of his total 1992 ad budget in syndicated programming. That figure lags far behind the average budget portions to be allotted to network (31%), spot (20.3%) or cable TV (9.7%), according to the survey.

The survey also found that 43% of the respondents wouldn't buy any syndicated TV time this year, and that only 3% say syndication will get the biggest percentage increase of their TV budget in 1992.

"We are still, by and large, bought by the very largest advertisers. Unfortunately, we don't draw most of our money broadly," says Tim Duncan, executive director of Advertiser Syndicated Television Association. "It is very concentrated. We're trying to change that."

The survey results apparently are attributable to the growing disparity between upper- and lower-level syndicated programming; syndicated TV's underdelivery of audiences; and the lack of marketing in the medium.

Both buyers and sellers of syndicated time think the disparity between the two distinct levels of syndicated programming needs to be reduced.

"I think, when you talk about syndication, you need to differentiate between high tier and low tier," says Bill Evans, senior VP-executive media director, Foote, Cone & Belding, Los Angeles.

He says the higher-tier product "is beginning to approach [costs per thousand] almost equivalent of network, but syndication in general is going to be slow because of all of the low-tier stuff."

On the high end are shows such as Paramount Domestic Television's "Star Trek: The Next Generation" and King World Productions' "The Oprah Winfrey Show," "Wheel of Fortune" and "Jeopardy!" whose ratings and demographics resemble those of network TV shows.

But on the low end come shows such as "Jenny Jones" from Warner Bros. Domestic Television Distribution and "Dennis Miller" from Tribune Entertainment Co. These programs have been highly touted but have hobbled along with 1.5 to 2.5 ratings from Nielsen Media Research.

Many new syndication series have been hard-pressed to achieve a 3 rating, once seen as the go/no-go point for advertisers.

"It's very difficult to sell that these days because the lineups are very tenuous and changing because the ratings are getting lower, like in the 2 and 3 category," says Russ Naiman, president of barter sales company Taurus Media Sales.

"Cable is not that far behind 2s and 3s," he adds.

But as Mr. Evans points out, these low levels give cable an inherent advantage over syndication because of its "ability to home in on specific targets with limited out-of-pocket cost."

"People are saying they're buying cable for targeting," adds Mr. Naiman. "Very little syndication is targeted."

Even though some syndicated shows draw low ratings, agency buyers say syndicators have a habit of overestimating their audiences.

"Syndicators tend to overestimate the ratings and tend to underdeliver the audience," says Kathy McGrath, senior VP-associate director of network for Western International Media, Los Angeles.

Syndicators "have been having problems with a tremendous drop-off in ratings, and they have been using a lot of their inventory for make-goods," Mr. Evans says. "The same isn't true for cable."

Syndicators seemingly could also learn a few things about self-marketing from cable, observers say.

What they say syndication needs is an industrywide marketing group that can successfully promote the medium the way the Cabletelevision Advertising Bureau has for cable.

"I think everyone will acknowledge that cable has done a superb job of marketing itself," says ASTA's Mr. Duncan. "We clearly have not done as a good a job capturing the hearts and minds of the broad advertising community."

"I don't think that they market themselves very well," Western International's Ms. McGrath says of those selling syndicated ad time.

In contrast, she notes that cable sellers have managed to promote not just their own networks but the medium itself. "Cable has done a remarkable job selling themselves to agencies and advertisers," she says.

A positive sign for syndication has been the development of many new first-run dramas planned for primetime weekly airings and designed as network-level shows, in both audience and quality.

Four such all-barter shows will premiere next January: Warner's "Time Trax" and "Kung Fu: The Legend Continues," and Paramount's "Star Trek: Deep Space Nine" and a new version of "The Untouchables."

"The demand for that stuff is going to be there," says Mr. Evans. "They're going to sell out real fast."

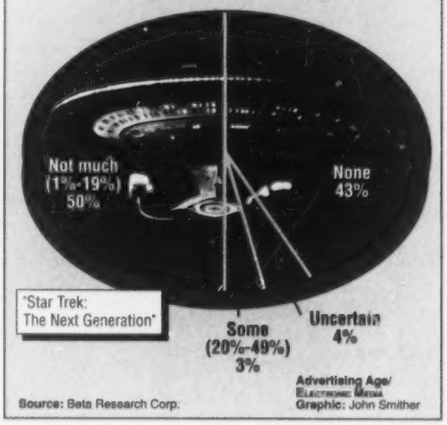
Mr. Naiman counters that the prime-time dramas are "having trouble too because they're trying to price themselves like the networks and the networks are efficient these days, more than they've been in a long time."

But he adds that the development of more top-shelf syndicated products placed on specific weekly time slots is definitely a step in the right direction.

"If more of the lineups in syndication were in more of the same time periods," Mr. Naiman says, "syndication would be a lot better off." □

Syndicator's tough trek

What percentage of your total 1992 ad budget will be placed in syndicated TV?



Source: Beta Research Corp.
Advertising Age/ Electronic Media
Graphic: John Smither

Syndication seemingly hits a plateau

Now it can be told: only one of four media buyers and advertiser executives increased their spending in syndicated TV last year.

Here are some other syndication-related results of the Beta Research Corp. survey done exclusively for *Advertising Age* and *Electronic Media*:

- Only 24% of the survey respondents increased syndicated TV spending last year. In comparison, 44.5% boosted network TV spending, 44.5% hiked spot expenditures and 62.5% increased cable outlays.
- 56% say their syndication spending in 1991 was the same as in 1990, while 20% cut spending. In other words, about three of every four survey respondents say their 1991 syndicated TV spending was no higher than in 1990.
- A mere 6% say syndicated TV gives the best return on the ad dollar. □

—William Mahoney

The bills keep piling up

Top billing spot TV agencies, millions of dollars

	Spot TV billings 1991	1990	% chg	1991 total billings	Spot TV billings as % of 1991 total
1. Saatchi & Saatchi Advertising	$515.5	$500.4	3.0%	$1,908.9	27.0%
2. Foote, Cone & Belding	483.3	505.7	−4.4	2,032.0	23.8
3. Wells Rich Greene BDDP	391.5	375.1	4.4	923.7	42.4
4. D'Arcy Masius Benton & Bowles	348.8	448.6	−22.2	2,050.3	17.0
5. Grey Advertising	326.0	316.7	2.9	1,800.2	18.1
6. Campbell-Mithun-Esty	312.0	308.1	1.3	906.8	34.4
7. Young & Rubicam	304.6	356.7	−14.6	2,026.6	15.0
8. J. Walter Thompson USA	302.1	355.1	−14.9	1,663.5	18.2
9. Backer Spielvogel Bates	286.8	270.4	6.1	1,078.4	26.6
10. Admarketing	278.1	237.3	17.2	317.2	87.7
11. McCann-Erickson	275.0	251.0	9.6	1,417.1	19.4
12. BBDO Worldwide	264.5	266.6	−0.8	1,554.0	17.0
13. Leo Burnett USA	263.5	187.7	40.3	2,040.3	12.9
14. Bozell	224.4	222.9	0.7	1,230.0	18.2
15. DDB Needham Worldwide	208.7	226.9	−8.0	1,688.7	12.4

Top billing network TV agencies, millions of dollars

	Network TV billings 1991	1990	% chg	1991 total billings	Network TV billings as % of 1991 total
1. Saatchi & Saatchi Advertising	$809.4	$785.9	3.0%	$1,908.9	42.4%
2. Leo Burnett USA	800.0	894.0	−10.5	2,040.3	39.2
3. D'Arcy Masius Benton & Bowles	760.0	731.7	3.9	2,050.3	37.1
4. Foote, Cone & Belding	718.7	634.2	13.3	2,032.0	35.4
5. Young & Rubicam	669.8	564.9	18.6	2,026.6	33.0
6. Grey Advertising	621.8	634.5	−2.0	1,800.2	34.5
7. J. Walter Thompson USA	617.8	523.6	18.0	1,663.5	37.1
8. McCann-Erickson	522.0	493.0	5.9	1,417.1	36.8
9. BBDO Worldwide	506.0	514.1	−1.6	1,554.0	32.6
10. Ogilvy & Mather	486.5	504.9	−3.6	1,571.7	31.0
11. N W Ayer	376.3	402.1	−6.4	754.4	49.9
12. Backer Spielvogel Bates	370.0	532.8	−30.6	1,078.4	34.3
13. DDB Needham Worldwide	325.2	300.5	8.2	1,688.7	19.3
14. Lintas: USA	243.8	326.0	−25.2	993.7	24.5
15. Chiat/Day/Mojo	205.2	247.3	−17.0	637.0	32.2

Top billing cable TV agencies, millions of dollars

	Cable TV billings 1991	1990	% chg	1991 total billings	Cable TV billings as % of 1991 total
1. Foote, Cone & Belding	$118.4	$95.0	24.7%	$2,032.0	5.8%
2. DDB Needham Worldwide	105.8	89.1	18.7	1,688.7	6.3
3. D'Arcy Masius Benton & Bowles	101.3	125.2	−19.1	2,050.3	4.9
4. Leo Burnett USA	90.0	54.9	64.1	2,040.3	4.4
5. Saatchi & Saatchi Advertising	82.0	79.6	3.0	1,908.9	4.3
6. Grey Advertising	68.6	69.6	−1.4	1,800.2	3.8
7. Young & Rubicam	61.8	78.8	−21.6	2,026.6	3.0
8. McCann-Erickson Worldwide	55.0	40.0	37.5	1,417.1	3.9
9. BBDO Worldwide	52.7	49.2	7.1	1,554.0	3.4
10. Backer Spielvogel Bates	48.8	NA	NA	1,078.4	4.5
11. Lintas: USA	37.5	33.5	12.0	993.7	3.8
12. Bozell	31.5	23.0	37.0	1,230.0	2.6
13. Ogilvy & Mather	27.4	19.4	41.1	1,571.7	1.7
14. Griffin Bacal	20.7	14.0	48.0	173.8	11.9
15. Ross Roy Inc.	19.7	8.6	128.4	447.0	4.4

Top billing syndicated TV agencies, millions of dollars

	Syndicated TV billings 1991	1990	% chg	1991 total billings	Syndicated TV billings as % of 1991 total
1. Leo Burnett USA	$134.5	$138.5	−2.9%	$2,040.3	6.6%
2. D'Arcy Masius Benton & Bowles	96.4	96.9	−0.6	2,050.3	4.7
3. Foote, Cone & Belding	82.6	76.3	8.3	2,032.0	4.1
4. Jordan, McGrath, Case & Taylor	52.9	44.4	19.2	350.0	15.1
5. Backer Spielvogel Bates	45.9	NA	NA	1,078.4	4.3
6. McCann-Erickson	45.0	45.0	0.0	1,417.1	3.2
7. Ogilvy & Mather	36.2	25.9	39.8	1,571.7	2.3
8. DDB Needham Worldwide	30.1	36.0	−16.3	1,688.7	1.8
9. Young & Rubicam	29.1	27.6	5.4	2,026.6	1.4
10. Saatchi & Saatchi Advertising	26.7	26.0	2.7	1,908.9	1.4
11. Hal Riney & Partners	13.0	12.0	8.3	325.0	4.0
12. BBDO Worldwide	11.5	5.9	95.8	1,554.0	0.7
13. Bozell	10.0	10.0	0.0	1,230.0	0.8
14. Carrafiello-Diehl & Associates	7.3	4.8	53.0	59.0	12.4
15. Sudler & Hennessey	5.6	4.5	24.4	183.8	3.0

Source: Advertising Age, April 13, 1992

Advertising Age/Electronic Media
Graphic: John J. Bohorquez

Marketer execs turn dials to their favorite TV offerings

Picks from obvious '60 Minutes' to 'quirky' 'Northern Exposure' . . . and then there's the two 'Wings'

Whatcha watchin'?

Advertising Age *and* Electronic Media *wanted to get the viewing habits of media and marketing executives at major TV advertisers.*

We contacted an executive at various marketers and asked: What three TV shows do you regularly watch, and why?

The only rule was they should name their personal favorites and not necessarily the shows that are the best ad vehicles for their companies.

Maurice Kelley Jr., VP-marketing services, SmithKline Beecham Consumer Brands

"Roseanne," ABC. "I watch it for the same reason I watch 'Murphy Brown'—this show is clever, funny and fresh."

"Home Improvement," ABC. "Tim Allen is really such a funny man and the concept is so good."

"60 Minutes," CBS. "I'd hate to see those guys pull up in my driveway but I love to watch them."

Vic Fondrk, VP-media and co-op advertising, Universal Pictures

"Northern Exposure," CBS. "It's very entertaining and offbeat. It's often hilarious and often poignant."

"In Living Color," Fox. "It's got an attitude, it pushes the envelope, and it's really funny."

Indianapolis 500, ABC. "Or any auto race—even the ones on TV at 5 a.m. I used to race motorcycles. I got my first motorcycle when I was 10, and I drive a Ferrari now."

John McMennamin, VP-marketing services, Nestle USA

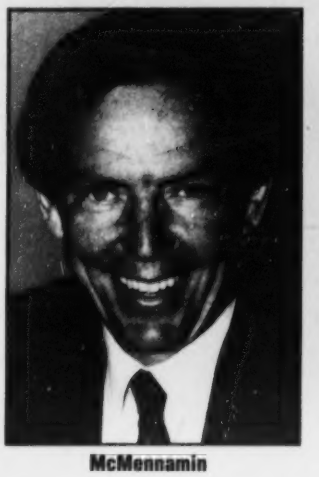
"60 Minutes," CBS. "It's an informative exploration of issues, and I find I usually learn something. I watch it once or twice a month during the peak season, though I don't care for it enough to watch reruns."

"Wings," The Discovery Channel. "[The network] may be [part of] a new breed of cable that is increasingly segmenting the viewing audience. Branding may not be a bad word for it. The type of programming they do is very informative, educational. I feel like I've spent the time well."

U.S. Open Tennis Tournament, CBS. "It goes by season—football, basketball, tennis. I am a tennis player, and I thought [U.S. Open] coverage was excellent last year."

Stephen Smith, media director, American Express Travel Related

NBC's "Wings" had its fans among marketing executives.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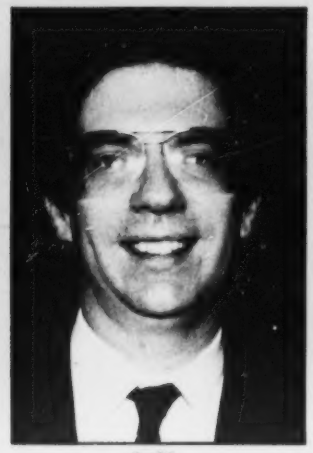

Smith

Lites

Kramer

Porter

Services Co.

"Northern Exposure," CBS. "I like the mix of characters, I like some of the quirky story lines. I like the flow, the sense of perspective, the way people look at life like that so far away from cities. I grew up in a medium-size Midwestern town [Madison, Wis.], so I don't have a New York perspective on life."

"Homefront," ABC. "It's a very well-done, classic TV show that has interesting story lines and good performances."

"Star Trek: The Next Generation," Paramount Domestic Television. "But I wouldn't necessarily say I'm a Trekkie."

Denise Ilitch Lites, senior exec VP, Little Caesar Enterprises

"Roseanne," ABC. "I like shows that portray strong women and are done with great humor."

"L.A. Law," NBC. "It must be my law background, but I like the show. I love the characters and story development."

"Wings," NBC. "The show is light and humorous. I know Crystal Bernard and I think she is wonderfully funny, and cute, too."

John Kramer, director of marketing, Amati division, Mazda Motor of America

"Star Trek" and "Star Trek: The Next Generation," Paramount Domestic Television. "I like both the old and new versions. I guess I'm not a true Trekkie. I'm the only person my wife knows who can watch the same episode for the seventh time as if I'd never seen it. I've always enjoyed the space adventures, and I still want to go to the moon."

"Wings," The Discovery Channel. "As I'm flipping through the channels as a typical American male, I typically end up stopping on the Discovery Channel. I'm a pilot, and 'Wings' always gets me. I used to fly Cobra gunships in Vietnam."

"Northern Exposure," CBS. "That show will get me to wake back up to watch it. It's on the edge. The plot is offbeat enough that it's cute, refreshing."

Michael Porter, VP-marketing, Stroh Brewery Co.

"Cheers," NBC. "I like it because it has intelligent humor and because it takes place in a bar."

"Full House," ABC. "I watch it with my little girl because she just loves it. I guess the humor is just juvenile enough that a 9-year-old can appreciate it."

"Wings," NBC. "It reminds me of a lot of good sitcoms in their early stages where they can do lots of different things. I enjoy watching the characters develop."

Steve Lyons, general marketing manager, Lincoln-Mercury division, Ford Motor Co.

"60 Minutes," CBS. "To preview any hot topics for the week and to see who else can afford the cost of advertising on this show."

"Murphy Brown," CBS. "Because I have a crush on Candice Bergen."

"Star Trek: The Next Generation," Paramount Domestic Television. "Because the good guys and gals always win and Clint Eastwood doesn't have a TV show."

Michael Hines, senior VP-marketing, Fidelity Investments

C-Span. "It gives you a ringside view of places you'd never get invited to otherwise."

"In Living Color," Fox. "It's one of the most 'rawly' creative programs on TV right now."

Law and Order," NBC. "It's very realistic, with tight dialogue and fabulous lighting." □

Reported by Judann Dagnoli, Marcy Magiera, Bradley Johnson, Gary Levin, John P. Cortez, Cleveland Horton, Raymond Serafin and Kate Fitzgerald.

Fondrk

If controlling your commercial inventory seems like an uphill battle...

Maybe you need a CableCAR
Cable's Computerized Advertising Reports

A cable network can schedule over 125,000 commercials a year. And that's before the first program change or contract revision. Add these factors and you're closer to a half million units a year. That's a lot of inventory to control!

CableCAR has been specifically designed to provide this control.

CableCAR connects information from different departments into one smooth flowing system. Then, the computer does what it does best...add, subtract, file and retrieve. CableCAR does the grunt work so the sales staff can spend more time selling and managers can spend more time managing. The result...superior inventory management, higher profitability and better staff utilization.

Too many people are spending too much time chasing inventory. Let us show you how CableCAR can change your paperwork nightmare into an information joy ride. Call us at **1-800-MSA-INFO** to arrange a demo of CableCAR in your offices. Or, ask about our other fine products. Cadence, for broadcast network and syndication inventory control. And soon, AgencyCAR for automatic downloading of contract information, brand allocations and trafficking.

MANAGEMENT SCIENCE ASSOCIATES, INC.
THE GENESSA GROUP

Corporate Headquarters: 6565 Penn Avenue, Pittsburgh, PA 15206-4490 (412)362-2000
Offices: Chicago, Connecticut, New York, Phoenix, Seattle, Toronto & Washington, DC

This show is brought to you by . . .

Leading advertisers on network TV, millions of dollars

		1991	1990	% change
1.	General Motors Corp.	$527.8	$598.4	-11.8%
2.	Procter & Gamble Co.	515.7	557.6	-7.5
3.	Philip Morris Cos.	389.5	402.2	-3.2
4.	Johnson & Johnson	239.8	211.4	13.4
5.	Kellogg Co.	236.6	301.3	-21.5
6.	Ford Motor Co.	217.5	196.9	10.5
7.	PepsiCo	204.6	193.4	5.8
8.	Sears, Roebuck & Co.	187.9	253.8	-26.0
9.	Chrysler Corp.	176.2	190.0	-7.3
10.	Toyota Motor Sales USA	173.7	170.9	1.6
11.	American Home Products Corp.	173.3	150.5	15.1
12.	AT&T Co.	172.0	244.9	-29.8
13.	McDonald's Corp.	171.8	231.0	-25.6
14.	Unilever U.S.	154.6	162.8	-5.0
15.	General Mills	151.4	142.9	5.9
16.	Anheuser-Busch Cos.	122.9	129.0	-4.7
17.	American Honda Motor Co.	117.0	119.0	-1.7
18.	RJR Nabisco	112.7	133.6	-15.6
19.	Nestle Foods Corp.	109.0	145.6	-25.1
20.	Eastman Kodak Co.	105.6	116.5	-9.4
21.	Grand Metropolitan	103.3	183.1	-43.6
22.	Bristol-Myers Squibb Co.	95.4	124.3	-23.3
23.	Coca-Cola Co.	95.2	88.9	7.1
24.	Walt Disney Co.	93.8	62.9	49.1
25.	Warner-Lambert Co.	84.1	91.1	-7.7
26.	MCI Communications Corp.	76.4	33.1	130.8
27.	Clorox Co.	72.5	58.0	25.0
28.	Thompson Medical Co.	71.6	75.5	-5.2
29.	Mazda Motor of America	68.8	76.1	-9.6
30.	Nissan Motor Corp. USA	66.4	125.8	-47.2
	Total network TV spending	$9,456.2	$10,132.3	-6.7%

Source: LNA/Arbitron Multi-Media Service

Leading advertisers on syndicated TV, millions of dollars

		1991	1990	% change
1.	Philip Morris Cos.	$135.7	$133.8	1.4%
2.	Procter & Gamble Co.	131.8	118.7	11.0
3.	Warner-Lambert Co.	65.1	48.4	34.5
4.	Kellogg Co.	58.4	45.4	28.6
5.	Grand Metropolitan	42.5	45.8	-7.2
6.	Time Warner	40.3	27.6	46.0
7.	General Motors Corp.	38.4	27.6	39.1
8.	Johnson & Johnson	38.3	33.4	14.7
9.	Unilever U.S.	36.9	42.2	-12.6
10.	Nestle Foods Corp.	33.1	36.7	-9.8
11.	McDonald's Corp.	33.0	28.0	17.9
12.	Coca-Cola Co.	31.9	34.1	-6.5
13.	Hasbro Inc.	31.8	7.5	324.0
14.	PepsiCo	29.0	18.0	61.1
15.	Bristol-Myers Squibb Co.	28.5	32.6	-12.6
16.	Eastman Kodak Co.	27.8	21.7	28.1
17.	Mars Inc.	27.4	23.0	19.1
18.	Walt Disney Co.	26.5	14.6	81.5
19.	Sears, Roebuck & Co.	26.0	13.6	91.2
20.	Wm. Wrigley Jr. Co.	25.6	31.5	-18.7
21.	Mattel Inc.	24.2	13.8	75.4
22.	Anheuser-Busch Cos.	23.4	13.7	70.8
23.	RJR Nabisco	22.1	22.1	0.0
24.	Sony Corp.	21.5	11.5	87.0
25.	Nintendo of America	20.7	16.2	27.8
26.	Helene Curtis Industries	19.7	11.7	68.4
27.	Ralston Purina Co.	19.2	11.8	62.7
28.	AT&T Co.	18.8	20.0	-6.0
29.	Ford Motor Co.	17.4	13.7	27.0
30.	Hershey Foods Corp.	16.8	14.5	11.6
	Total syndicated TV spending	$1,850.4	$1,587.6	16.6%

Source: LNA/Arbitron Multi-Media Service

Leading advertisers on spot TV, millions of dollars

		1991	1990	% change
1.	Procter & Gamble Co.	$283.7	$303.2	-6.4%
2.	PepsiCo	261.4	284.6	-8.2
3.	Philip Morris Cos.	206.2	221.2	-6.8
4.	General Mills	201.0	191.5	5.0
5.	McDonald's Corp.	149.1	146.0	2.1
6.	Toyota Motor Sales USA	123.9	117.6	5.4
7.	General Motors Corp.	109.9	136.5	-19.5
8.	Anheuser-Busch Cos.	92.4	91.6	0.9
9.	Nissan Motor Corp. USA	85.2	108.2	-21.3
10.	Unilever U.S.	84.3	64.5	30.7
11.	Ford Motor Co.	78.4	54.3	44.4
12.	Walt Disney Co.	71.9	86.2	-16.6
13.	Kellogg Co.	71.4	44.6	60.1
14.	Time Warner	68.8	81.8	-15.9
15.	Chrysler Corp.	68.1	56.8	19.9
16.	American Home Products Corp.	66.4	46.9	41.6
17.	Grand Metropolitan	64.4	58.8	9.5
18.	Nestle Foods Corp.	63.9	50.5	26.5
19.	Coca-Cola Co.	62.1	75.8	-18.1
20.	AT&T Co.	61.7	69.0	-10.6
21.	American Stores Co.	56.2	49.1	14.5
22.	Circuit City Stores	54.2	50.3	7.8
23.	Adolph Coors Co.	53.7	53.6	0.2
24.	Dayton-Hudson Corp.	52.5	49.0	7.1
25.	Hasbro Inc.	52.5	52.7	-0.4
26.	Imasco USA (Hardee's, Roy Rogers)	52.3	49.1	6.5
27.	R.H. Macy & Co.	44.4	13.5	228.9
28.	Sony Corp.	40.0	42.9	-6.8
29.	Foodmaker Inc. (Jack In The Box, Chi-Chi's)	39.6	37.3	6.2
30.	Wendy's International	39.5	37.1	6.5
	Total spot TV spending	$8,751.2	$9,293.3	-7.8%

Source: LNA/Arbitron Multi-Media Service

Leading advertisers on cable TV, millions of dollars

		1991	1990	% change
1.	Procter & Gamble Co.	$67.8	$57.9	17.1%
2.	General Motors Corp.	32.4	26.0	24.6
3.	General Mills	31.8	27.4	16.1
4.	Anheuser-Busch Cos.	31.4	26.8	17.2
5.	Time Warner	29.3	50.9	-42.4
6.	Philip Morris Cos.	24.1	26.6	-9.4
7.	Sears, Roebuck & Co.	20.3	19.8	2.5
8.	AT&T Co.	19.3	15.3	26.1
9.	Eastman Kodak Co.	19.1	12.6	51.6
10.	American Home Products Corp.	19.1	10.8	76.9
11.	RJR Nabisco	17.8	21.7	-18.0
12.	Mars Inc.	16.6	10.4	59.6
13.	McDonald's Corp.	16.2	8.8	84.1
14.	Hasbro Inc.	15.6	7.8	100.0
15.	PepsiCo	15.1	13.1	15.2
16.	Ford Motor Co.	14.0	9.5	47.4
17.	Wm. Wrigley Jr. Co.	13.9	10.2	36.3
18.	Chrysler Corp.	12.9	9.2	40.2
19.	Levi Strauss & Co.	12.5	12.7	-1.6
20.	Grand Metropolitan	11.4	10.3	10.7
21.	Ralston Purina Co.	10.7	7.6	40.8
22.	Nestle Foods Corp.	10.4	8.4	25.0
23.	Kellogg Co.	9.5	3.6	163.9
24.	Johnson & Johnson	9.5	8.3	14.5
25.	Clorox Co.	9.0	10.8	-16.7
26.	Nintendo of America	8.9	5.8	53.4
27.	Sony Corp.	8.4	9.7	-13.4
28.	Toyota Motor Sales USA	8.1	5.8	39.7
29.	Coca-Cola Co.	8.1	2.9	179.3
30.	Unilever U.S.	8.1	6.7	20.9
	Total cable TV spending	$1,211.6	$1,110.2	9.1%

Source: LNA/Arbitron Multi-Media Service

Advertising Age/Electronic Media
Graphic: John J. Scherpaz

Fox tops nets in prime-time ad revenue increases

NEW YORK—Combined prime-time ad spending on the four broadcast networks fell 8.6% to about $6 billion in 1991, according to Nielsen Monitor-Plus, a new ad spending data service from Nielsen Home Services.

Unlike Arbitron Co.'s MediaWatch, which reports network totals only for the Big 3 networks, Monitor-Plus includes Fox Broadcasting Co., providing the first glimpse of how the fledgling network is competing with the Big 3.

In 1991, Fox was the only network to increase prime-time ad revenues, rising 15% to $606.7 million. Its share of the four-network prime-time pie grew more than 2 percentage points to 10.1% in 1991.

NBC suffered the greatest share loss, losing 3.5 percentage points and dropping to a 32.7% share of prime-time ad revenues.

Both ABC and CBS saw their shares rise slightly: ABC increased 0.8 percentage points to a 31.6% share, while CBS rose 0.7 percentage points to a 25.7% share. □

Network ad revenues

Prime-time ad revenues of the four major networks (in millions).

	1990	1991	% chg
NBC	$2,392.0	$1,972.6	−17.5
ABC	$2,030.3	$1,904.5	−6.2
CBS	$1,650.3	$1,551.8	−6.0
Fox	$527.5	$606.7	15.0
Total	**$6,600.1**	**$6,035.6**	**−8.6**

Source: Nielsen Monitor-Plus Network Expenditure Analysis

Top 5 prime-time advertisers

The top prime-time TV advertisers on the four major networks. Figures are in millions. Percentages represent each network's share of total.

Advertiser	Total	ABC	CBS	NBC	Fox
General Motors	**$363.2**	$106.9 (29.4%)	$90.1 (24.8%)	$142.5 (39.2%)	$23.8 (6.5%)
Procter & Gamble	**$253.3**	$49.6 (19.6%)	$84.2 (33.2%)	$90.6 (35.8%)	$28.8 (11.4%)
Philip Morris	**$238.2**	$75.6 (31.7%)	$48.6 (20.4%)	$88.8 (37.3%)	$25.2 (10.6%)
Johnson & Johnson	**$190.9**	$44.8 (23.5%)	$44.0 (23.0%)	$82.3 (43.1%)	$19.9 (10.4%)
PepsiCo	**$190.9**	$61.8 (32.3%)	$33.0 (17.3%)	$73.7 (38.6%)	$22.5 (11.8%)

Source: Nielsen Monitor-Plus Network Expenditure Analysis

MEDIA MIX

News briefs in print, electronic and alternative media.

Memphis revisited. Thames Television, London, has filed a petition in Criminal Court in Memphis, Tenn., seeking access to Shelby County records from the trial of assassin James Earl Ray for a documentary-style recreation of the trial. The program would be filmed in Memphis next year, the 25th anniversary of Mr. Ray's murder of the Rev. Martin Luther King Jr. in Memphis.

Subscriber as king. *Golf Illustrated* in July will create an unusually influential 12-person subscriber panel to help editors keep in touch with readers. Panel members will get advance copies of stories and artwork slated to run and be asked for their input. They will also travel once a year to the magazine's Phoenix, Ariz., headquarters to participate in long-range editorial planning sessions, and their names will appear on the masthead. VP International bought *Golf Illustrated* last September from the now-defunct Family Media.

Running overseas. Rodale Press, Emmaus, Pa., will test the international market for *Runner's World* with one-time Scandinavian and German editions. The Scandinavian edition will be published in Swedish, Norwegian, Danish and Finnish this month as a joint venture with Helsinki's United Magazines. The German edition, a joint venture with Axel Springer Verlag, will be published in June.

Healthier spin. Benetton will run a special eight-page insert in the July issue of *Spin*. The booklet, titled "Guide to Safer Sex," contains guidelines to healthier sexual habits for the 1990s. *Spin* will also carry a letter readers can mail to President Bush urging intensified federal efforts against AIDS. All proceeds will go to Gay Men's Health Crisis.

MEDIA WORKS

Joe Mandese coordinates MediaWorks.

NEWSSTAND

Advertising opportunities in print.

TV Guide, New York, "Guide to the 1992 Summer Olympics" special editorial supplement, July 25 isssue; ad close: May 15. Color page: $65,365.

ABA Journal, Chicago, "Automated management" special editorial section, July issue; ad close: May 18. B&w page: $12,050; color page: $15,665.

The Advocate, Los Angeles, "Gay pride" special edition, June 16 issue; ad close: May 20. B&w page: $2,888; color page: $4,159.

Seventeen, New York, "Back to school/-fall fashion" special ad section, August issue; ad close: May 20. B&w page: $31,270; color page: $45,320.

Spy, New York, "Music Awards" special ad section, July/August issue; ad close: May 20. B&w page: $7,188; color page: $10,783.

Mas, New York, "Olympics" special editorial supplement, July/August issue; ad close: May 21. B&w page: $17,200; color: $21,500.

Essence, New York, "Back to school" special editorial section, August issue; ad close: May 22. B&w page: $18,955; color page: $28,450.

GQ, New York, "Order in" special ad section, August issue; ad close: May 22. B&w page: $3,043.

Outside, New York, "Summer Olympics preview" special ad section, August issue; ad close: May 22. B&w page: $15,700; color page: $22,695. □

UNDER 40 –

Half the Top 200 spent the same or less in 1991; network TV and newspapers feel effects the most.

THE TOP 200 BRANDS

AT&T tops spending despite Ford rush

Elite brands spend $15 billion, a bit down from '90

By R. Craig Endicott

AT&T telephone services rang up heavy spending for its long-distance services in the fourth quarter to retake the lead as the nation's heaviest advertised brand for full-year 1991.

The leading tally of $388.9 million was 16.2% less than AT&T's spending in the prior year but just enough to squeeze past McDonald's restaurants' $387.3 million, down 9.2%.

After finishing second to AT&T for 1990, McDonald's ruled the Top 200 Brands chart each quarter of 1991, based on cumulative spending in nine-media provided by LNA/Arbitron Multi-Media Service.

But AT&T invested $130 million in the fourth quarter, compared with McDonald's $100.5 million. AT&T had cut its long-distance advertising and campaigns for overseas service through the first three quarters, but saturated the market with $82.3 million touting those services in the last quarter, up 25.5% from 1990 levels.

Flat to declining expenditures characterized spending trends among half of the Top 200, a group collectively spending $15.1 billion in media, down 1.2% but far better than the 8.1% slide to $37.8 billion for all advertisers.

Ninety-two of the 200 brands reported spending declines.

Spending by the 200 in two of the big four media, network TV and newspapers, dropped 6.1% and 6.8%, respectively, while outlays in spot TV and magazines grew 0.8% and 3.4%.

However, a sign of a break in recession-depressed spending patterns began to surface at yearend. Final-quarter spending fell compared to 1990, but the rate of decline was smaller than the year-to-year slippage in the third quarter. Spending by the Top 10 brands dipped 3.3% in 1991, but grew 7.7% in the final quarter.

The automotive industry largely sets the ad pace for the 200. In 1991, the 32 auto brands recorded a category-leading $3.6 billion, off 3.3%. The 25-brand retail category was a distant second in ad volume at $1.7 billion, down 8.5%.

Detroit reasserted itself in 1991 after nearly being outspent by the Japanese automakers in the prior year. Ad volume for the 15 U.S. brands reached $1.9 billion, up 1.4%. The category's 11 Japanese brands dipped 8.4% to $1.3 billion as seven of them declined.

Leading the auto category was Ford cars, trucks and vans, No. 3 brand overall and up from No. 5 a year ago on the strength of its 9.2% growth in advertising to $373.1 million. The No. 10 brand, Dodge cars, trucks and vans, vaulted from No. 25 in 1990, based on ad volume growth of 36.3% to $174.6 million.

Among the 25 retail brands, 15 pared their 1991 advertising from prior-year levels. The group's brand leader, No. 5 Sears, Roebuck & Co. stores, drew $330.7 million in support, down 20.5%. Poor performance by retailers led to the 6.8% plunge in the 200's newspaper volume to $1.7 billion. No. 20 R.H. Macy & Co. stores led all newspaper spenders with $103.1 million, down 20.2%. Sears' newspaper volume fell 38.3% to $80.7 million.

Kellogg breakfast foods bought $225.8 million in commercial time, down 21.7%, but well ahead of AT&T and McDonald's, each tied for second at $172 million, down 23% and 25.6%, respectively. With such declines at the top, no wonder network TV dropped 6.1% to $5.8 billion for the 200. The 200 dominate all network TV spending, claiming 61% of the total.

McDonald's far outdistanced any other brand in spot TV spending, with $149 million, up 2.1%. Spot TV was up 0.8% to $3.1 billion for the 200, accounting for 35% of all spot TV advertising.

Ford led magazine spending with $108.5 million, up 1.5%. The 200 bought $2.1 billion in magazine space, up 3.4%.

Kellogg paced syndication spending with $43.7 million, up 16.5%. Like network TV, syndication is the province of the 200, which spent $979.2 million in syndication, or 53% of all syndication advertising.

Looking at just the Top 200 brands' parent companies, GM put $1.03 billion behind eight autos, well ahead of Philip Morris Cos.' $719.9 million backing seven brands.

Procter & Gamble Co. backed its eight brands on the Top 200 chart with $360.1 million, only 10th among brand parents, but P&G remained the nation's largest advertiser at $1.17 billion, just ahead of Philip Morris' $1.11 billion.

Only $33 million separated the two companies in 1990, with P&G on top.

The race by these two marketing behemoths, boiling down to which would cut ad spending the least, was a carbon copy of the negative race staged by the two top brands. In this regard, P&G won out, declining only 5.6% to PM's 7.8%. □

Top 10 companies by 1991 ad spending

Rank	Company	Total measured ad spending 1991	1990	% chg	Ad spending by brands in 200 1991	1990	% chg	Number of brands
1	Procter & Gamble Co.	$1,166.5	$1,236.1	-5.6	$360.1	$389.0	-7.4	8
2	Philip Morris Cos.	1,110.4	1,203.7	-7.8	719.9	729.0	-1.2	7
3	General Motors Corp.	1,056.5	1,101.2	-4.1	1,032.1	1,073.1	-3.8	8
4	PepsiCo	542.0	547.2	-0.9	470.2	462.6	1.7	4
5	Ford Motor Co.	517.7	470.6	10.0	491.6	436.6	12.6	3
6	Sears, Roebuck & Co.	462.3	591.1	-21.8	421.6	534.2	-21.1	3
7	Toyota Motor Corp.	442.5	406.5	8.8	441.3	405.2	8.9	2
8	General Mills	419.1	406.6	3.1	207.3	221.9	-6.6	4
9	Chrysler Corp.	414.8	412.8	0.5	388.6	376.5	3.2	4
10	AT&T Co.	391.7	506.8	-22.7	388.9	463.8	-16.2	1

Notes: Dollars are in millions. Source: LNA/Arbitron Multi-Media Service

Top 10 categories among top 200 brands in 1991 spending

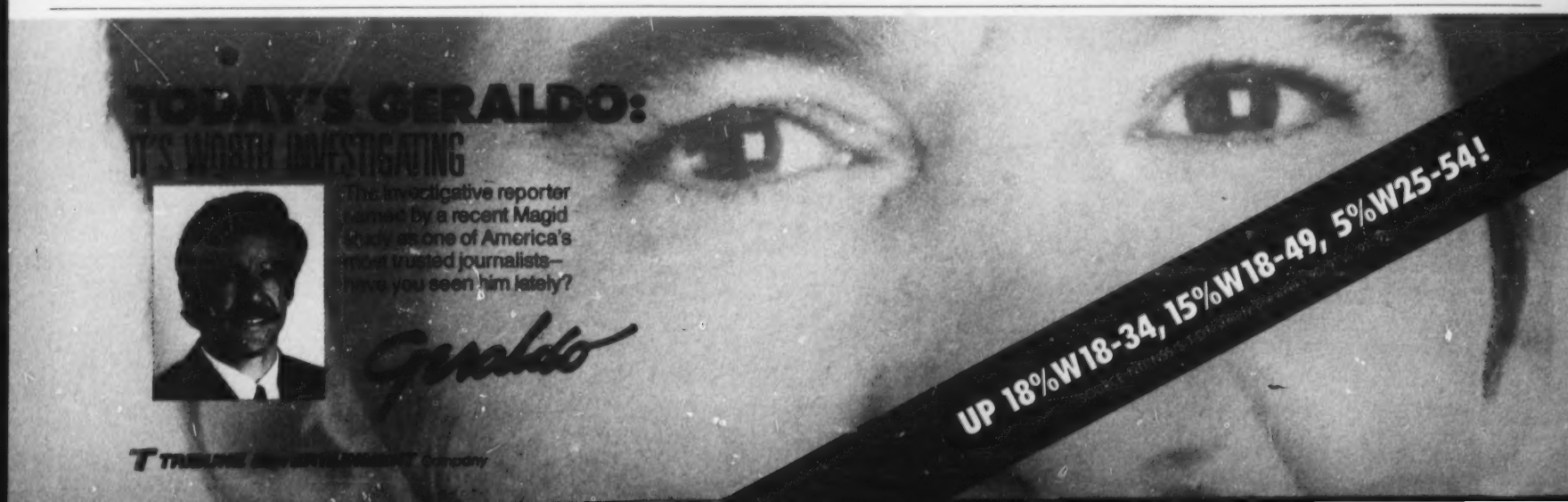
Rank	Category	Measured ad spending 1991	1990	% chg	Ad spending by media Print	Broadcast	Outdoor	Number of brands
1	Automotive	$3,587.7	$3,711.8	-3.3	$1,056.0	$2,515.4	$16.3	32
2	Retail	1,740.8	1,902.4	-8.5	834.2	902.7	3.8	25
3	Food	1,413.4	1,517.7	-6.9	168.9	1,243.2	1.3	19
4	Restaurants	1,224.3	1,258.6	-2.7	9.1	1,200.9	14.3	11
5	Entertainment & media	1,064.8	1,060.3	0.4	348.4	710.6	5.9	13
6	Telephone	632.1	653.5	-3.3	109.8	519.8	2.5	5
7	Beverages	629.1	718.6	-12.5	34.5	591.3	3.3	10
8	Drugs & remedies	553.2	423.6	30.6	49.1	504.1	0.0	11
9	Beer, wine, liquor	552.5	470.0	17.6	26.0	509.7	16.9	3
10	Toiletries & cosmetics	478.6	460.2	4.0	154.5	324.0	0.0	11

Notes: Dollars are in millions. Totals include only brands from within the Top 200. Source: LNA/Arbitron Multi-Media Service

Measured media spending for 1991

Rank	Media	All measured brands 1991	1990	% chg	Top 200 brands 1991	1990	% chg
1	Network TV	$9,456.2	$10,132.3	-6.7	$5,770.7	$6,147.3	-6.1
2	Spot TV	8,751.2	9,293.3	-5.8	3,130.5	3,104.2	0.8
3	Newspaper*	7,631.3	9,679.1	-21.2	1,749.4	1,877.6	-6.8
4	Magazine	6,515.2	6,737.7	-3.3	2,066.1	1,997.9	3.4
5	Syndicated TV	1,850.4	1,587.6	16.6	979.2	833.0	17.5
6	Cable TV networks	1,211.6	1,110.2	9.1	512.7	431.0	19.0
7	National spot radio	1,141.6	1,143.3	-0.1	356.5	347.7	2.5
8	Outdoor	684.0	688.8	-0.7	197.1	161.2	22.2
9	Network radio	578.7	766.4	NA	304.2	349.6	NA
	Subtotal print	14,146.5	16,416.7	-13.8	3,815.5	3,875.5	-1.5
	Subtotal broadcast	22,989.7	24,032.9	-4.3	11,053.7	11,212.8	-1.4
	Total	37,820.2	41,138.5	-8.1	15,066.3	15,249.6	-1.2

Notes: Dollars are in millions. * includes newspaper-distributed Sunday magazines. Source: LNA/Arbitron Multi-Media Service. AA charts: Kevin Brown


TODAY'S GERALDO:
IT'S WORTH INVESTIGATING
The investigative reporter named by a recent Magid study as one of America's most trusted journalists—have you seen him lately?
Geraldo
UP 18%W18-34, 15%W18-49, 5%W25-54!

Top 200 mega-brands by 1991 ad spending

Rank '91	Rank '90	Brand, product, service & parent company	Total measured ad spending 1991	1990	% chg
1	1	**AT&T telephone services,** AT&T Co.	$388,926.9	$463,848.8	-16.2
2	2	**McDonald's restaurants,** McDonald's Corp.	387,326.5	426,422.9	-9.2
3	5	**Ford car, trucks & vans,** Ford Motor Co.	373,052.4	341,701.7	9.2
4	4	**Kellogg breakfast foods,** Kellogg Co.	351,109.1	381,149.0	-7.9
5	3	**Sears stores,** Sears, Roebuck & Co.	330,665.7	416,103.5	-20.5
6	7	**Toyota cars & trucks,** Toyota Motor Corp.	315,274.4	307,304.8	2.6
7	6	**Chevrolet cars & trucks,** General Motors Corp.	268,239.0	307,711.2	-12.8
8	13	**Miller beer,** Philip Morris Cos.	233,719.4	181,398.1	28.8
9	12	**Budweiser beer,** Anheuser-Busch Cos.	212,145.6	184,074.2	15.3
10	25	**Dodge cars, trucks & vans,** Chrysler Corp.	174,601.4	128,138.7	36.3
11	8	**Nissan cars & trucks,** Nissan Motor Co.	163,791.2	235,909.8	-30.6
12	10	**Kmart stores,** Kmart Corp.	159,264.6	193,215.9	-17.6
13	9	**General Motors & GMC cars & trucks,** General Motors Corp.	158,751.3	204,359.2	-22.3
14	14	**Mazda cars & trucks,** Mazda Motor Corp.	156,773.9	180,981.9	-13.4
15	11	**Kraft foods,** Philip Morris Cos.	156,128.4	187,700.2	-16.8
16	17	**Buick cars,** General Motors Corp.	155,213.7	158,695.6	-2.2
17	30	**Disney shows, cable TV, parks, video,** Walt Disney Co.	151,926.1	115,355.7	31.7
18	16	**Coca-Cola & Diet Coke beverages,** Coca-Cola Co.	149,904.9	159,647.3	-6.1
19	23	**Tylenol remedies,** Johnson & Johnson	148,168.5	134,288.8	10.3
20	20	**Macy's stores,** R.H. Macy & Co.	147,415.4	144,850.7	1.8
21	24	**Honda cars, motorcycles,** Honda Motor Co.	142,152.0	130,132.0	9.2
22	18	**Pepsi & Diet Pepsi beverages,** PepsiCo	139,263.6	155,905.7	-10.7
23	21	**American Express credit card svcs,** American Express Co.	136,005.3	142,307.2	-4.4
24	15	**Burger King restaurants,** Grand Metropolitan	133,589.1	177,677.8	-24.8
25	46	**Circuit City stereo store,** Circuit City Stores	128,156.7	91,796.6	39.6
26	34	**Columbia movies, records & tapes,** Sony Corp.	127,717.9	108,134.3	18.1
27	41	**Lexus cars,** Toyota Motor Corp.	125,981.8	97,886.2	28.7
28	27	**Oldsmobile cars,** General Motors Corp.	124,936.0	121,891.3	2.5
29	44	**Delta Air Lines,** Delta Air Lines	123,260.5	94,874.9	29.9
30	28	**KFC restaurants,** PepsiCo	119,872.7	118,433.0	1.2
31	19	**Chrysler cars,** Chrysler Corp.	119,727.2	151,573.4	-21.0
32	36	**Pizza Hut restaurants,** PepsiCo	118,434.5	107,000.6	10.7
33	33	**Post cereals,** Philip Morris Cos.	116,943.6	110,997.5	5.4
34	26	**Warner Bros. movies, music, video,** Time Warner	113,651.5	123,277.8	-7.8
35	29	**Wrigley's gums,** Wm. Wrigley Jr. Co.	110,533.8	117,250.5	-5.7
36	39	**American Airlines,** AMR Corp.	109,285.9	102,685.5	6.4
37	37	**Coors beer,** Adolph Coors Co.	106,673.1	104,484.7	2.1
38	31	**Pontiac cars & vans,** General Motors Corp.	102,398.2	113,705.9	-9.9
39	48	**Paramount pictures, video,** Paramount Communications	101,643.2	89,860.6	13.1
40	53	**Marlboro cigarettes,** Philip Morris Cos.	101,417.4	85,375.6	18.8
41	64	**Nike sporting footwear & sportswear,** Nike Inc.	101,093.6	78,920.1	28.1
42	40	**Acura cars,** Honda Motor Co.	99,954.7	100,683.7	-0.7
43	22	**J.C. Penney's stores,** J.C. Penney Co.	98,738.5	140,837.0	-29.9
44	47	**Wendy's restaurants,** Wendy's International	94,411.8	91,077.9	3.7
45	62	**20th Century-Fox movies & video,** News Corp.	94,232.5	79,705.4	18.2
46	108	**MCI telephone services,** MCI Communications Corp.	92,822.5	52,086.8	78.2
47	58	**Taco Bell restaurants,** PepsiCo	92,867.5	81,228.7	14.1
48	32	**Universal City Studios,** Matsushita Electric Industrial Co.	91,892.3	111,286.9	-17.4
49	50	**Mercedes-Benz cars,** Daimler-Benz	88,900.9	88,380.8	0.6
50	193	**Saturn cars,** General Motors Corp.	88,601.0	31,591.1	180.5
51	49	**American dairy promotions, U.S. dairy farmers**	87,329.7	88,645.4	-1.5
52	43	**Hyundai passenger cars & computers,** Hyundai Group	84,054.4	96,575.0	-13.0
53	79	**Mercury cars,** Ford Motor Co.	83,019.7	65,001.5	27.7
54	60	**Kodak cameras, film & copiers,** Eastman Kodak Co.	81,321.0	80,921.4	0.5
55	52	**Touchstone films & home video,** Walt Disney Co.	81,161.8	85,948.1	-5.6
56	59	**Ultra Slim-Fast diet & food,** Slim-Fast Food Co.	77,555.7	81,183.1	-4.5
57	92	**Wal-Mart stores,** Wal-Mart Stores	75,943.3	59,486.6	27.7
58	72	**Cadillac cars,** General Motors Corp.	75,174.1	68,088.0	10.4
59	67	**Domino's Pizza,** Domino's Pizza	74,991.3	69,903.5	7.3
60	70	**Mitsubishi cars, trucks & electonics,** Mitsubishi Motors Co.	74,878.0	68,696.8	9.0
61	35	**Nabisco cereal, cookies & snacks,** RJR Nabisco	74,695.6	107,857.3	-30.7
62	65	**L'Oreal toiletries,** Nestle SA	74,223.0	72,944.1	1.8
63	54	**United Airlines,** UAL Corp.	70,963.4	83,766.2	-15.3
64	66	**Prudential insurance & real estate,** Prudential Insurance Co.	69,631.2	70,479.1	-1.2
65	57	**Cheerios cereal,** General Mills	68,059.8	81,770.5	-16.8
66	56	**Citibank credit card services,** Citicorp	67,891.3	82,583.8	-17.8
67	83	**Advil & Coadvil pain reliever,** American Home Products Corp.	67,864.0	63,371.0	7.1
68	55	**Hallmark cards & gifts,** Hallmark Cards	67,856.2	82,822.4	-18.1
69	42	**Folgers coffees,** Procter & Gamble Co.	67,752.8	96,876.2	-30.1
70	80	**BMW cars,** BMW AG	67,631.3	64,667.7	4.6
71	96	**HBO cable TV,** Time Warner	67,510.6	54,503.8	23.9
72	94	**Franklin Mint collections,** American Protection Industries	66,609.7	55,922.9	19.1
73	73	**US Sprint telephone services,** United Telecommunications	66,265.0	67,467.3	-1.8
74	106	**Lucky food stores,** American Stores Co.	65,407.9	52,400.3	24.8
75	89	**Red Lobster restaurants,** General Mills	64,333.9	60,796.5	5.8
76	76	**Tri Star pictures,** Sony Corp.	64,028.2	66,084.4	-3.1
77	81	**Canon cameras, electronics, copiers,** Canon Inc.	63,696.9	63,635.9	0.1
78	38	**Montgomery Ward stores,** Montgomery Ward & Co.	63,411.8	102,869.7	-38.4
79	112	**Mattel toys,** Mattel Inc.	63,145.4	51,253.4	23.2
80	61	**Subaru passenger cars,** Subaru of America	62,416.0	80,457.5	-22.4
81	153	**Reebok sporting footwear,** Reebok International	61,820.7	38,488.7	60.6
82	85	**Cover Girl cosmetics,** Procter & Gamble Co.	60,064.2	63,163.4	-4.9
83	68	**Isuzu cars & trucks,** Isuzu Ltd.	58,763.9	69,177.9	-15.1
84	74	**Geo cars & vans,** General Motors Corp.	58,748.7	67,098.4	-12.4
85	97	**Little Caesar Pizza,** Little Caesar Enterprises	58,590.1	54,432.9	7.6
86	93	**Broadway stores,** Carter Hawley Hale Stores	58,408.1	56,106.3	4.1
87	103	**Jeep trucks & vans,** Chrysler Corp.	58,171.7	52,849.5	10.1
88	120	**Kleenex diapers, tissues,** Kimberly-Clark Corp.	56,512.0	47,144.7	19.9
89	101	**Campbell soups,** Campbell Soup Co.	56,248.3	53,267.6	5.6
90	139	**Sony electronics, video,** Sony Corp.	54,932.1	41,885.9	31.1
91	75	**May Co. stores,** May Department Stores Co.	54,479.9	66,750.4	-18.4
92	110	**UPS freight service,** United Parcel Service	53,251.5	51,927.4	2.5
93	69	**Goodyear tires & stores,** Goodyear Tire & Rubber Co.	53,027.1	69,099.2	-23.3
94	143	**Johnson & Johnson lenses, baby products,** Johnson & Johnson	52,402.5	41,384.1	26.6
95	98	**Visa credit card services,** Visa International	52,083.7	54,376.6	-4.2
96	105	**Midas Muffler shops,** Whitman Corp.	51,904.0	52,407.5	-1.0
97	63	**Time-Life books, recordings,** Time Warner	51,879.2	79,568.5	-34.8
98	179	**Vons markets,** Vons Cos.	50,731.9	34,211.4	48.3
99	121	**Pillsbury foods,** Grand Metropolitan	50,587.2	47,029.3	7.6
100	100	**Target stores,** Dayton Hudson Corp.	50,209.2	53,298.0	-5.8
101	146	**GTE telephone svcs,** GTE Corp.	$50,085.8	$40,578.6	23.4
102	186	**Purina pet foods,** Ralston Purina Co.	50,040.2	33,731.9	48.3
103	86	**U.S. Army,** U.S. Government	49,829.9	62,808.5	-20.7
104	135	**U.S. Postal Service,** U.S. Government	49,170.9	42,525.0	15.6
105	125	**Johnson's air freshener, cleaners,** S.C. Johnson & Son	49,151.3	45,689.9	7.6
106	132	**Hardee's restaurants,** Imasco Ltd.	49,103.1	43,211.0	13.6
107	77	**IBM computers,** IBM Corp.	48,889.4	65,909.7	-25.8
108	115	**Discover credit card service,** Sears, Roebuck & Co.	48,618.8	49,846.4	-2.5
109	177	**Nintendo games,** Nintendo Co.	48,470.9	34,615.4	40.0
110	111	**Radio Shack electronics store,** Tandy Corp.	48,140.1	51,906.2	-7.3
111	90	**Orion pictures & videos,** Orion Pictures Corp.	48,010.6	60,617.4	-20.8
112	51	**Infiniti cars,** Nissan Motor Co.	47,697.7	86,037.9	-44.6
113	84	**Du Pont fabric, coatings & other products,** Du Pont Co.	47,309.1	63,266.5	-25.2
114	203	**Dr Pepper & Sugar Free Dr Pepper,** Dr Pepper/Seven-Up Cos.	46,953.7	30,667.6	53.1
115	124	**Alka-Seltzer remedies,** Bayer AG	46,010.0	46,456.4	-1.0
116	82	**Volkswagen cars,** Volkswagen AG	45,975.4	63,434.0	-27.5
117	45	**Maxwell House coffees,** Philip Morris Cos.	45,586.5	92,749.2	-50.8
118	368	**Winston cigarettes,** RJR Nabisco	45,329.5	18,728.9	142.0
119	151	**Blue Cross & Blue Shield insurance,** Blue Cross & Blue Shield	44,933.9	39,092.4	14.9
120	131	**Crest toothpaste,** Procter & Gamble Co.	44,784.0	43,810.0	2.2
121	238	**Federal Express air cargo,** Federal Express Corp.	44,685.7	27,062.1	65.1
122	166	**Hasbro toys,** Hasbro	44,530.8	36,319.4	22.6
123	298	**Hooked on Phonics home study,** Gateway Educational Products	44,519.9	22,574.1	97.2
124	216	**Eveready batteries & flashlights,** Ralston Purina Co.	44,512.4	29,006.2	53.5
125	119	**Nutri/System weight loss centers,** Nutri/System Inc.	44,353.2	47,864.3	-7.3
126	160	**Hertz rent-a-car,** Park Ridge Corp.	44,189.2	37,295.7	18.5
127	107	**Newport cigarettes,** Loews Corp.	43,602.0	52,390.2	-16.8
128	321	**Lipton foods,** Unilever NV	43,406.1	21,197.9	104.8
129	163	**Clorox cleaners & laundry products,** Clorox Co.	42,634.1	37,131.7	14.8
130	91	**Levi's sportswear,** Levi Strauss & Co.	42,626.8	60,096.2	-29.1
131	162	**Betty Crocker foods,** General Mills	42,415.7	37,201.3	14.0
132	NA	**Monistat 7 vaginal yeast cream,** Johnson & Johnson	42,307.9	0.0	NA
133	71	**Allstate insurance,** Sears, Roebuck & Co.	42,272.5	68,208.9	-38.0
134	136	**Tropicana juices,** Seagram Co.	42,039.5	42,181.0	-0.3
135	95	**Clairol haircare products,** Bristol-Myers Squibb Co.	41,971.5	54,827.2	-23.4
136	140	**Mervyn's stores,** Dayton Hudson Corp.	41,666.1	41,735.7	-0.2
137	88	**Tide laundry products,** Procter & Gamble Co.	41,419.9	62,009.2	-33.2
138	156	**Hanes hosiery & underclothing,** Sara Lee Corp.	41,243.3	37,938.4	8.7
139	138	**Tyco games & toys,** Tyco Toys	41,181.5	42,126.4	-2.2
140	239	**USAir,** USAir Group	40,856.5	27,039.1	51.1
141	142	**Oil of Olay toiletries,** Procter & Gamble Co.	40,833.9	41,504.4	-1.6
142	109	**Quaker cereal & snacks,** Quaker Oats Co.	40,127.2	52,014.6	-22.9
143	204	**Jenny Craig weight loss centers,** Jenny Craig	39,824.6	30,498.8	30.6
144	191	**Milton Bradley games & toys,** Hasbro	39,793.5	32,229.8	23.5
145	159	**Texaco gasoline & oil,** Texaco	39,627.9	37,419.3	5.9
146	150	**NBC TV,** General Electric Co.	39,626.2	39,466.8	0.4
147	155	**Lysol cleaners,** Eastman Kodak Co.	39,557.4	37,987.3	4.1
148	102	**True Value stores,** Cotter & Co.	39,453.8	53,217.2	-25.9
149	171	**Gillette shaving products,** Gillette Co.	39,411.2	35,855.8	9.9
150	114	**Duracell batteries,** Duracell Inc.	39,026.3	50,094.4	-22.1
151	426	**Old Spice toiletries,** Procter & Gamble Co.	38,760.1	16,167.0	139.7
152	220	**Anacin pain reliever,** American Home Products Corp.	38,093.0	28,691.4	32.8
153	148	**7UP & Diet 7UP beverages,** Dr Pepper/Seven-Up Cos.	37,750.2	40,435.2	-6.6
154	147	**MasterCard credit card services,** MasterCard International	36,963.9	40,498.4	-8.7
155	104	**GE electronics, appliances,** General Electric Co.	36,890.2	52,805.8	-30.1
156	339	**Bradford Exchange collectibles,** Bradford Exchange	36,869.3	20,699.7	78.1
157	113	**Norelco shavers,** Philips NV	36,519.1	50,212.9	-27.3
158	175	**State Farm insurance,** Starm Farm Auto. Ins. Co. of America	36,416.8	34,913.6	4.3
159	133	**Continental Airlines,** Continental Airlines Holdings	36,197.6	43,065.6	-15.9
160	129	**Plymouth cars & trucks,** Chrysler Corp.	36,144.9	43,907.4	-17.7
161	185	**Volvo cars,** Volvo AB	36,133.1	33,734.6	7.1
162	327	**Robitussin cough products,** American Home Products Corp.	36,097.9	20,990.1	72.0
163	189	**De Beers jewelry,** De Beers Consolidated Mines	35,975.3	32,432.1	10.9
164	210	**Lincoln cars,** Ford Motor Co.	35,575.1	29,906.3	19.0
165	141	**Toys "R" Us stores,** Toys "R" Us Inc.	35,382.6	41,633.4	-15.0
166	134	**Nestle foods,** Nestle SA	35,092.2	42,942.8	-18.3
167	170	**Head & Shoulders haircare products,** Procter & Gamble Co.	34,603.4	35,915.1	-3.7
168	248	**Home Depot stores,** Home Depot Inc.	34,583.6	26,458.2	30.7
169	212	**Pacific Bell telephone services,** Pacific Telesis	34,001.6	29,483.4	15.3
170	200	**Camel cigarettes,** RJR Nabisco	33,818.4	30,853.1	9.6
171	275	**Ralph's food stores,** Ralph's Grocery Co.	33,483.5	24,327.9	37.6
172	99	**Stouffer frozen entrees & hotels,** Nestle SA	33,474.7	53,377.2	-37.3
173	161	**Neutrogena toiletries,** Neutrogena Corp.	33,474.6	37,209.0	-10.0
174	149	**General Foods international coffee,** Philip Morris Cos.	33,402.0	39,767.6	-16.0
175	173	**7-Eleven food stores,** Southland Corp.	33,352.5	35,116.9	-5.0
176	194	**Winn Dixie food stores,** Winn Dixie Stores	33,321.3	31,551.9	5.6
177	213	**Florida citrus,** State of Florida	33,223.5	29,375.9	13.1
178	197	**Sprite & Diet Sprite beverages,** Coca-Cola Co.	33,218.5	31,038.4	7.0
179	NA	**Gyne-Lotrimin cream,** Schering-Plough Corp.	32,945.4	0.0	NA
180	172	**Excedrin pain relievers,** Bristol-Myers Squibb Co.	32,837.9	35,548.8	-7.6
181	240	**Holiday Inn hotels,** Bass PLC	32,761.5	26,332.6	24.4
182	198	**Jell-O desserts,** Philip Morris Cos.	32,713.8	30,986.6	5.6
183	188	**Abraham & Straus stores,** Federated Department Stores	32,607.6	32,623.0	-0.1
184	137	**Total cereal,** General Mills	32,540.2	42,149.9	-22.8
185	169	**Estee Lauder toiletries,** Estee Lauder Inc.	32,387.4	35,980.0	-10.0
186	118	**Northwest Airlines,** NWA Inc.	32,245.2	48,848.6	-34.0
187	330	**Vaseline creams & lotions,** Unilever NV	32,147.0	20,918.8	53.7
188	130	**Walgreen drugs,** Walgreen Co.	31,966.0	43,812.8	-27.0
189	211	**Nyquil cold products,** Procter & Gamble Co.	31,929.3	29,528.0	8.1
190	122	**Hershey candies, syrup, pudding,** Hershey Foods Corp.	31,913.9	46,552.4	-31.4
191	157	**Lens crafters opticians stores,** U.S. Shoe Corp.	31,595.1	37,654.3	-16.1
192	123	**CBS TV,** CBS Inc.	31,547.2	46,504.4	-32.2
193	333	**Bullock's stores,** R.H. Macy & Co.	31,513.5	20,764.7	51.8
194	494	**Aetna life & casualty insurance,** Aetna Life & Casualty Co.	31,456.0	14,030.3	124.2
195	273	**Publisher's Choice,** National Syndications	31,328.0	24,537.9	27.7
196	233	**Avis rent-a-car,** Avis Inc.	31,163.7	27,359.1	13.9
197	223	**Jack in the Box restaurants,** Foodmaker Inc.	30,975.5	28,409.5	9.0
198	116	**Kroger Co. food stores,** Kroger Co.	30,851.3	49,683.2	-37.9
199	354	**Del Monte fruit & vegetables,** Del Monte Corp.	30,819.1	19,834.0	55.4
200	262	**Revlon toiletries,** Revlon Group	30,419.9	25,260.0	20.4

Notes: Dollars are in thousands. Measured media spending includes magazine; Sunday magazine; newspaper; outdoor; network, spot, syndicated and cable TV; spot and network radio. **Source:** LNA/Arbitron Multi-Media Service. See story on Page 56.

AA chart: Kevin Brown

AmEx plans for big marketing year

By Gary Levin

NEW YORK—American Express Co.'s marketing budget is getting a big boost, before a cost-cutting plan takes effect next year.

Last month, AmEx said its Travel Related Services unit spent $275 million on marketing-related activities for charge cards in the first quarter of 1992. That's more than double the $128 million spent during the same time last year, when the Persian Gulf War severely crimped business travel.

Those expenditures included advertising, promotions, direct marketing, event sponsorships and merchant support, among other "business building" tactics, a spokesman said.

AmEx will continue to spend at the higher rate through yearend. Then, the company expects to start a huge cost-cutting program in the division aimed at saving $500 million to $1 billion in the next three years.

"From a competitive viewpoint, the pressures on TRS from bankcards is intense," AmEx Chairman-CEO James Robinson said at the company's annual meeting. He said spending will remain high, especially in the near future.

"We're willing to sacrifice earnings in the short run in order to make the necessary investments to build the franchise in the long run," Mr. Robinson said.

For their part, Visa USA and MasterCard International executives say their own plans won't change in response to AmEx. Visa has funneled its slightly increased $65 million budget into an extensive Olympics sponsorship program. And MasterCard, in the midst of an agency review, has upped its ad budget 30% to $60 million this year.

Sears, Roebuck & Co.'s Discover Card, a relative newcomer, is expected to maintain its $50 million budget with an eye toward making inroads into the bankcard turf with an aggressive rebate program.

"We've seen our ability to capitalize on what AmEx has been up to," said Jan Soderstrom, Visa senior VP-advertising and promotion. The marketer has hammered AmEx with an aggressive campaign highlighting merchants and events that "don't take American Express."

Last week, Visa and agency BBDO Worldwide started shooting a new TV spot featuring Carnival Cruise Lines.

"Our research has shown big increases in consumer perception," Ms. Soderstrom said. "We don't feel we now need to heavy up [on spending]. The temptation is to step all over them. But we're very happy with the success we've had with our current strategy."

She said Visa planned conservatively for '92, "knowing it was not going to be a blockbuster year in terms of charge volume."

"It's business as usual at MasterCard," said Jim Desrosier, VP-advertising. "We wanted to raise ourself to what we considered to be a competitive level. [The 30% spending hike is] not in response to a particular competitor but the overall higher level of competition in the category."

Six finalists, including incumbent Lintas:New York, are vying for MasterCard's account.

Mr. Desrosier said AmEx's increasing use of 15-second TV spots will lessen the impact of any spending reductions. But he said bankcard competitors historically haven't matched AmEx's budgets.

"When AmEx was spending $120 million-plus a year, no one could keep up with them," he said. "No one could afford to." □

Credit-card ad spending

Media spending in millions of dollars for all cards offered by each marketer.

Card	1990	1991	1992
American Express	$110	$100	$100
MasterCard	$49	$44	$60
Visa	$66	$60	$65
Discover	$50	$50	$50

Source: Leading National Advertisers, company reports, AA estimates

Pol uses ad to reveal retirement

By Jeffrey D. Zbar

U.S. Rep. Larry Smith (D., Fla.) used a 2-minute commercial to announce he won't seek re-election.

In the TV spot, Rep. Smith said: "Washington doesn't work anymore, and the public arena is increasingly frustrating and bitter."

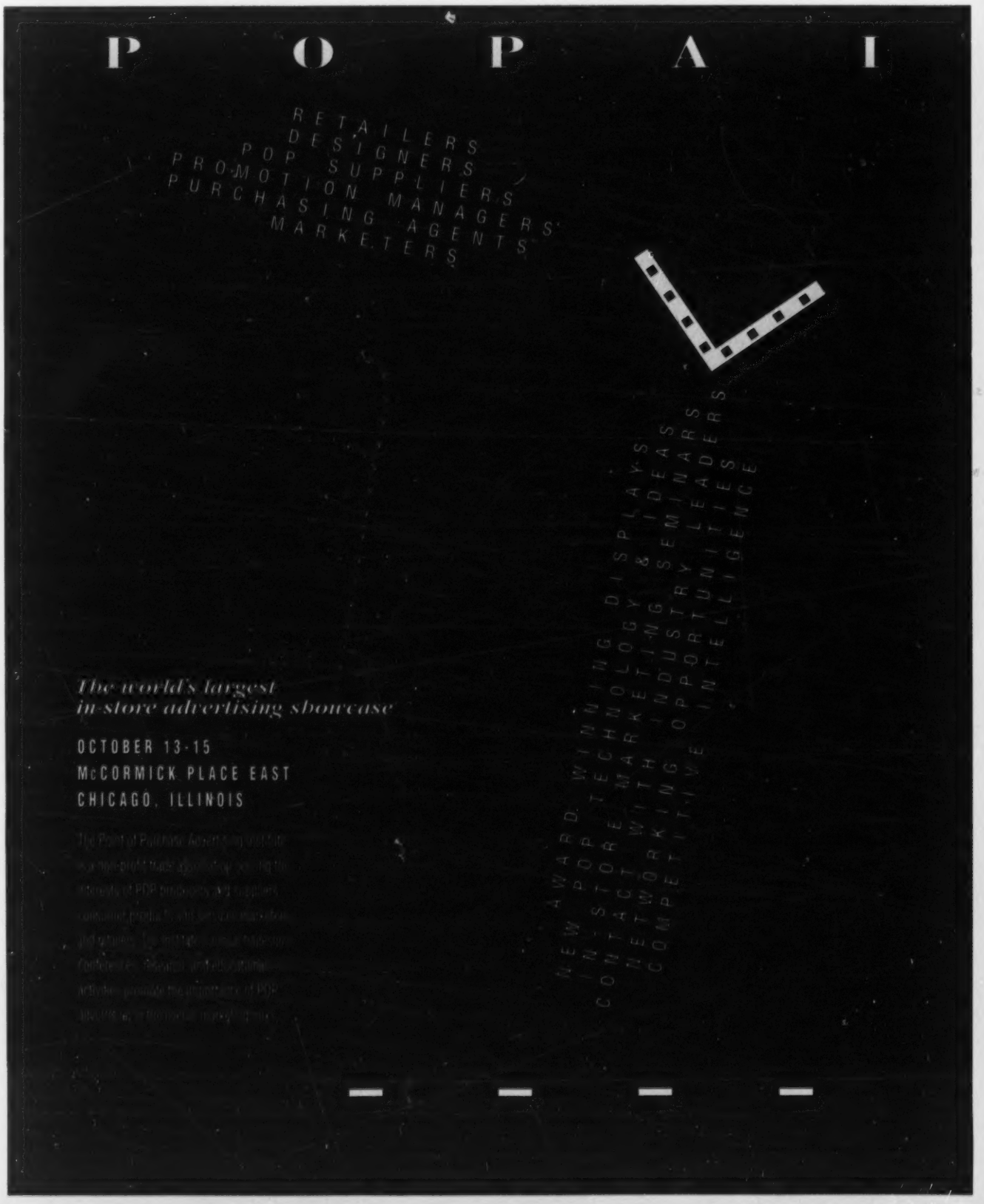
POLITICS ★★★★ 92

Rep. Smith is the subject of a House Ethics Committee and Florida Bar investigation into a $10,000 check swap with a former law partner; he's also been associated with the House bank overdraft scandal.

The five-term congressman spent an estimated $30,000 to $40,000 to place the spot late last month six times on three stations in Dade and Broward counties. Doak, Shrum, Harris, Sherman, Donilon, Arlington, Va., handled.

The stations apparently honored a news embargo not to cover the resignation announcement until after the spot broke during the 5 p.m. newscast.

While the request was unusual, "they bought the time just like any other advertiser," said Ron Collins, VP-general sales manager for WPLG, Miami. □



Lean Cuisine on ice

Nestle spends $18M to introduce low-fat ice cream

By Julie Liesse

Nestle Dairy Systems is dishing out $18 million to introduce new Lean Cuisine ice cream.

But will that be enough to convince consumers disappointed in the quality of previous products to try another low-fat ice cream?

"We hope so," said Ralph Denisco, president-ceo of Nestle Dairy Systems, the ice cream marketing unit of Nestle USA. "Some consumers may say, 'I've experimented enough,' but on the other hand, the population still buys into the low-fat foods concept. I think, with enough promotional support, we'll get them to try us."

The ice milk product will be in 70% of the nation by June 1, supported by a TV and magazine campaign from Lean Cuisine agency Tatham/RSCG, Chicago, and a host of consumer promotions: free standing inserts, in-store sampling and cross-couponing with other Lean Cuisine products.

Nestle needs to entice non-users of Lean Cuisine into trying its new ice cream.

But "If we don't attract more than the Lean Cuisine users, if we don't become more mainstream, we won't meet our goals for this product," Mr. Denisco said.

To attract a broader consumer base, Nestle opted to use a few more grams of fat in its product than other reduced-fat ice creams already on the market, including ConAgra's Healthy Choice line.

"What consumers are saying is that first, these products have to taste like ice cream —even with slightly more fat content," Mr. Denisco said.

The 12-flavor line will be priced about 20¢ more than premium ice creams like Kraft General Foods' Breyers and Dreyers Grand Ice Cream products. Nestle has packaged the line in half-gallon containers of plastic, not the usual coated paper containers, both to keep the product fresher and to make a premium statement.

Mr. Denisco, who began working on a premium reduced-fat ice cream before his Drumstick Co. was acquired by Nestle last year, is optimistic about the Lean Cuisine line's chances. Drumstick tested the product in Michigan markets under another name and chalked up a 5% share, he said—beating out Haagen-Dazs Co.'s 4% share in those markets. □

Salad speedway

Nunes Co. will rev up the summer salad season with a $1 million promotion featuring its Foxy brand of iceberg lettuce and Newman's Own salad dressing. A 30-second TV spot will break in Eastern and Midwestern markets May 18, supported by point of purchase and trade promotions. The commercial features a bottle of Newman's Own "racing"—a la company founder Paul Newman—to pour dressing across a sea of salad greens. Nunes handles advertising in-house.

Cold cereal market shares

KELLOGG	1990 Lbs.	1990 $	1991 Lbs.	1991 $
Corn Flakes	5.3%	3.3%	5.4%	3.3%
Frosted Flakes	5.0	4.3	5.1	4.5
Raisin Bran	3.4	2.9	3.7	3.1
Rice Krispies	3.2	3.1	3.2	3.3
Bran products	2.6	2.3	2.5	2.2
Frosted Mini-Wheats	2.3	2.3	2.5	2.4
Froot Loops	1.8	2.2	1.8	2.3
Special K	1.3	1.6	1.3	1.6
Corn Pops	1.0	1.4	1.1	1.5
Crispix	0.9	1.1	1.0	1.0
Cracklin' Oat Bran	1.2	1.5	0.9	1.2
Apple Jacks	1.0	1.3	0.9	1.2
Nutri-Grain	0.9	0.9	0.8	0.9
Mueslix	0.7	0.9	0.7	0.9
Honey Smacks	0.7	0.7	0.7	0.8
Just Right	0.7	0.9	0.6	0.8
Cocoa Krispies	0.5	0.6	0.6	0.8
Common Sense Oat Bran	0.6	0.7	0.6	0.7
Product 19	0.6	0.7	0.6	0.7
Nut & Honey	0.8	0.9	0.6	0.6
Cinnamon Mini Buns	—	—	0.5	0.6
Shredded Wheat Squares	0.6	0.6	0.5	0.5
Oatbake	0.6	0.8	0.4	0.6
Kenmei Rice Bran	0.5	0.5	0.3	0.3
Double Dip Crunch	—	—	0.2	0.3
Bigg Mixx	0.3	0.3	0.2	0.2
Heartwise	0.2	0.3	0.1	0.3
Others	0.8	1.1	0.7	0.6
Total	**37.5**	**37.2**	**37.5**	**37.2**
GENERAL MILLS				
Cheerios	4.6	4.9	4.5	4.8
Honey Nut Cheerios	3.1	3.5	3.0	3.4
Total	2.0	2.6	1.8	2.5
Lucky Charms	1.7	2.0	1.7	2.0
Wheaties	1.7	1.5	1.6	1.4
Oatmeal Raisin Crisp	1.4	1.4	1.3	1.4
Apple Cinnamon Cheerios	1.2	1.5	1.2	1.4
Cinnamon Toast Crunch	1.0	1.3	1.2	1.4
Trix	1.1	1.5	1.1	1.6
Kix	1.0	1.3	1.1	1.5
Golden Grahams	1.1	1.3	1.1	1.3
Raisin Nut Bran	1.2	1.2	1.1	1.2
Triples	—	—	0.8	0.8
Clusters	0.7	0.9	0.7	0.9
Total Raisin Bran	0.8	0.9	0.7	0.8
Cocoa Puffs	0.6	0.8	0.6	0.8
Basic 4	—	—	0.6	0.7
Crispy Wheats 'n Raisins	0.5	0.5	0.4	0.4
Monster cereals	0.3	0.4	0.3	0.4

GENERAL MILLS (cont'd)	1990 Lbs.	1990 $	1991 Lbs.	1991 $
Fibre One	0.3%	0.3%	0.3%	0.3%
Others	0.1	0.2	—	—
Total	**24.4**	**28.0**	**25.1**	**29.0**
GENERAL FOODS				
Grape-Nuts	2.5	2.0	2.9	2.3
Pebbles	1.6	2.0	1.9	2.3
Raisin Bran	1.5	1.3	1.6	1.4
Honey Bunches of Oats	1.0	1.0	1.0	1.0
Super Golden Crisps	0.8	0.8	0.7	0.7
Honeycomb	0.8	0.9	0.8	1.0
Alpha-Bits	0.8	0.9	0.7	0.8
Post Fruit & Fiber	0.7	0.7	0.7	0.7
40% Bran Flakes	0.5	0.4	0.5	0.4
Post Toasties	0.5	0.2	0.5	0.3
Oat Flakes	0.3	0.3	—	—
Others	0.1	0.2	0.1	0.2
Total	**11.1**	**10.7**	**11.4**	**11.1**
QUAKER OATS				
Cap'n Crunch	3.1	2.9	3.0	2.9
Life	1.3	1.2	1.5	1.3
100% Natural	1.0	0.9	1.0	0.9
Quaker Oat Squares	0.9	0.8	0.9	0.8
Oh's	0.5	0.6	0.4	0.6
Corn Bran	0.3	0.3	0.2	0.1
Quaker Oat Bran	0.2	0.3	0.1	0.1
Others	0.5	0.3	0.4	0.4
Total	**7.8**	**7.3**	**7.5**	**7.1**
RALSTON PURINA				
Chex	3.2	3.2	3.2	3.2
Muesli	0.5	0.7	0.5	0.6
Almond Delight	0.5	0.6	0.4	0.5
Cookie Crisp	0.4	0.5	0.4	0.5
Others	0.2	0.2	0.1	0.1
Ralston's licensed products:				
Teenage Mutant Ninja Turtles	0.6	0.6	0.3	0.4
Batman	0.3	0.4	0.1	0.2
Nintendo	0.3	0.3	0.1	0.1
Breakfast With Barbie	0.1	0.2	—	—
Subtotal	1.3	1.5	0.5	0.7
Total	**6.1**	**6.7**	**5.1**	**5.6**
NABISCO				
Shredded Wheat	2.7	2.5	2.3	2.3
Fruit Wheats	0.4	0.4	0.3	0.3
Frosted Wheat Squares	0.4	0.4	0.2	0.2
100% Bran	0.4	0.3	0.1	0.1
Teddy Grahams	0.3	0.3	0.1	0.1
Others	0.2	0.3	0.2	0.2
Total	**4.4**	**4.2**	**3.2**	**3.2**
ALL OTHERS	8.7	5.9	10.2	6.8
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: John C. Maxwell Jr.

Market shares of the top 10 cereals

Brand	1990 Lbs.	1990 $	1991 Lbs.	1991 $
Corn Flakes (Kellogg)	5.3%	3.3%	5.4%	3.3%
Frosted Flakes (Kellogg)	5.0	4.3	5.1	4.5
Cheerios (General Mills)	4.6	4.9	4.5	4.8
Raisin Bran (Kellogg)	3.4	2.9	3.7	3.1
Rice Krispies (Kellogg)	3.2	3.1	3.2	3.3
Chex (Ralston Purina)	3.2	3.2	3.2	3.2
Honey Nut Cheerios (General Mills)	3.1	3.5	3.0	3.4
Cap'n Crunch (Quaker Oats)	3.1	2.9	3.0	2.9
Grape-Nuts (General Foods)	2.5	2.0	2.9	2.3
Frosted Mini-Wheats (Kellogg)	2.3	2.3	2.5	2.4
Bran products (Kellogg)	2.6	2.3	2.5	2.2
TOTAL	**38.3%**	**34.7%**	**39.0%**	**35.4%**

Source: John C. Maxwell Jr.

Cold cereals growing; Kellogg remains on top

By John C. Maxwell Jr.

MAXWELL REPORT

The cold cereal industry was up some 3.7% in volume and close to 8% in dollars last year.

Volume was about 2.71 billion pounds; dollar sales hit $7.8 billion as pricing went up about 4%, in line with inflation.

Kellogg Co. maintained its share lead in 1991 with 37.2% of dollar sales. Its basic products remained stable or grew some, as was the case with Raisin Bran and Frosted Mini Wheats. Although some recent new products haven't been particularly successful, including Common Sense oat bran, Kenmei rice bran, Bigg Mixx and Heartwise, new Cinnamon Mini Buns and Double Dip Crunch appear to be doing well.

General Mills gained about 1 share point last year, to 29%, due to the stabilization of core brands and successful movement of its new brands, Triples and Basic 4. Volume increased for Kix, and a Berry Berry Kix line extension will enter the market in May.

The company has also introduced Multi Grain Cheerios and Wheaties Honey Gold, and more introductions are expected.

Kraft General Foods' Post division increased share modestly to 11.1%, mainly because of core products such as Grape-Nuts and the Pebbles line.

Quaker Oats Co. had a slight share loss to 7.1%, but the company has indicated it will introduce new products in the second half of the year. (A low-fat version of Quaker 100% Natural is rolling out now.)

Ralston Purina Co. lost a full share point in 1991, to 5.6%, primarily due to the drastic falloff of its licensed products. However, Ralston has been doing very well in private-label cereals.

Nabisco Foods Group fell 1 point to 3.2% as the company continued to focus on its main brand, Shredded Wheat, which is still declining. A variety of strategies are planned for this year to help stem the tide. □

Mr. Maxwell is an analyst with Wheat, First Securities.

What's ahead for the new Altschiller

Shop gets more freedom in DDB, T-L merger

By Pat Sloan and Jennifer Lawrence

Altschiller Reitzfeld is on the acquisition trail following the merger of its former parent, Tracy-Locke, into DDB Needham Worldwide.

Omnicom Group, the giant holding company that owns all three shops, last week announced most of Tracy-Locke will be folded into DDB Needham. But Dallas-based Tracy-Locke will keep its name and be called Tracy-Locke, a DDB Needham Agency.

New York-based Altschiller, formerly Altschiller Reitzfeld/-Tracy-Locke, is being spun out from Tracy-Locke to become a free standing unit similar to Omnicom's San Francisco-based Goodby, Berlin & Silverstein unit.

Omnicom Chairman-CEO Bruce Crawford said the company is now considering expanding Altschiller through U.S. acquisitions.

"I will work with David [Altschiller, agency chairman-ceo] on a plan for growth through acquisition or merger in 1993 or beyond," Mr. Crawford said. However, he said merging Altschiller with Goodby was "not viable."

Mr. Altschiller said no prospects have been identified yet.

Tracy-Locke had 1991 billings of $395 million with about 13% of that generated by Altschiller, DDB Needham executives say. DDB Needham had worldwide billings of more than $5 billion. Altschiller's '92 billings are estimated at $85 million.

Tracy-Locke's merger with DDB Needham beefs up the Dallas agency's sagging creative reputation and provides it with access to DDB Needham's international network. But Tracy-Locke also brings something to the party, said Mike Rawlings, agency president-ceo.

"You have an agency, Tracy-Locke, that lives and breathes the new ad strategy of integrated marketing, like the Pepsi 'Uh-huh' month," he said, referring to a promotion stemming from the agency's regional work for Pepsi-Cola Co. "There's a lot of growth opportunity for us."

Keith Reinhard, chairman of DDB Needham Worldwide and a major proponent of integrated marketing, shares that viewpoint.

He said the merger "gives us a stronger presence in Dallas," where key DDB Needham clients like American Airlines, GTE Corp. and Frito-Lay are located. Those clients have been serviced by a local DDB Needham office.

"But Tracy also has quite a few specialty services under one roof and within one profit center," Mr. Reinhard said. "What they've done with Pepsi in terms of promotion is very tasty stuff."

Mr. Reinhard was referring to units like Tracy-Locke Direct, Tracy-Locke/Pharr Public Relations, Tracy-Locke Promotional & Regional Marketing and Ornelas & Associates, a Hispanic marketing agency.

Crawford

Although DDB Needham offers none of those services in the U.S., Omnicom's Diversified Agency Services unit includes specialty shops like Rapp Collins Marcoa (direct marketing), Porter Novelli (public relations) and Doremus & Co. (corporate and financial PR).

"If you look at the two sides, it's a win-win situation," Mr. Rawlings said. "You have a big, successful multinational agency that now has a full-service office for GTE and American Airlines' international business."

It's no secret DDB Needham covets American's domestic business, now at Bozell/Southwest, Dallas.

"We are going to make an all-out effort to service [American's] international business," Mr. Rawlings said. "If some time in the future [the domestic account] works out, we'll be more than happy."

American Airlines wouldn't comment on the merger, but airline executives have indicated previously Bozell has a firm hold on the $110 million domestic account. Spending on the international assignment is about $25 million.

Mr. Rawlings said clients have been "very supportive" of the merger. However, Tracy-Locke, as expected, will resign its regional agency of record assignment for Kentucky Fried Chicken Corp. in a dozen Southeastern markets because DDB Needham handles regional co-op advertising for McDonald's Corp.

The 11 Dallas-based DDB Needham staffers will move to Tracy-Locke offices there. A DDB Needham spokesman said it hasn't yet been resolved what title Greg Taucher, former head of DDB Needham's Dallas office, will assume. □

MCA

(Continued from Page 3)

had been thought possible by some promotion executives.

Others thought Burger King would stick with the multiagency approach, also favored by rival McDonald's Corp. If so, the favorite was Comart, New York, the Euro RSCG unit that created and is implementing the "Hidden Surprise" promotion, part of Burger King's partnership with Walt Disney Co.

If there was a dark horse with a chance, it was Clarion Marketing & Communications, Greenwich, Conn. Clarion is a division of D'Arcy Masius Benton & Bowles, which splits Burger King's advertising account with Saatchi & Saatchi Advertising.

But it was MCA, the unexpected fourth finalist, that pulled off the upset. The agency has handled promotional work for American Express Co., Bristol-Myers Squibb Co., Duracell USA, Kraft General Foods and others.

Barry L. Conrad, president of Burger King Franchise Division-Americas, couldn't be reached for comment but said in a prepared statement MCA won because "it is a hot, creative shop that will add extra dimension to our marketing."

He said Burger King wants MCA to develop promotions targeted to specific dayparts and specific menu products. □

Upfront

(Continued from Page 3)

budgets returning to the prime-time marketplace following the 1992 Olympics will provide a boost. But just how significant a boost is a matter of debate.

"That's what everyone is trying to figure out," said CBS Senior VP-Network Sales Joe Abruzzese. "That's why there hasn't been any pre-upfront market."

A network sales executive said a study by a major ad agency concluded each Olympic unit equates to three prime-time units because Olympic buys generally command a 60% premium.

Whether that holds up will depend largely on how NBC sells the rest of its Summer Olympics inventory. Currently, NBC claims to be about 80% sold on its projected goal of $500 million in Olympics advertising time.

Meanwhile, the focus is on CBS. The prime-time ratings leader trails both ABC and NBC in inventory prices.

According to an *Advertising Age* analysis of data from Nielsen Monitor-Plus, the average cost per spot on CBS in 1991 was $72,222; on ABC it was $92,871; and on NBC it was $94,718. The average spot on Fox cost just $53,997. □

'Worth'

(Continued from Page 4)

as high-end cars, watches and premium liquors should account for about 45% of the mix.

Worth has carried ads from such upscale marketers as Mercedes-Benz of North America, Tiffany & Co. and Schieffelin & Somerset Co.'s Johnnie Walker Black Label scotch.

"It's a very logical audience" for marketers of luxury products, Mr. Jones said. "If they are in control of their personal finances, they're more likely to spend."

"The theory should be that [*Worth* readers] are a viable audience for upscale products, not just the endemics," said Michael Lotito, exec VP-director of media services at Ammirati & Puris. "You have to broaden out to these other categories."

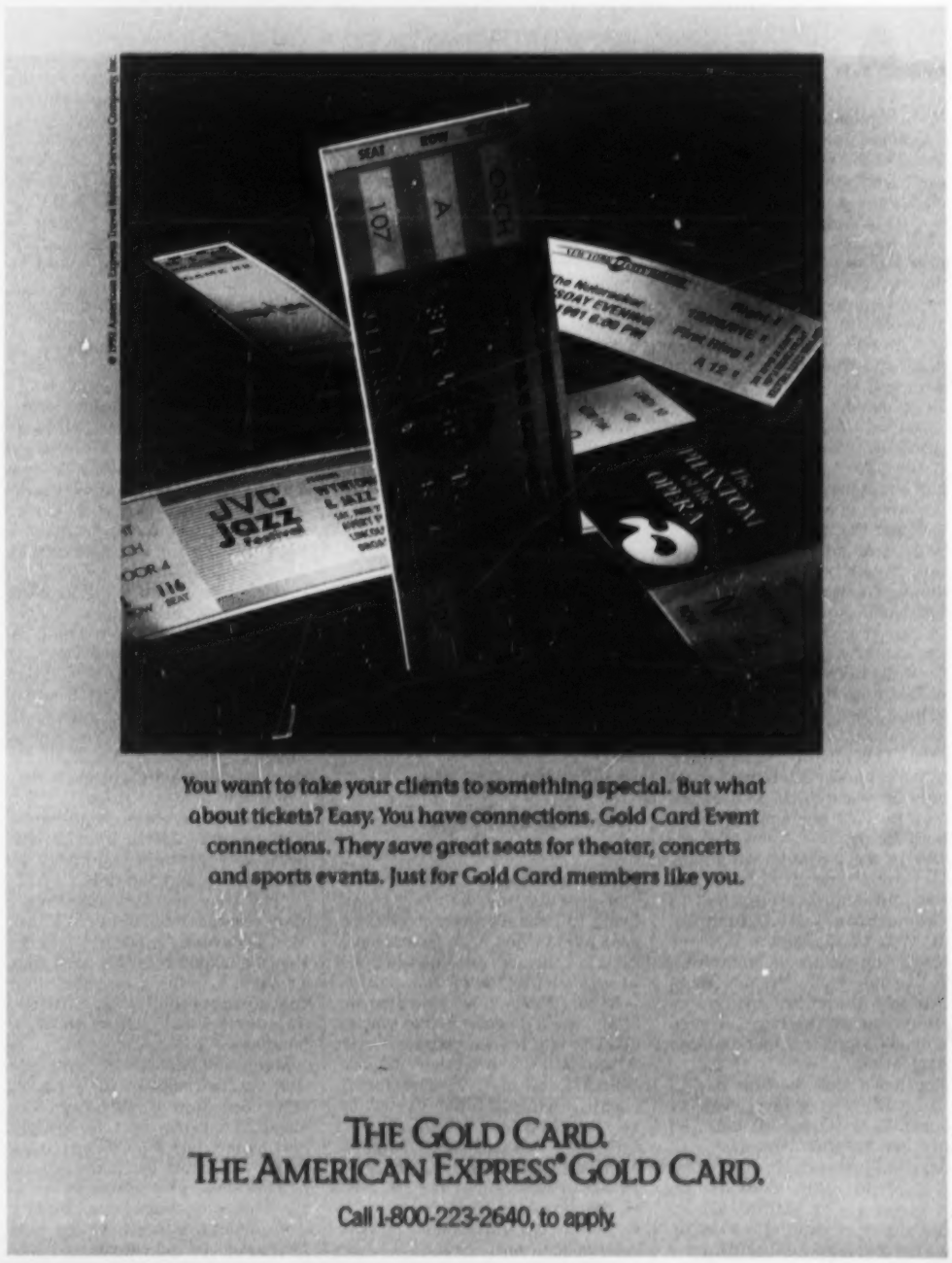
Worth will increase its rate base 25% with its August/September issue, to 250,000.

Meanwhile, early consumer reaction to another new personal finance magazine, *SmartMoney*, appears strong.

The first newsstand test of *SmartMoney*, published in March as a joint venture between Hearst and Dow Jones & Co., produced strong sales results, said executives at both companies, though the test is still being evaluated.

One executive close to the project said 70% of the 250,000 copies distributed to newsstands were sold, well above the 50% goal.

A second test issue of *SmartMoney* will be published in the fall, after which a decision will be made on whether to increase the magazine's frequency. □



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NEWSPAPER

Advertising Age

May 18, 1992

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Unemployed: One man's look at the ins and outs of job hunting in the agency business. **Page 20.**

Joe Fournier

Politics '92: How experts would position the candidates; four big Senate races in three big states. **After Page 36.**

Wieden in surprise revamp

Four younger partners named; Perot studies using shop in campaign

By Cleveland Horton

Wieden & Kennedy is quietly taking steps to assure the fiercely independent agency will avoid the clutches of any acquisition-hungry conglomerates.

At the same time, the Portland, Ore.-based shop apparently is being targeted by the presidential campaign of Ross Perot. Tom Luce, the longtime confidant of Mr. Perot who's heading up the Texas billionaire's expected run for the presidency, is known to be floating the Wieden & Kennedy name as possible advertising counsel to the effort.

But the agency's immediate concern is future succession and maintaining the agency's independence. To fend off any prospective takeover, Wieden recently added four new partners. All are younger than the founders and share the founders' vision for the agency's independence.

The agency's principals want to make sure that whoever heads up the agency after they leave won't sell it.

Both Dan Wieden, 47, president, and David Kennedy, 52, chairman, have stated they would never consider selling the agency to outsiders under any circumstances.

The four new Wieden partners are:

■ Bill Davenport, 33, executive producer. He joined Wieden in early 1986 following stints at Ogilvy & Mather and Burson-

(Continued on Page 59)

GM funnels $50M back to car divisions

First sign of Guarascio's place in new regime

By Raymond Serafin

General Motors Corp.'s new regime is beginning to shift marketing resources back to the operating divisions, starting with an estimated $50 million for tactical ad programs designed to give sales a quick boost.

The moves also give the first sign of where Philip Guarascio, executive-in-charge of corporate marketing and advertising, fits into the new regime.

On the tactical ad programs, GM divisions have been told that they will be competing with one another for the funds, say officials inside GM and its agencies familiar with the program.

"They're looking for opportunities to develop market share and sales on a relatively short-term basis," said one.

Insiders credit Michael Losh, who last month was named VP-group executive for North American vehicles sales and marketing, with finding the funds.

But the movement to increased brand support also apparently reflects attitudes held higher up. John F. "Jack"

(Continued on Page 59)

Whoopi Goldberg

CAA-backed Whoopi makes whoopee in new fall talk show

By Joe Mandese

What do Cher, Ted Danson and Robert DeNiro have in common?

Other than being clients of Creative Artists Agency, they will all be guests on "The Whoopi Goldberg Show," a new late-night talk show coming this fall starring yet another CAA client, Whoopi Goldberg.

That's not entirely coincidental. CAA has a substantial financial stake in the show, which is being syndicated by Genesis Entertainment. It's highly unusual for CAA to provide such backing for a TV show.

But the association with CAA, now making inroads in the ad agency business through client Coca-Cola Co., could prove a powerful asset in launching the new show in what's becoming an increasingly competitive, post-Johnny Carson late-night field.

Ms. Goldberg seems to have an edge on popularity, despite talk show competitors such as Jay Leno, David Letterman, Arsenio Hall, Chevy Chase, Dennis Miller and Rush Limbaugh.

Marketing Evaluations' TVQ ratings, the TV industry's standard for rating celebrities, rank Ms. Goldberg considerably higher than all the other late-night hosts.

But equally as important as a talk show's host is the

(Continued on Page 59)

Ueberroth names Holt to 'Rebuild L.A.' effort

By Bradley Johnson

LOS ANGELES—Peter Ueberroth last week named Dennis Holt, president of Western International Media Corp., to oversee the advertising and media campaign for Rebuild L.A., a program created by Mayor Tom Bradley to help this riot-torn city get back on its feet.

Mr. Ueberroth, head of the Rebuild L.A. program, met Thursday for the first time with the city's media and ad community to explain his ideas and solicit help.

"You can participate in a rebirth of a city center in America," he said to the crowd of about 100 people, including executives from TV and radio stations and about a half-dozen ad agencies who packed into Mayor Bradley's conference room to meet with Mr. Ueberroth.

Ueberroth

Agencies represented included general market shops Chiat/Day/Mojo, Venice, Calif.; Dailey & Associates, Dentsu and Mendelsohn/Zien, Los Angeles; Kresser/Craig, Santa Monica; and

(Continued on Page 58)

LAST MINUTE NEWS

Kraft to exit Burnett

CHICAGO—John. C. "Jack" Kraft, 50, last week announced his resignation as vice chairman-chief operating officer of Leo Burnett Co. and Leo Burnett Worldwide for personal reasons. Since January, Mr. Kraft has overseen Burnett's global business operations.

Bush mulls media buyers

LOS ANGELES—Western International Media Corp. is under consideration to buy media for the Bush re-election campaign. Western International President Dennis Holt last week confirmed he was contacted by the campaign. Robert Frank, president of SFM Media, New York, acknowledged a similar inquiry. Mr. Holt also confirmed he was contacted by another presidential campaign but wouldn't name the candidate.

A-B sweepstakes runs afoul

ST. LOUIS—Anheuser-Busch said too many second- and third-place winners

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Is time running out for David Ogilvy at WPP?

U.K. businessman surfaces as possible new chairman

By Laurel Wentz

LONDON—Will the financial scrutiny now focused on WPP Group eventually result in the replacement of 81-year-old Chairman David Ogilvy?

The examination of WPP and its finances by the banks is now focusing attention on whether WPP needs a more active chairman than the legendary Mr. Ogilvy, who lives in a chateau in France.

One name that's been mentioned is Paul Judge, a U.K. businessman who became an outside board director of WPP last year and is also chairman of the Food From Britain group, a trade organization promoting British foods.

Mr. Judge is ranked by *The Sunday Times* as Britain's 230th-wealthiest person, with an estimated worth of $54 million.

"There is pressure for Paul Judge to take a more active role," said an analyst. He said Mr. Judge could be earmarked for the chairman's job.

Mr. Judge said being a candidate for chairman was news to him.

"That's very nice of them to say so, but no one has actually said that to me," he said.

GLOBAL NEWS

He said WPP's outside directors have been taking a more active role in the company in general lately, forming a compensation committee and strengthening an existing audit committee.

Mr. Judge said Mr. Ogilvy has always recognized that he would retire at "an appropriate time."

"It's become more of a public issue in the last few weeks, but there are no plans at the moment" for a new chairman, he said.

Meanwhile, WPP's proposed refinancing plan is already running into problems.

There are doubts about whether the company's convertible preference shareholders, who control 80% of the voting rights, will approve the measures even if WPP's banks do.

The banks have proposed converting a big chunk of WPP's debt into shares that will leave the banks owning up to half of the company.

U.K. stockbroker County NatWest Securities issued a circular last week headlined "Do not accept the current terms," referring to the WPP deal.

WPP's "convertible holders have been given the rough end of the stick," said Grant Mackie, assistant director of convertibles research. □

Gary Levin in New York contributed to this story.

Fla. governor mulls ad tax; Iowa governor sours on idea

By Steven W. Colford

Florida appears to be gearing up for another tax fight with the ad industry.

While proposing a massive tax overhaul for this year, Gov. Lawton Chiles last week warned that in 1993 he will propose repealing advertising's exemption from the state's 6% sales tax.

If Democratic Gov. Chiles carries through on his threat, it would be deja vu for the media and advertising industries; in 1986 and '87 they watched the state implement a tax on national and local advertising, only to repeal it six months later after a flurry of criticism and controversy.

The tax cost the state considerable business while it was in effect and ultimately contributed to the electoral defeat of Republican Gov. Bob Martinez and many state legislators who backed the ad tax attempt.

That political fallout remains vivid in the memories of state officials, including the Legislature's leadership. State Senate President Gwen Margolis (D., North Miami Beach) opposes taxing advertising and last week praised Gov. Chiles for not trying this year to repeal the advertising exemption from the state's services tax.

Whatever ad tax proposal the governor might make next year would "probably not" be similar to that adopted under Gov. Martinez, said Julie Anbender, Gov. Chiles' press secretary, who declined to elaborate further on the governor's comments.

As if to underscore the problems that arise when advertising is even partially taxed, Iowa Gov. Terry Branstad last week proposed repealing the state's new 4% tax on consulting services (AA, May 11). Republican Gov. Branstad called the state's Democrat-controlled Legislature back for a special session starting May 13 and gave them a seven-point plan that included repeal of the consulting services tax he originally endorsed.

The American Advertising Federation and American Association of Advertising Agencies are scheduled to testify at a May 21 public hearing against the tax, which the state was applying to some, but not all, services rendered by an agency to its client. □

Arnold Fortuna Lane buys Cabot

$140M shop becomes second-largest in New England

By Gary Levin

Arnold Fortuna Lane last week acquired Cabot Communications, a move that makes the agency New England's second-largest.

Eskandarian

The new Boston agency, to be known as Arnold Fortuna Lane & Cabot, claims combined billings of $140 million. That puts it ahead of Ingalls, Quinn & Johnson and behind only Hill, Holliday, Connors, Cosmopulos in the market.

Major clients for the new agency include Fleet/Norstar Financial Group, a major local bank; several McDonald's Corp. restaurant groups; and New England Telephone & Telegraph Co., a key account inherited with Cabot.

"Clearly, they have a similar philosophy of service," Arnold Chairman-CEO Ed Eskandarian said of the Cabot deal. "Also importantly, they have good clients, led by New England Telephone."

Arnold management will run the merged shop, though Cabot's three partners will join Arnold's executive committee. Terms of the deal weren't disclosed, but the transaction is valued at about $5 million based on industry formulas.

Arnold itself is a product of a series of recent mergers in Boston, where agencies have been hurt badly by the recession.

Mr. Eskandarian acquired a majority stake in Arnold & Co. in January 1990, then bought Emerson Lane Fortuna in February 1991. Last May, the agency bought Cipriani/Kremer Design Group, and last October it acquired the local office of Rapp Collins Marcoa, a direct marketing agency.

With the latest deal, the agency employs 240 staffers, though it expects a few layoffs from the consolidation.

Two small public relations accounts at Cabot, Ground Round Restaurants and Boston Chicken, will be resigned because of conflicts with McDonald's.

Arnold reported 1991 billings of $85 million; that's grown to $100 million in part from the recent win of McDonald's business in Michigan and Baltimore. Cabot last year agreed to merge with Kelley & Wallwork, but the deal fell through before it could be completed.

Both Cabot and Arnold are among seven finalists for the $12 million to $14 million Massachussetts Lottery account, now at Hill Holliday. □

Getting green outdoors

Out-of-home company adds environmental targeting

By Alison Fahey

TDI, a leading out-of-home company, has developed a software system that enables marketers to pinpoint environmentally conscious consumers.

Green Targeting is the first computer-based marketing tool capable of identifying and tracking consumers who are most likely to buy environmentally sound products, TDI said.

"Until now, the primary way to reach the environmentally conscious consumers has been through advertising to the masses via print and broadcast media," said Jodi Yegelwel, TDI's director of marketing. "Through Green Targeting, we are able to identify the exact whereabouts of 'green' consumers."

TDI places advertising on buses and commuter railroads in all major U.S. markets and on outdoor boards and phone kiosks in other cities. With Green Targeting, advertisers can use TDI vehicles to target green marketing efforts to specific areas.

The system also can reduce media costs, TDI said.

Green Targeting is a derivative of M.A.P.P.I.N.G., a marketing technique that uses a database of geographic and buying habit information from the U.S. Census Bureau, Mediamark Research, Simmons Research and various consumer research studies.

The system will be offered to TDI's major advertisers as part of the company's marketing and research services at no extra charge. TDI's advertisers include Procter & Gamble Co., ConAgra, General Foods USA and Colgate-Palmolive Co.

"Procter & Gamble is a good candidate because they are so environmentally conscious," Ms. Yegelwel said. "Package goods as an entire category is a viable one, especially for advertisers that are repackaging and reformulating products to make them more environmentally friendly or for a new product that has the environment in mind."

She said the system will be used in pitches to advertisers but won't be offered separately. □

Media account shifts 1989-91

Of 331 media planning and buying accounts that were reassigned between 1989 and 1991, ad agencies lost less media business to buying services than they gained from services. Ad agencies also claim to have gained more business than they lost to other shops.

	Media planning	Media buying	Billings (millions)
To buying services from agencies	46	51	$198
To agencies from buying services	40	59	$342
From respondent's agency to another	17	21	$176
From another agency to respondent's	46	51	$629
Total	149	182	$1,345

Source: American Association of Advertising Agencies

Four A's survey: Agencies win more media buy business

NEW YORK—Agencies appear to have gained more media buying business from media services than vice versa.

A survey conducted by the American Association of Advertising Agencies last December concludes that from 1989 through 1991, more media planning and buying billings shifted to full-service ad agencies from independent media buying services than from agencies to buying services.

MEDIA WORKS

Findings of the mail survey of 308 agencies are representative of the Four A's membership but may not show the full extent of media assignment shifts during the three-year period.

The survey showed almost $1.4 billion in media assignments changed hands, a far lower figure than publicly reported for the period.

"Whether our numbers are 100% accurate or not, it's clear that there is a flow of business going back and forth between agencies and buying services. And I don't think it's a significant difference one way or another. They're probably gaining as much as we're losing and vice versa," said O. Burtch Drake, exec VP-chief operating officer of the association.

He said the survey gives anecdotal evidence that most media assignments haven't shifted from ad agencies. But it also shows a greater trend toward consolidation of media assignments, he said.

"The really big money has been in media consolidations, where a client like Nestle has taken chunks of money out of six of seven agencies and consolidated it at one. And all of those consolidatons have been at Four A's agencies," he said.

Mr. Drake cited a continued increase in the number of assignments and billings for each year of the survey. In 1989, 20 media accounts worth $90 million moved between ad agencies; in 1990, 26 accounts representing $168 million moved; and in 1991, 51 accounts representing $371 million moved. □

NEWSSTAND

Advertising opportunities in print.

Popular Photography, New York, "Electronic and digital imaging" special ad section, August issue; ad close: May 22. Color page: $25,000.

Weight Watchers Magazine, New York, "Walking your way to health" special editorial section, August issue; ad close: May 22. B&w page: $18,405; color page: $25,730.

Entertainment Weekly, New York, "Totally cool!" special summer double issue, June 26 issue; ad close: May 25. B&w page: $22,910; color page: $29,985.

Healthy Kids: Birth-3, New York, "Safety section" special section, fall issue; ad close: June 2. Color page: $39,300.

Vista, New York, "Olympic overview" special editorial section, July issue; ad close: June 4. B&w page: $23,500; color page: $29,000.

Kitchen & Bath Business and **Decorating Remodeling**, New York, "How to survive a kitchen or bath remodeling" special editorial section, August issue for *Kitchen & Bath Business* and October issue for *Decorating Remodeling*; ad close: June 5. Combined color page: $37,300.

Redbook, New York, "Back to school" special ad section, September issue; ad close: June 5. B&w page: $52,750; color page: $69,755.

People, New York, "Teen idols" special edition, July 27 issue; ad close: June 8. B&w page: $86,085; color page: $110,960.

McCall's, New York, "Back to school" special editorial guide for parents, September issue; ad close: June 15. B&w page: $70,615; color page: $83,315.

TV Guide, New York, "The cutest stars on TV" special editorial section, July 18 issue; ad close: June 16. B&w page: $95,750; color page: $112,700.

Seventeen, New York, "College campus fashion" special ad section, September issue; ad close: June 19. B&w page: $31,270; color page: $45,320. □

MEDIA MIX

News briefs on print, electronic and alternative media.

Fin-syn called obsolete. The U.S. Department of Justice has recommended a repeal of restrictions that bar the Big 3 broadcast networks from competing in the TV syndication marketplace. In a filing with the U.S. District Court in Los Angeles, the Justice Department said competitive conditions have changed since the Financial Interest & Syndication Rules were imposed in the early 1970s. The networks are challenging in court the rules that bar networks from owning or selling network TV programs to TV stations in the rerun marketplace. Major Hollywood studios have lobbied against repealing the rules.

Captive fans. ABC Sports is testing a place-based media service in 650 J.C. Penney Co. department stores, running a 1-hour highlight program of ABC's sports coverage on TV monitors. Advertisers participating in the four-month test include General Motors Corp. and Visa USA.

Fox, MTV plan encore duets. Fox Broadcasting Co. and MTV: Music Television plan several new joint projects, including "The Fox/MTV Guide to Summer," a 1-hour prime-time special produced by MTV and slated to run on Fox June 7. The networks collaborated on "A Concert for Life" telecast of the AIDS benefit concert.

FCC scrutinizes PBS station. The Federal Communications Commission is looking into a possible violation of advertising and host-selling rules by WHYY-TV, Philadelphia. The Children's Advertising Review Unit of the National Advertising Division of the Better Business Bureau said it turned over to the FCC a complaint against WHYY after the Public Broadcasting Service station refused to cooperate. At issue was whether the station, at the end of an episode of "Sesame Street," aired a commercial featuring Sesame Street characters promoting the stage show "Sesame Street Live."

CNN gives "sweeps" new meaning. Cable News Network today launches "CNN Scorecard," a sweepstakes centered on "Sports Tonight," a half-hour show. The promotion, created in-house, will award adventure vacation packages. The effort is part of CNN's promotional drive to boost ratings for regularly scheduled shows (AA, March 16).

ABC plans pay-per-view football. ABC Sports will supplement its regular 1992 college football coverage with regional games available on pay-per-view for about $10 per game. The test will run through the 1992 football season; the network will carry over-the-air commercials on the pay-per-view telecasts. Showtime Event Television is the pay-per-view distributor. □

Joe Mandese coordinates MediaWorks.

Dick Van Dyke!

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Lobby Congress, publishers urged

ANPA girds for battling Baby Bells

By Christy Fisher

NEW YORK—Newspaper publishers got a crash course in lobbying against the Baby Bells at their annual convention here earlier this month.

The American Newspaper Publisher Association convention devoted an unprecedented amount of time to explaining the threat the Baby Bells could pose newspapers' ad revenues.

Workshops focused on how to lobby Congress—one session even featured an open discussion of publishers' reluctance to lobby—and on how newspapers can better compete in information services such as audiotex.

Black

A breakfast meeting was held for 25 publishers from congressional districts of members of the House Judiciary Committee. That panel will be the next legislative battlefront for publishers on the information services issue.

House Judiciary Committee Chairman Jack Brooks (D., Texas) has introduced the Antitrust Reform Act of 1992. The measure would restrict the seven regional phone companies from entering the information services business until the U.S. Department of Justice concluded competition wouldn't be impeded by the Baby Bells' monopoly powers.

"Speaking out on public policy issues on behalf of our industry is still something that makes a lot of publishers uneasy," ANPA President-CEO Cathleen Black told the convention. "The traditional view was it might somehow compromise newspapers' integrity. It doesn't . . . Let me stress, however, that every newspaper—small or large—will be affected for years by the outcome of this fight. I urge those of you who have stayed on the sidelines to join the fray."

W. Dean Singleton, vice chairman of MediaNews Group, which owns *The Houston Post* and *The Denver Post*, supports the cause and has made calls and written letters to members of Congress. He admitted, though, he's somewhat uneasy about lobbying.

"I have a bunch of papers that criticize public officials all the time," he said. "I feel uncomfortable asking for a favor. They might expect a favor in return."

Overall, publishers seem to support the ANPA push.

"I would say 80% to 90% of the publishers agree with the ANPA position" on the Baby Bell fight, said George Arwady, publisher of the *Kalamazoo* (Mich.) *Gazette*. "Most of the remainder think the newspaper industry is outgunned, outspent and is better off cooperating with the telephone companies."

"Not everyone agrees with the lobbying priorities. I, for one, don't," said James Shaffer, president of Guy Gannett Publishing Co., owner of several Maine dailies and a weekly newspaper group in Minnesota. "All the industry executives that have talked to me about the issue have been highly skeptical of the ANPA's chances of success."

Ms. Black said it could be difficult to get a bill through Congress this session.

"Given that it is an election year, there are probably 20 to 25 working days on the calendar. It's possible the Brooks legislation could move," she said. "But, it will probably roll into next year."

But the more time that passes without legal protections for newspaper publishers, the more difficult the challenge, ANPA members said.

"The longer the congressional battle goes on and the more the Bells get into information services, it's going to be very difficult to extricate them . . .," said Mimi Feller, senior VP-public affairs and government relations at Gannett Co. "As an industry, we can't afford to stay on the sidelines; there's too much at stake." □

Xerox ads ride crest of a pair of big events: Olympics and Expo '92

By Alison Fahey

Xerox Corp. will use its participation in two international media events to showcase versatility in the document processing field.

Before June, Xerox will break an Olympic theme commercial focusing on its status as the "official document processing company" of the 1992 Summer Olympics.

A new Xerox spot features anxious Olympians waiting for their results.

The spot will run heavily on NBC's coverage of the Games in Barcelona July 24 through Aug. 9; Xerox is the "exclusive copier sponsor" of the telecast.

The commercial will also run on pan-European media outlets such as CNN International.

Xerox is already running a network TV spot in the U.S., highlighting its sponsorship of Expo '92, a six-month world's fair in Seville, Spain, that began April 20.

Young & Rubicam, New York, is the agency for both campaigns.

"We see the two events as an unprecedented opportunity to demonstrate our extensive document capabilities," said Shelley Diamond, Y&R's senior VP-management supervisor. "This is a way for us to show our total product portfolio. We're going way beyond copiers."

Both commercials are part of Xerox's "document company" campaign that began in October 1990, Ms. Diamond said.

For both the Summer Olympics and Expo '92, Xerox is supplying document processing systems that represent technological advancements.

For the Olympics, Xerox created a system that for the first time allows competition results to be delivered electronically to different locations, such as the press room. Historically, results were hand-delivered by runners.

Some 600 "electronic pigeonholes," or kiosks, situated in and around Barcelona supply the data in four languages.

The commercial, shot in Barcelona, features athletes anxiously awaiting game results.

While Xerox bought exclusivity in the copier category on NBC's Olympics telecast, its spots will mention that Xerox is the official document processing company of the Games.

For Expo '92, Xerox created a system that electronically links the pavilions of 110 countries.

Spending on both the Olympics and Expo campaigns couldn't be determined. Xerox in spring and summer will run print ads in *The Wall Street Journal's* U.S. and European editions supporting the Olympics and Expo '92 sponsorships. □

AD TEST

Ad Test gauges the effectiveness of new commercials.

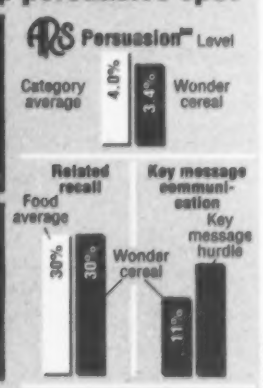
Ralston serves up persuasive spot

Ralston Purina Co. made TV viewers wonder about trying a new cereal.

Ralston's TV spot introducing Wonder cereal is persuasive enough to encourage trial, reported Research Systems Corp.

The Evansville, Ind.-based research company tested the persuasiveness of the spot among 556 buyers of ready-to-eat cereal in Baltimore, Chicago, Seattle and Orlando, Fla.

Themed "These are the Wonder years," the 30-second spot introduced three varieties of cereal in New England test markets. Marshall Jaccoma Mitchell, New York, handles.



Source: Research Systems Corp.

JOHN HALL

Research Systems gauges a commercial's effectiveness by measuring its ARS Persuasion level, related recall and key message communication. ARS Persuasion is the change in brand preference due to a commercial exposure; related recall and key message communication are obtained through traditional recall interviews 72 hours after the ARS session. Respondents' brand preferences are measured before and after exposure to commercials embedded in program material.

The spot earned a 3.4% ARS persuasion level, not a statistically significantly difference from the average 4% level for a new ready-to-eat cereal.

About 30% of respondents recalled seeing the spot, level with the 30% average for food advertising.

But the commercial didn't communicate its primary message as effectively as it should. It focuses on the Wonder brand name to capitalize on Wonder bread's image, but only 11% of respondents retained the key message that the cereal is a new Wonder product, Research Systems found. That's below the 16% retention necessary for a superior persuasive commercial.

"The low-key message communication and persuasiveness of the commercial may be improved with changes in execution," Research Systems said. "While the commercial clearly focuses on the Wonder name and graphics, there is little product focus such as product benefits or the time the actual product, not the package, is on screen . . . Many on-screen characters and background cast distract from the product information."

—Betsy Spethmann

Coupons—at right price—can torpedo brand loyalty

NORTHBROOK, Ill.—Brand loyalty *does* have its price in couponing.

Coupon users need to see an average increase of 42% in the value of a coupon to try a brand they don't usually buy, according to a new survey from coupon processor NCH Promotional Services. That means if a consumer redeems a 50¢ coupon for a frequently used product, it would require at least a 70¢ coupon to entice that consumer to try a different brand.

"This survey is important evidence of coupon users' high expectations and need for greater incentives when buying new or different products," said Jane Perrin, senior VP-marketing for NCH. "It's key information for manufacturers to consider in their marketing plans for new products or for generating trial of current products."

The results also "help quantify the difference between promoting to reward brand-loyal consumers and promoting to gain consumer trial," she said.

In March, a national sample of 1,000 adult coupon users were asked by telephone their expectations of coupon face values for the 12 product categories in which coupons most frequently are distributed. On average, consumers expected a 52¢ face value for brands they usually buy but said they'd expect an average 74¢ value for other brands if they were to be enticed to buy them *(see chart)*. The study's margin of error was about 4%.

For example, consumers said they'd expect a coupon for pet food brands they buy to be valued at 80¢; to try a different brand would take a coupon with an average $1.13 face value.

Among other findings:

- More than 40% said they stockpile groceries to avoid missing coupon expiration dates.
- More than half said they decide which coupons to use before leaving for the store.
- Most said they would buy a national brand rather than a private-label brand if they had a coupon for the national brand. □

Coupon bribery

Consumers expect a coupon's face value to be higher for a product they don't usually buy than for a product they do use.

Product	Coupon's face value: Normally use product	Don't use product
Candy & gum	35¢	48¢
Cookies & crackers	35¢	57¢
Oral hygiene	36¢	51¢
Paper products	37¢	56¢
Cheese	39¢	56¢
Household products	49¢	69¢
Soft drinks	54¢	73¢
Cereal & breakfast foods	57¢	79¢
Haircare products	60¢	87¢
Cough & medications	64¢	88¢
Pet food	80¢	$1.13
Laundry detergent	82¢	$1.13
Average	**52¢**	**74¢**

Source: NCH Promotional Services

AA A00013 672
020187247 70201 APR93
HAROLD CHASE
EARLE PALMER BRWN
6935 ARLINGTON RD
BETHESDA MD 20814

NEWSPAPER

Advertising Age

May 25, 1992

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Country music: Strikin' a chord with marketers. **Page 33.**

Ad Age International: A monthly supplement available free on request only. If you'd like to start receiving it, call 1-800-678-9595. **After Page 28.**

New promos fuel CBS-Kmart linkup

Network, retailer team for sample pack distribution timed to fall premiere week

By Joe Mandese

Contrary to reports that the CBS-Kmart marketing partnership is winding down, the No. 1 TV network and second-largest retailer are teaming up this fall for a new series of promotions that will run at least into 1994.

The effort, dubbed the "CBS/-Kmart Premiere Value Pack," will be the first product sampling program ever launched by a major TV network.

Separately, CBS and Kmart Corp. this week are expected to conclude a large advertising deal that's believed to be the first major upfront buy of the 1992-93 TV season.

CBS executives said the Kmart buy is a "multimillion-dollar" deal representing the retailer's biggest commitment ever to CBS. The network wouldn't comment further but, according to Arbitron Co.'s MediaWatch, in 1991 Kmart placed only 17.3% of its $55 million network TV budget on CBS. NBC received 46.9% and ABC 35.8%.

CBS' slim slice of Kmart's network TV budget was ironic, considering the two companies were then in the third year of their massive joint fall promotion. In the previous two years, CBS got slightly less than a third of Kmart's budget.

Recently, CBS shifted the focus of its fall promotion to a major effort tying in with Nabisco Biscuit Co. brands. The partnership fueled speculation that the relationship between CBS and Kmart was waning.

Under the program, 2 million sample packs will be distributed in Kmart stores.

Although Nabisco is the focal point of the promotion, Kmart's 2,300 stores will play a supporting role. The retailer will provide signage and in-store displays of the CBS/Nabisco promotion, dubbed "America's Favorites."

Nabisco and Planters LifeSavers Co. are also the first brands to sign on to the separate CBS/Kmart value pack sample promotion.

CBS executives declined to comment on the project. But in a joint letter sent to key promotion industry executives last week, CBS Senior VP-Marketing and Communications George Schweitzer and Kmart VP-Sales Promotion Dave Schuvie invited marketers to participate.

Under the program, 2 million sample packs will be distributed in Kmart stores. Kmart will promote the sample packs in-store and via its Sept. 13 circular,

(Continued on Page 51)

Half-hour Q&As to be Perot's main ad venue

By Steven W. Colford

Don't expect a traditional presidential campaign from Ross Perot.

You won't see long trips and speeches on the campaign trail or negative commercials on the nightly news. Instead, Mr. Perot plans a series of 30-minute, live question-and-answer TV programs. Airtime will be bought on network, cable or spot TV by Mr. Perot, whose personal fortune is calculated at about $3.3 billion, according to recent filings with the Federal Election Commission.

POLITICS 92

Many expect the TV barrage to start soon after Mr. Perot formally announces his independent candidacy, probably in June.

The programs would emanate from Mr. Perot's own facilities and be satellite-fed to other venues, where audiences would be able to quiz the candidate on issues.

The sessions would likely offer a preview of how the Texan would use "electronic town hall meetings" to determine public sentiment if elected.

The technique would let Mr. Perot avoid

(Continued on Page 51)

Marketers aiming for Olympic slam-dunk

Basketball sponsors lay out $40M to hype involvement

By Julie Liesse

Marketers are jumping through hoops to promote the U.S. Olympic basketball team as frenzy builds for the debut of America's all-star team.

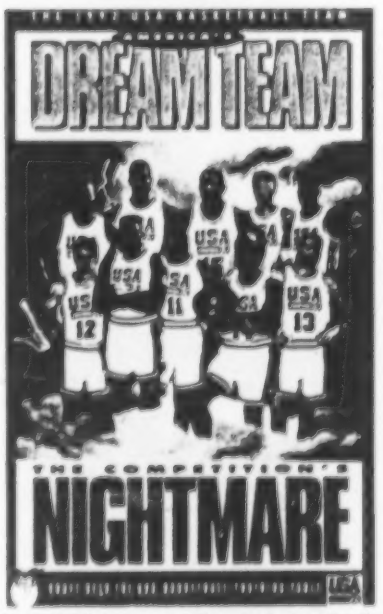
"Most of America hasn't yet seen [the marketing plans] we've seen. This will be the most concentrated marketing exposure any national governing board has ever received, for any sport," said Rick Welts, president of NBA Properties, the sponsorship and licensing agent for USA Basketball.

In the 2½ months before the Summer Olympics begin, the team's 13 official corporate sponsors, including Kraft USA, McDonald's Corp., Converse, Visa USA and Quaker Oats Co., will put up an estimated $40 million in media advertising hyping their involvement with USA Basketball, the national governing board for the sport and its Olympic connection.

That figure doesn't include unofficial Olympic marketing efforts by companies like Nike, which have contracts with individual Team USA members, and a substantial licensed merchandise program from 23 USA Basketball licensees.

"Usually with Olympic competition, names emerge

(Continued on Page 51)



Kraft USA is among the marketers backing the U.S. Olympic basketball team.

LAST MINUTE NEWS

Fitzpatrick may aid Bush

WASHINGTON—Sean Fitzpatrick, vice chairman of McCann-Erickson Worldwide, is back in the running for a spot on the Bush-Quayle campaign ad team. Earlier, Mr. Fitzpatrick took himself out of contention, citing the executive shuffle at General Motors, the account for which he's responsible. But now Martin Puris, director of the GOP media team, said he's talked to Mr. Fitzpatrick and hopes he comes aboard. On the Democratic side, Roy Spence, president of GSD&M, Austin, Texas, met last week with Arkansas Gov. Bill Clinton's advisers and is expected to help with ads for the Democratic front-runner. Mr. Spence was a member of Democrat Walter Mondale's 1984 presidential campaign ad team.

Ads show riot beating

LOS ANGELES—U.S. Senate candidate Gray Davis last week broke two 30-second spots featuring TV news footage of the beating of trucker Reginald Denny at the beginning of the Los Angeles riots. BAD Campaigns created the spots, in which Mr. Davis, the Democratic state controller, blames the riots on failed political

(Continued on Page 8)

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Quayle slap to 'Murphy' leaves CBS crowing

Advertisers committed despite VP's remarks

By Joe Mandese

Dan Quayle's attack on "Murphy Brown" may make the red-hot CBS sitcom even hotter for advertisers.

CBS executives believe the publicity generated by the vice president's objection to depicting star Candice Bergen's character as an unwed mother will only provoke greater viewer and advertiser interest.

"Murphy Brown" finished the 1991-92 season with an 18.4 Nielsen rating, making it the third-highest-rated show on TV and one of the most in demand by advertisers.

With the cost of a 30-second commercial averaging more than $300,000, "Murphy Brown" is currently the most expensive series on CBS. High-demand episodes, including the season finale lambasted by Vice President Quayle, often fetch more than $400,000 per spot.

Advertisers contacted by *Advertising Age* said they hadn't heard complaints from consumers or conservative groups about their series sponsorship and said they had no plans to pull out. Some of the largest advertisers are Kellogg Co., Ford Motor Co. and Bristol-Myers Squibb Co.

"Our strategy will continue to be to find the kind of TV that meets our standards, is not offensive and attracts our target market," said Thomas Shaver, director-consumer marketing for Saturn Corp., a subsidiary of General Motors Corp. that also sponsors "Murphy Brown."

Mr. Shaver said the flap wouldn't hurt Saturn's sponsorship of the show and could even enhance it, noting, "The show will probably be the most watched show in the history of TV when it comes back."

"We will continue to evaluate advertising on 'Murphy Brown.' If it directly hits our target market, we will continue to advertise. Now that it is the most talked about show in the country thanks to Vice President Dan Quayle, I'm sure it will receive high marks in our evaluation," said a spokeswoman for Reebok International, one of the series' sponsors.

CBS thinks the publicity will provoke more interest in "Murphy Brown."

CBS will further exploit the publicity surrounding the controversial "labor" episode by repeating it on Labor Day, Sept. 7, one week before "Murphy Brown's" new season begins.

"The fact that it will be broadcast on Labor Day will not be lost on our audience. It will give us a great hook going into the season opener," said George Schweitzer, CBS senior VP-marketing and communications, who described the publicity as a "promotional dream."

The publicity was also an unexpected shot in the arm for US Sprint, the No. 3 long-distance telephone marketer. Candice Bergen is spokeswoman in ads via J. Walter Thompson USA, San Francisco.

Sprint dismissed any suggestion that Vice President Quayle's comments might have compromised Ms. Bergen's advertising role.

"Candice is Candice, and Murphy Brown is Murphy Brown —they're two separate identities. We're delighted with Candice as our spokesperson, and if anything we think last week's incident was more of an opportunity for us," said Jorge Rodriguez, Sprint's VP-advertising and marketing communications. Sprint is not a sponsor of "Murphy Brown."

Some advertiser pullout from the series, ironically, might benefit CBS, which has consistently oversold the show due to high demand.

Since January, "Murphy Brown" has had nearly 70 different brands as sponsors, most buying only a single commercial unit in the show, according to Arbitron Co.'s MediaWatch. □

Contributing to this story: Bradley Johnson, Julie Liesse, Ira Teinowitz, Kate Fitzgerald, Pat Sloan, Jennifer Lawrence and Raymond Serafin.

Yeltsin looks to West for PR help

By Betsy McKay

GLOBAL NEWS

MOSCOW—The government of Russian President Boris Yeltsin is looking to spruce up its image by using Western public relations techniques.

Dmitry Rurikov, an adviser to President Yeltsin on international affairs, said last week he's met in recent days with several candidates to discuss handling public relations for the government.

Mr. Rurikov said he expects the government to select an agency soon and confirmed he's talked to Young & Rubicam/Sovero, but he wouldn't elaborate.

The government wants to hire a PR agency to handle President Yeltsin's trips abroad and possibly to develop ways to sell its economic reform program at home, said Michael Adams, ceo-general director of Y&R/Sovero.

Mr. Adams met with Mr. Rurikov May 15.

"Governments have to sell their positions," Mr. Adams said, explaining that, if selected, Y&R/Sovero would act as "communications counsel" but wouldn't be involved in policymaking.

"They have to be out there talking up their position," Mr. Adams said.

The first assignment could be to help plan President Yeltsin's U.S. visit in June.

The Russian government has had trouble getting its message across to its people. Relying on dry and lengthy decrees to get the word out, government officials have never recognized the importance of communication or selling ideas such as the radical economic reform program implemented by First Deputy Prime Minister Yegor Gaidar.

As discontent over economic hardships grows, Sunday demonstrations calling for the government to resign have become a weekly event in Moscow. Last week, the former Communist members of the hard-line Russian Workers' Party collected signatures in downtown Moscow demanding President Yeltsin's resignation.

"Maybe what they need is the functional equivalent of the 'fireside chat,'" Mr. Adams said, stressing the importance of educating the public. □

BEST COPY AVAILABLE

Malt liquor shows muscle despite weak ad support

Double-digit sales increase fails to budge big brewers

By Ira Teinowitz

Malt liquor may be controversial, but it has one thing the beer market doesn't—impressive sales growth.

While the overall beer market is up only slightly, grocery sales of malt liquor zoomed 23% compared to 4% for the whole beer category for the 52 weeks ended March 21, according to Nielsen Marketing Research.

Such growth usually prompts market leaders to increase their marketing budgets and introduce new brands. But because of the controversy over malt liquor—namely that it's targeted to low-income and minority consumers—the top brewers are strangely quiet in the category.

Anheuser-Busch has King Cobra malt liquor and Miller Brewing Co. has Magnum, but neither advertises the brands aggressively. They have marketed their non-alcoholic brews—O'Doul's and Sharp's, respectively—more heavily, yet the malt liquor category's 6.3 million-barrel volume is more than triple that for non-alcoholic brews.

Malt liquor "is not a priority," said Richard Strup, Miller VP-brand management.

Coors Brewing Co. has no malt liquor brand and says it has no plans to create one.

The top three brewers have ceded the field to smaller marketers, which haven't been shy about competing. S&P Co.'s Pabst Brewing Co., G. Heileman Brewing Co. and Stroh Brewery Co., and some even smaller players like McKenzie River Co., have their own brews and are launching new initiatives.

The controversy heated up last year with Heileman's plan to launch a stronger malt liquor called Colt 45 PowerMaster. It drew enough criticism from community organizations and scrutiny from the Bureau of Alcohol, Tobacco & Firearms that the launch was scrapped.

But Heileman this year is testing Colt 45 Premium, with less alcohol and—it hopes—less controversy than PowerMaster.

The smaller brewers deny critics' charges that they're creating products to lure blacks and Hispanics, arguing the malt liquor market already exists. While some brewers offer higher-strength versions to tap the "macho" image of some malt liquor drinkers, others see new brands as opportunities to reach beyond the traditional malt liquor clientele.

Hornell Brewing Co., maker of Crazy Horse malt liquor—target of the most recent controversy—claims its sales are in more upscale, non-traditional malt liquor segments.

S&P's Olde English "800" registered 30.8% growth to 1.7 million barrels in the 52-week period, according to *Impact*, an industry newsletter. That growth helped Olde English replace Heileman's Colt 45 as industry leader; this year, S&P launched Olde English "800" Genuine Draft.

Outdoor boards and two 60-second radio spots that broke April 17 in more than 20 markets are themed "One bad cat" and feature Olde English's tiger mascot. Asher/-Gould, Los Angeles, handles.

S&P declined to disclose spending but said it could double last year's $2.2 million budget on Olde English "800" to push the new brand.

S&P President Lutz Issleib said he expects a further 25% volume increase this year and calls the draft line a logical marketing move.

"We have become the leader the malt liquor category and h completed our packaging/dis bution for Olde English '800' w all popular sizes. We are ready strengthen our leadership throu line extension," he said.

Mr. Issleib said the draft m liquor offers taste possibilities previously available and Pa felt it needed to move to thw potential competitors.

"When the Pabst Brewing launches a new product, we d quickly and economically," said. "We don't pretend to h the marketing answers but rat rely on what our wholesalers retailers want or need."

Stroh, too, is launching Sch Malt Liquor Genuine Draft, a l extension for its No. 3 Schl malt liquor. Schlitz, which saw sales slip 11.8% 1.5 million barr last year, is us two 30-second spots to supp the launch in s markets. Burr Advertising, C cago, handles. extension is Stro third malt liqu under the Schlitz label. Stroh markets Schlitz Red Bull slightly higher-strength version

Last year, Heileman h claimed it was forced to lau higher-strength PowerMaster protect its leadership positi against upstart rivals includi McKenzie River's St. Ides.

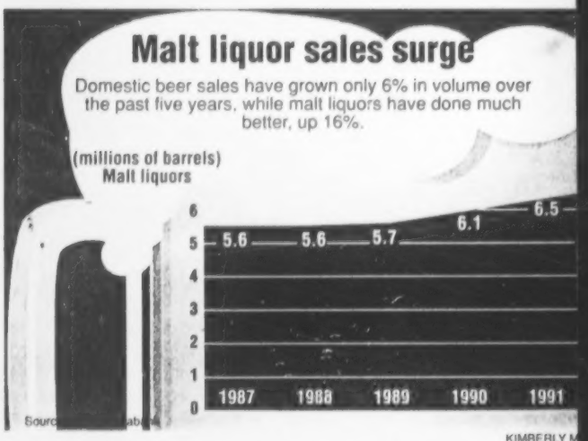
As for Colt 45 Premium, Hei man won't disclose the alcoh content but said it's less th PowerMaster, though reported slightly higher than regular C 45.

Colt 45 Premium is also a d ferent blend than PowerMast and Heileman said it's trying do the same thing as oth brewers—leverage its brands.

"It's the name of the game the industry," said Randy Smi Heileman corporate counsel. you look at any brand name, th are line extensions."

Colt 45 last year saw sales dr 11.1% to 1.6 million barrels f the main brand. Colt 45 also ha dry version. □

The top three brewers have ceded the field to smaller marketers.



KIMBERLY M

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Reads the
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Indianapolis Star News

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Whiskey marketers join to boost sales in Japan

By David Kilburn

TOKYO—Suntory, Nikka Whisky and Kirin Seagram are banding together to turn around the troubled whiskey industry in Japan.

Total whiskey consumption fell 2.7% in 1991 to 208,000 kiloliters, according to the national tax agency. It was the third consecutive year of falling sales.

The trouble began in 1989, when a 3% consumption tax was introduced and tariffs were reformed. The tax system for spirits is now based on volume and alcohol content, effectively lowering the prices for many premium whiskies while increasing the prices of cheaper brands. At the same time, whiskey marketers also cut back ad spending.

But now, in an unusual move, the three leading whiskey marketers have pooled resources to mount an estimated $262,000 joint ad campaign to boost sales.

"We think the market has bottomed out now," said a Suntory spokesman. "We're hopeful that sales will start to recover."

Suntory is Japan's largest distiller, with an estimated 70% of the whiskey market.

"It's unusual for Japanese firms to cooperate in this way. We are usually so competitive with each other that it's strange to work together," the spokesman said.

Dentsu "came to us with a proposal," said a spokesman for Nikka Whisky. "We liked the idea, and so we all went ahead."

According to Dentsu statistics, whiskey advertising in 1991 totaled $109 million, down 39% from 1989.

Last year, whiskey advertising accounted for only 12% of alcohol advertising, compared with almost 19% in 1989.

The new campaign, running in April, May and June issues of youth-oriented magazines, tells the story of whiskey, including how it's made.

The three major whiskey marketers in Japan are running a joint ad campaign in youth-oriented magazines.

"The joint campaign aims to try and boost consumption of whiskey, especially among younger age groups," said a Kirin Seagram spokesman.

"There's been a lack of investment in whiskey advertising and marketing, while there's been a lot of product innovation and competition within the beer market. So younger people . . . don't know as much about whiskey as they do about beer. We're trying to remedy this," the Kirin Seagram spokesman said.

The nine-page ad is running in four magazines popular with readers in their 20s, *Dime*, *Bart*, *Mambo* and *Cadet*.

The distillers are also using new products to lure drinkers.

Last June, Suntory began selling Smokey & Co., a whiskey for young people that uses drawings of a comical dog on its label and in ads.

"Like Smokey the dog, who stands surrounded by his pal dogs, we want people to enjoy drinking the whiskey in a rowdy mood with their friends," say TV and magazine ads by Hakuhodo.

"Smokey's been doing well," the Suntory spokesman said. "We sold 150,000 cases last year, which is what we projected."

One of Smokey's innovations is a mint-flavor whiskey, which has proved the best-selling flavor. Other flavors are Smokey and Natural Mellow.

Suntory has also introduced two new brands that aren't advertised and are available in limited quantities, for summer and winter gift-giving.

Another, Shirokaku, launched in May and handled by Dentsu, is designed to be mixed with water and drunk with food, like wine or beer.

"With Shirokaku, we are trying to stimulate the 'whiskey and water' market," the Suntory spokesman said. Whiskey and water is the traditional way to drink whiskey in Japan.

Last October, Kirin Seagram introduced Hips, a blend of bourbon and grain whiskies, targeted at people in their 20s and 30s. The label depicts an alligator, symbolizing man's primitive instincts, and the product name was selected to convey a hip image. Ads by Hakuhodo show moody, independent young people drinking out of doors.

"We want to change the image of whiskey from something that you drink quietly to a brighter image of something that you drink outside," the Kirin Seagram spokesman said.

In February, Nikka Whisky introduced Hi-Pak, a blended whiskey packaged in paper containers, targeting adults age 30 and up.

TV commercials from Dentsu, Young & Rubicam show a young wife skipping home with a carton of Hi-Pak.

Lightweight paper containers will encourage people to buy the drink to have at home, increasing consumption, the company said. □

Southern Europe ad spending spree hitting the skids

By John Pollack

MADRID—Ad spending in southern Europe, once booming, seems to be growing slowly but continues to outpace spending by northern neighbors.

In Spain, for instance, ad spending grew 3.9% in 1991, a sharp drop from the 10.2% rise in 1990, according to Nielsen/-Repress. This year, spending levels could drop even more, said Nielsen Repress Director Javier Munoz-Delgado.

Despite the slowdown, marketer and agency executives say they're optimistic about southern European markets in the future.

"Southern Europe is going to [continue to] follow a path of faster growth than northern Europe," said Stanley Bendelac, president of Grupo BSB, Madrid, and vice chairman of BSB Europe. Spain is "still among the most vital in Europe."

Other ad industry executives are also optimistic about Spain, predicting growth between 10% and 20% in real terms.

In Greece, the outlook is brighter after a booming first quarter.

Greek spending may soar as much as 25%, said Peter Economides, general manager of McCann-Erickson Hellas, Athens. Nevertheless, this would still fall short of 1991's 30%.

Other industry executives, however, believe this year's hike may even surpass last year's.

In Italy, a 3.4% increase is expected this year, Italian Advertisers Association says, compared to 1.2% in 1991. Next year, the association predicts 4.2% growth.

By contrast, Scandinavia and the U.K. have been declining for several years and German growth has begun to slow, said Jeff Fettig, Philips Whirlpool VP-European marketing.

"We continue to see good growth in Portugal, Spain and Italy, particularly in low-saturation product areas like dishwashers, microwaves and air conditioners," Mr. Fettig said.

Philips Iberica projects a 7% or 8% increase in its 1992 ad budget and a similar increase in 1993, said Rafael Vega, director of marketing communications.

Spanish automobile marketer SEAT expects to spend about $60 million in Spain in 1992, roughly equal to 1991 levels, said

"We continue to see good growth in Portugal, Spain and Italy."

Jose Antonio Ferreiro, SEAT's domestic advertising director.

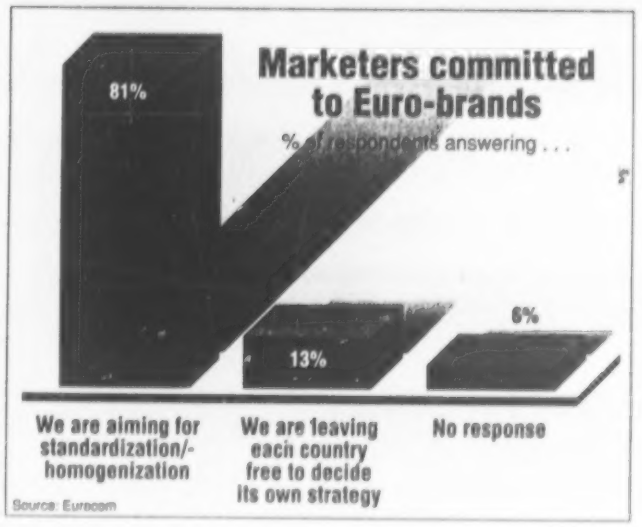
But this lack of growth reflects SEAT's high 1991 budget, inflated by the launch of the Toledo sedan, Mr. Ferreiro said. Total SEAT spending worldwide will probably rise about 15% in 1993, company officials said.

In Greece, multinational advertisers such as Lever Hellas, Procter & Gamble Co. and Sopral (Nestle) have on average doubled their spending since 1988. As they battle for a share of Greeks' decreasing aggregate disposable income, foreign and domestic companies are investing more and more in advertising, Mr. Economides said. □

Anna Carugati in Milan and Carol Reed in Athens contributed to this story.

INTERNATIONAL ACCOUNTS IN REVIEW

COUNTRY/BUDGET	CLIENT BRANDS	CONTENDERS	INCUMBENT	DECISION DATE
Italy: $45 million	**Alfa Romeo**	Conquest Europe; BBDO; others	Conquest Europe; BBDO	Unknown
Canada: $42 million	**Labatt Breweries**	J. Walter Thompson; D'Arcy Masius Benton & Bowles; Young & Rubicam; Bozell Palmer Bonner; Palm Publicite; Publitel	Scali, McCabe, Sloves	Fall 1993
Malaysia: $19 million	**Malaysia Airlines**	Incumbent; J. Walter Thompson; Union Forty-Five; Backer Spielvogel Bates; Ball Partnership; Bozell; Naga DDB Needham DIK; Asatsu & Fortecomm; Lintas Malaysia; Mutiara McCann; Dentsu, Young & Rubicam	AMC-Melewar Zecha	October
U.K.: $16 million	**Mercedes-Benz U.K.**	Incumbent and others	Robert Jenkins Advertising	Unknown
Germany: $15 million	**BHW Bausparkassen lending institution**	Unknown	Euro RSCG	Early June
U.K. $14 million	**British Rail InterCity**	BMP DDB Needham; SPCTD Lintas; CDP & Partners; Leagas Delaney	Saatchi & Saatchi Advertising U.K.	Unknown
Australia: $12 million	**AMP Society Insurance**	McCann-Erickson; Foote, Cone & Belding; DMB&B Weekes Morris Osborn	George Patterson	June
U.K.: $9 million	**Honda U.K.**	Incumbent and others	Butterfield Day Devito Hockney	Unknown
Germany: $7 million	**SAT.1 TV station**	Incumbent, Baums, Mang & Zimmermann; Trust; Tostmann, Domann, Holzwarth	von Mannstein	May
Germany: $7 million	**Treuhandanstalt government privatization unit**	Krakow-McCann-Erickson; Lintas Hamburg; Scholz & Friends; ABC/Eurocom	New account	Late May
Germany: $6 million	**Defense Ministry**	Lintas; MWI FCB/Publicis; ABC/Eurocom; Krakow-McCann-Erickson; Kommunikation Volker Stoltz; Spiess Ermisch Abels	New account	June
Australia: $4 million	**Australian Army Recruitment**	Young & Rubicam; Leo Burnett Connaghan & May; J. Walter Thompson	Marketforce	Late May/early June
Australia: $4 million	**Thomas Cook retail travel/foreign exchange**	Unknown	Leo Burnett Connaghan & May	Unknown
Germany: $3 million	**Erco Leuchten lighting company**	Incumbent, Knopf, Naegeli, Schnakenberg; Spiess Ermisch Abels	Hildmann, Simon, Rempen & Schmitz/SMS	Late May
Australia: $3 million	**Mazda Eunos luxury car**	Box Emery & Partners; SSB Advertising; Grey Advertising, Luscombe & Partners; Moffatt Sharp	New account	May
France: $3 million	**Naf Naf clothing**	Incumbent; Eurocom; Foote Cone & Belding; Providence; DDB Needham	Image Force	Unknown
Australia: $3 million	**National AIDS Education Campaign**	Incumbent; SSB Advertising; John Bevins; Ogilvy; Schofield & Smith; Sherbon Greenlaw	Magnus Nankervis & Curl	May



John Hall

Who favors branding with 'Euro' approach

By Bruce Crumley

PARIS—German, U.K. and U.S. marketers are the most likely to favor a standardized brand approach to Europe, a Eurocom study found.

Standardization, the use of the same product and brand name across Europe, is favored most by the Germans (96%) and British (95%). This compares to about 77% of U.S. respondents, 69% of the French and 60% of Italians.

More than 200 European brand managers in 13 countries responded to surveys the agency mailed out. Results were obtained by interview and questionnaire between June 1991 and last February.

"The strongest brands are what we call tacticians—they have a centralized strategy that allows for autonomy on the local level," said Edward Sharp, Eurocom's international development director, who oversaw the study.

"The weakest brands are the beginners: Those are just starting to consolidate brands around Europe," he said.

A bit more advanced are the centralists, imposing a single, unbendable strategy from the home market for consolidated brands. Then, there are the adaptors, which "are forced into making different changes in different markets for a variety of reasons, most typically distribution," Mr. Sharp said.

"The strongest brands are what we call tacticians—they have a centralized strategy that allows for autonomy on the local level. The weakest brands are the beginners: Those are just starting to consolidate brands around Europe."

"What companies gradually realize is that taking globalization head-on and trying to make the same thing work uniformly everywhere does not work," he added.

While the study found 81% of companies want a standardized Euro-brand marketing strategy, most have a lot of work to do. Twenty-four percent said they'd only begun the process; 58% said a plan was well developed but still had a long way to go; and only 15.5% said their European strategy was completely implemented. The remaining 2.5% didn't respond.

Assessing those strategies, 46% said their approach needs improving, 45% said it's quite good and just 9% described their current efforts as excellent.

Respondents describing their strategies as good were involved in luxury items, cars, services and video/stereo equipment. Sixty-seven percent of food and confectionery companies chose the lowest success rating, saying their strategies "need improving."

Since some of Europe's strongest companies—such as Groupe BSN, Nestle and Grand Metropolitan—have recently gone through a growth period by acquisition, it's to be expected that they're late in getting things centralized, he said.

"Nestle has many brands, drinks for example, that are marketed by 'tacticians,' but its confectionery brands are really 'beginners,' " he said.

Explaining why U.S. companies could be successful in marketing Euro-brands, Mr. Sharp said, "Take Kraft products, Procter products or some of the soft drinks. These are companies that have been marketing their products as global products of American origin for years and years. They began treating the world as a global market before it occurred to anyone else . . . They also tended to treat Europe as a European market before European companies did."

Regarding ad agency relationships, 48% of respondents said they work with an international network agency and 17% said they use agencies affiliated with international groups. The rest work with local shops. □

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Publisher Springer rebuilds flagship paper

By Kevin Cote

BERLIN—Slumping German publisher Axel Springer Verlag is working hard to rejuvenate its prestigious national daily *Die Welt* and revitalize other publications in Europe.

On the heels of deep corporate cost-cutting measures, the publisher will try to boost *Die Welt's* falling circulation by redesigning and editorially revamping the publication. Circulation fell 5.9% in one year, to 212,436 at the end of March.

Springer is taking drastic measures to restore corporate earnings after failing to pay shareholders a dividend last year, the first time in the company's 46-year history. After-tax profits in the first half of 1991 plummeted by 58% to $15 million from $36 million in the first six months of 1990.

The company lost $42 million in its failed *Claro* daily tabloid venture in Spain. The paper published for four months before Springer closed it down last August. Springer has also suffered from increased competition in eastern Germany since the Berlin Wall fell in 1989.

"*Die Welt* needs to modernize," said Runhild Reinecke-Hipp, media director at TBWA, Frankfurt. "More investment is needed in editorial, design and print quality to attract the readers."

Springer executives say *Die Welt* won't be a German version of Gannett Co.'s *USA Today*, as widely speculated, but will borrow some design elements of contemporary newspapers.

"We're not going to reinvent the newspaper," the company said.

Various formulas for *Die Welt* have been discussed, and the primary changes will be visual, a company executive said.

McCann-Erickson, Hamburg, which handles advertising for at least one other Springer paper, has been invited to pitch for *Die Welt's* relaunch, an agency executive said. The paper currently has no agency of record.

GLOBAL MEDIA WORKS

Springer's preoccupation with *Die Welt* follows a recommendation from Munich-based consultancy Roland Berger & Partner to cut costs and restructure. Springer's board is wiping out 1,400 jobs, reducing employees 10% to 12,620 by the end of 1993. That reportedly will save nearly $100 million a year.

Despite the problems, Springer remains active and is even expanding in Europe. The publisher is redesigning and revising the editorial concept of its Austrian daily *Tiroler Tageszeitung* to include more local reporting from western Austria. In addition, Springer is seeking partners in Portugal, Greece and Denmark for its *Auto Bild* automotive newspaper.

Success in foreign markets will become more important now that Springer's *Bild* national downmarket tabloid is also under siege in Germany. With a daily circulation of 4.45 million, *Bild* remains the nation's largest newspaper, though circulation is down 11% from last year and German reunification has radically altered its competitive situation.

Opportunities in Germany's eastern states put large German magazine publishers Burda and Gruner & Jahr into the newspaper business, and they're squeezing the Springer daily press empire in Berlin.

The splashy *Super* tabloid, launched last year in eastern Germany as a joint venture between Burda and Rupert Murdoch's News International, is estimated to be selling 400,000 copies daily. On May 4, *Super* introduced a Berlin edition, directly competing with Springer's Berlin tabloid *B.Z. B.Z.'s* daily circulation is already down 8% from last year to 337,469.

And Gruner & Jahr's *Berliner Zeitung*, a midmarket daily formerly published only in East Berlin, is selling 274,179 copies daily throughout the united city. That's contributed to the circulation loss of 5% at *Berliner Morgenpost*, another Springer paper in Berlin selling at 222,434 copies daily. □

European theaters just the ticket for ads

By Janice Kelly

Although the number of theaters has decreased throughout Europe, cinema ad spending has increased, Carat says.

As of last year, there were 26,321 movie screens in Europe, a 48% decline from 1960. Of the total screens, 73.4% accepted advertising, the Paris-based media planning and buying specialist reported.

However, the size of the cinema ad market last year was estimated by Carat at $459 million, up 7% from a year earlier. By 1993, cinema ad spending will reach $550 million, Carat predicted, based on buying analyses.

"Cinema advertising may not draw a mass market like television, but it does deliver a captive audience and therefore has much greater levels of impact and awareness than other media," said Christopher Biggs, London-based Carat communication manager.

The force behind the increase in ad spending was the arrival of multiplex cinemas in the mid-1980s.

"Multiplex cinemas have had an effect in re-establishing the cinema as an 'entertainment experience,' where young groups can go to the cinema to have a meal or go bowling without leaving the venue," said the Cinema Advertising Association, a trade group that promotes, monitors and maintains standards of cinema ads.

Cinema advertising in the U.K. totaled $58 million last year, up 3.2% from 1990, Carat reported.

In Spain, cinema ad revenue was $76.6 million, up 33.4%, due in part to the country's fast-paced economic growth. By contrast, Belgium's cinema ad revenue took a 23.2% nose dive to $11.9 million last year.

Mr. Biggs cited the influx of cable in the country. "Over 95% of households have cable, giving them access to 25 channels," he said.

Among the 16 main European cinema markets, Germany had the highest total with $158.5 million in ad spending. That represented a 5.2% increase from a year earlier.

Cinema advertising, typically featuring soft drinks, jeans, alcohol and car ads, makes up 1.3% of the European advertising market, Carat said. □

Will 'Asia, Inc.' click?

Why new business title thinks it will beat the odds

By Andrew Geddes

HONG KONG—Asia's newest business magazine, *Asia, Inc.*, faces an uphill battle to establish itself in a crowded, competitive market.

In the past two years alone, two other pan-Asian business magazines, *Billion* and *Far East Business*, have folded, citing cost overruns and the difficulty in developing a subscriber base. Existing international and regional English-language titles, such as *Newsweek International, Far Eastern Economic Review, Time* and *Asia Week*, already have well-established readerships.

But *Asia, Inc.* Managing Director and Publisher Peter Kennedy said the English-language monthly launching in July will succeed.

"We can keep our costs down," he said, refusing to disclose how much money is being spent on the magazine. He noted publisher Manager International owns the printing facilities in Thailand where the magazine will be printed and has an extensive in-house telemarketing operation.

Asia, Inc. will develop its base by mailing three free issues to 100,000 potential subscribers, most of whom are in Hong Kong and Singapore. Rate for a color page is $7,000, based on 40,000 circulation. Cover price is $4.50.

"We don't want to take readership from anybody. I think we will find a lot of readers who have not been in the marketplace, who see the current crop of magazines as too boring, too dull," Mr. Kennedy said.

Asia, Inc. has entered a market crowded with competitors.

"I think in the future there is no question we will be looking to employ an ad agency," he said. "They will advise us on communications strategies."

For now, *Asia, Inc.* has a modest promotional budget with most funds directed at trade promotions in publishing industry magazines, he said.

Mr. Kennedy has held discussions with publishers outside Asia about offering advertisers cross-media deals.

"You have to form alliances. It is possible that some magazines we compete with in some markets, we will cooperate with in others," he said. No such deals will be concluded until next year, he added.

"Our priority is to develop our readership franchise, not our advertising franchise," Mr. Kennedy said.

Still, *Asia, Inc.* will have to prove itself if it's to secure a share of regional ad budgets.

"I find it hard to see where it will fill a gap," said Maggie Choi, Backer Spielvogel Bates Worldwide media director.

"We welcome the launch of new titles, but we're telling our clients to wait and read the issue before committing," she said. "It's not a market where we don't have choices."

Asia, Inc. is the latest in a string of investments by Bangkok-based Manager International, controlled by Sondhi Limthongkul, Manager's editor in chief and publisher.

Last year, Manager, which also has three Thai-language publications and two other English-language magazines, spent $4 million to $5 million to buy every-other-weekly *Buzz* in Los Angeles. □

News briefs on print, electronic and alternative media.

Vanity Fair has identity crisis. Jonathan Newhouse, Paris-based chairman of Conde Nast International, blasted the U.K.'s Periodical Publishers Association this month for disqualifying the British edition of *Vanity Fair* from the association's annual awards, claiming the magazine is really American. Mr. Newhouse told an audience at the association's 1992 conference in London May 5 that the year-old British edition, which carries the same editorial as U.S. *Vanity Fair*, has a U.K. circulation of 63,000 and has run nearly 500 U.K. ad pages.

"It is published by a British company, printed and distributed in the U.K., marketed to British advertisers and edited by an international staff headed by Tina Brown," Mr. Newhouse said. "Because [Editor Tina Brown's] desk is physically located in New York, for the PPA that outweighed other factors."

Association rules forced the exclusion of *Vanity Fair*, said Neil McRae, association chairman and managing director of *Reader's Digest* in the U.K.

Buyers tune in U.K. channel. An ever-changing group of media entrepreneurs are preparing bids, due July 7 to the Independent Television Commission, for the U.K.'s fifth terrestrial TV channel. Several consortiums already exist, but possible mergers are being mentioned to avoid a costly bidding war.

Among those planning to bid are Time Warner, Canadian media owner Conrad Black and his U.K. Daily Telegraph Group and TV presenter David Frost. Start-up costs for Channel 5, due to go on air by 1995, are estimated at $360 million. □

Publishers optimistic as ad pages increase

Large magazines benefit most from the turnaround

By Scott Donaton

The minus signs are slowly turning to pluses for magazine publishers.

MEDIA WORKS

April ad pages hit 14,871.6, up 3.1% from last year, according to Publishers Information Bureau. The gain left year-to-date pages at 50,708.7, down just 1% from the same period in 1991.

If the trend continues, 1992 will be an up year for an industry that earlier predicted flat performance at best.

The rebound continues to be led by the larger magazines that had been hardest hit by the downturn. Sixteen of the top 20 magazines saw ad page gains through April, while just 49 of the top 100 could make the same claim.

Although ad revenues are considered a less accurate reflection of a magazine's health, those figures too are strong. Revenues rose 10.9% to $642 million in April, the first double-digit revenue increase since December 1989. For the first four months, revenues totaled $2.1 billion, a 4.2% gain.

While several publishers said they're encouraged by the gains, they pointed out that 1991 was extremely soft and they're still a long way from pre-recession levels.

But monthly magazine publishers said the positive signs are continuing into the third quarter, yet another sign a real recovery is under way.

"Our second quarter was up, [and] it looks like the third quarter will be up also," said *Glamour* Publisher Jack Kliger. "Anyone who thinks it's going to go back to the way it was 10 years ago is crazy."

Magazines registering gains spanned a variety of categories; among those still in a slump, women's monthlies dominate the list.

On the strength of a 100th anniversary April issue that carried 380 ad pages—a gain of 64.2% over the same issue last year—*Vogue* was up 2.4% through April with 906.3 ad pages.

But for most others in the fashion, beauty and service fields, the road is downhill.

Cosmopolitan, Good Housekeeping, Elle, Glamour, Parents, Ladies' Home Journal, Better Homes & Gardens, Mademoiselle, Redbook, Seventeen, Harper's Bazaar, Self, Mirabella, New Woman, Working Woman, HG, Working Mother, Lear's and *Victoria* all saw ad pages drop for the first four months.

On the plus side were *Family Circle, Woman's Day, Country Living, McCall's, Parenting, Shape, House Beautiful* and *Child*.

One reason for the continued slump is weakness in the toiletries and cosmetics category, where ad revenues fell 5% through April to $191.7 million.

Another weak category is automotive enthusiast magazines, one of the few bright spots during most of the recession.

Car & Driver carried 350.4 pages through April, a 13.3% decline; *Road & Track's* 313.9 pages were down 7.8%; *Automobile's* 250.6 pages marked a 2.7% drop; and *Motor Trend's* 240.3 pages fell 13.4%.

Ironically, the automotive category is one of the strongest performers for magazines this year. Automotive ad revenues were up 9.2% to $320.7 million through April, according to PIB.

Magazines targeting blacks are among the categories showing gains this year. *Black Enterprise* saw its pages rise 19.7% to 306.4 through April. *Essence* carried 236.7 pages for the period, up 3.2%, while *Jet* was flat with 335.5 pages, a 0.3% increase. □

Top 10 magazine ad categories by revenue

Category	1992 revenue	% chg	1992 pages	% chg
Automotive*	$320,684,385	9.16	5,577.9	5.65
Direct response cos.	$202,462,540	2.47	6,326.7	-2.11
Toiletries	$191,745,601	-4.96	3,837.8	-9.08
Apparel**	$152,584,271	7.84	5,127.8	-2.80
Food	$148,598,015	1.06	2,116.9	-12.11
Business & consumer svcs.	$147,347,514	24.80	4,018.6	18.79
Travel, hotels & resorts	$139,365,438	7.35	4,124.8	-0.93
Computers & office equip.	$95,253,999	18.39	1,847.3	6.69
Drugs	$69,435,005	34.29	1,305.7	18.47
Cigarettes & tobacco	$66,301,455	-28.12	1,015.4	-30.08

Revenue and page figures are from January April 1992. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

Magazine ad page leaders

Publishers Information Bureau figures for January through April 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Bride's & Your New Home	1,270.21	1.5	24,077,209	4.1
2	Business Week	1,065.15	12.0	63,633,546	12.9
3	Modern Bride	1,041.81	3.4	18,546,498	11.9
4	Forbes	977.92	6.3	45,350,265	9.1
5	Vogue	906.26	2.4	37,565,444	5.4
6	The Economist	887.33	20.7	9,785,847	42.4
7	People	865.07	-9.8	95,349,828	-4.3
8	TV Guide	804.52	-3.3	89,717,049	-8.5
9	Fortune	728.16	3.3	39,325,683	8.1
10	Entrepreneur	727.98	3.5	8,972,296	19.0
11	Sports Illustrated	699.87	3.5	96,809,532	6.1
12	Golf World	691.99	12.2	6,482,883	21.4
13	New York Magazine	676.10	1.4	12,150,861	8.0
14	Bridal Guide	633.30	12.7	6,270,254	58.3
15	Time	619.56	-5.6	101,786,904	3.9
16	Newsweek	598.24	13.0	72,003,141	14.6
17	Cosmopolitan	587.17	-5.7	40,614,418	1.3
18	U.S. News & World Report	565.25	9.3	51,183,236	18.3
19	The New Yorker	535.79	8.7	15,665,583	11.2
20	Family Circle	528.42	2.6	48,613,874	10.1
21	American Way	527.42	13.2	7,689,546	9.2
22	Yachting	515.67	10.2	3,561,453	18.1
23	Good Housekeeping	510.19	-3.2	55,604,122	2.2
24	Elle	490.06	-11.5	17,159,264	-4.7
25	Golf Digest	486.47	21.3	28,312,280	19.9
26	Muscle & Fitness	475.90	-0.7	9,064,444	3.9
27	Glamour	469.75	-17.3	27,039,060	-11.2
28	Rolling Stone	460.99	-5.2	19,967,720	3.2
29	Woman's Day	451.60	46.8	36,727,102	56.2
30	Golf Magazine	445.96	-4.1	16,432,924	-0.3
31	Parents	431.85	-3.0	20,224,558	2.5
32	Vanity Fair	424.42	12.8	17,313,523	34.2
33	Ladies' Home Journal	421.89	-15.2	33,994,385	-10.0
34	Popular Photography	420.52	-0.5	10,601,765	10.0
35	Texas Monthly	411.40	-0.9	5,184,107	10.2
36	Skin Diver	410.83	-13.6	4,466,640	-7.9
37	Southern Living	409.49	0.6	24,049,480	12.8
38	Better Homes & Gardens	406.65	-2.0	53,206,493	6.6
39	Architectural Digest	402.01	1.9	11,448,330	5.1
40	Sunset	401.37	-15.8	15,597,578	8.4
41	GQ	398.85	-19.9	12,402,002	-5.8
42	W Magazine	397.75	-2.8	10,738,331	8.5
43	Financial World	385.58	78.0	9,707,017	91.5
44	Money	378.50	0.2	26,013,950	2.3
45	Salt Water Sportsman	378.24	-0.7	2,596,680	-5.3
46	Travel & Leisure	354.80	-19.6	17,596,652	-4.4
47	Car & Driver	350.38	-13.3	15,796,571	-0.5
48	Mademoiselle	342.60	-14.0	13,310,917	-3.4
49	Country Living	341.28	10.6	15,705,374	17.4
50	McCall's	339.80	1.6	26,555,729	0.1
51	Redbook	335.50	-6.7	20,070,787	-17.3
52	Jet	335.46	0.3	6,030,802	2.5
53	Gourmet	334.38	-3.4	10,204,230	-3.0
54	Conde Nast Traveler	329.26	7.8	9,929,609	10.0
55	Inc.	323.30	16.6	13,503,976	8.1
56	Road & Track	313.94	-7.8	10,293,362	2.4
57	Seventeen	306.66	-10.0	10,389,626	-9.2
58	Black Enterprise	306.37	19.7	4,931,845	32.6
59	Ebony	303.37	-6.0	11,670,232	-4.9
60	Outside Magazine	302.70	12.0	6,950,896	35.6
61	Harper's Bazaar	301.14	-20.1	9,092,110	-16.3
62	Parenting	294.88	22.8	7,844,322	42.5
63	Bicycling	288.76	-15.3	5,150,729	-1.3
64	Self	285.06	-4.5	12,185,670	-1.2
65	Delta Sky	283.31	9.9	8,648,395	17.2
66	Ski	282.97	-6.2	6,064,852	2.1
67	Parade*	280.89	11.3	147,770,102	13.9
68	Esquire	279.52	3.6	9,915,433	17.3
69	Bassmaster	275.61	-11.3	5,925,131	-7.3
70	Reader's Digest	273.76	-6.7	34,132,184	9.8
71	Bon Appetit	269.16	-12.4	9,536,749	-1.0
72	Skiing	267.99	16.7	5,580,164	19.0
73	Four Wheeler	265.83	-10.0	2,178,103	-19.7
74	Mirabella	264.83	-18.0	7,735,886	23.1
75	San Francisco Focus	260.12	0.4	1,848,949	3.3
76	Shape Magazine	259.36	21.3	4,754,984	27.2
77	Metropolitan Home	258.36	-10.0	9,575,479	-7.5
78	USA Weekend*	252.14	18.4	56,808,427	39.7
79	Sports Afield	250.78	-6.9	5,217,102	-4.5
80	Automobile Magazine	250.60	-2.7	6,972,818	3.8
81	Entertainment Weekly	248.15	2.7	7,745,187	41.3
82	Field & Stream	246.70	-7.1	10,930,475	-10.8
83	Omni	241.42	5.2	6,454,675	5.1
84	Smithsonian	241.06	-17.3	11,540,365	-9.1
85	Motor Trend	240.27	-13.4	10,647,680	0.3
86	Essence	236.70	3.2	7,661,197	19.9
87	Penthouse	236.33	2.4	9,422,413	2.1
88	Tennis	234.85	3.5	8,277,926	7.6
89	House Beautiful	230.80	2.6	9,052,528	0.5
90	Kiplinger's Personal Finance	230.54	19.6	6,706,217	20.5
91	Compute	229.23	-17.8	1,998,482	-18.3
92	New Woman	226.81	-12.1	6,142,376	-15.0
93	Working Women	226.72	-19.8	8,026,087	-11.8
94	Northwest Air World Traveler	226.33	38.4	4,361,437	4.7
95	Outdoor Life	225.94	-13.8	7,368,020	-14.8
96	HG	224.96	-22.5	6,663,301	-14.2
97	Yankee	222.88	-4.4	2,371,797	-25.3
98	Popular Science	212.65	-0.4	7,828,942	15.7
99	Premiere	211.49	-8.1	4,439,208	-2.1
100	Popular Mechanics	210.36	-11.3	8,688,308	2.6

Percent change compares January April in 1992 with 1991. *National Sunday magazine tracked separately by PIB. Source: Publishers Information Bureau

Army base for media service

First concerted national sales effort for military guides

By Bradley Johnson

Targeted Media Services boasts a new base rate for military publications.

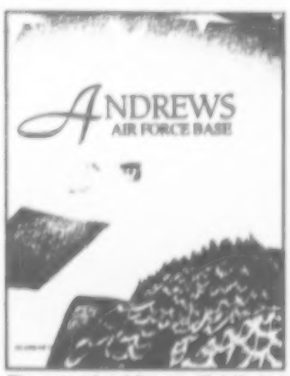
The new media service will sell national ad space in the official annual guides distributed on major military bases in the U.S.

Targeted Media claims to offer the only national advertising authorized and distributed by the military.

The Alexandria, Va.-based company was started this year by Michael Martella, president of Marcoa Publishing, which produces guides for 145 of the 175 major active-duty military installations in the U.S.

The annual guidebooks—including a phone book, Yellow Pages directory and detailed information about the base—are distributed to new arrivals and base residents. The military provides editorial. Publisher contracts run up to six years.

Marcoa last year bought its major competitor, Blake Publishing Co., from Southwestern Bell Corp. Smaller companies publish the remaining guides.



The annual guides are distributed on 175 military bases.

Targeted Media has contracts with most of those publishers to handle national ad sales, Mr. Martella said.

The company will charge $373,500 for a b&w or color page ad in all books, based on distribution of 1.5 million and a cost per thousand of $249.

U.S. military cutbacks are expected to reduce the number of military personnel worldwide 25% by late in the decade. However, the military's employment will remain flat or increase in the U.S., where Targeted Media sells ads, Mr. Martella said.

National advertisers can also reach the U.S. military through a host of independent publications. Army Times Publishing Co. publishes three weekly newspapers, *Army Times, Air Force Times* and *Navy Times*; other companies offer network buys for local weekly base papers.

The annual guidebooks get good readership because military personnel move so frequently and rely on the guides to orient themselves in their new homes, Mr. Martella said. □

Joe Mandese coordinates MediaWorks.

CONSUMER MAGAZINE AD LINAGE

	April 1992	April 1991	Year-to-date 1992	Year-to-date 1991
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	133.5	162.0	493.8	468.6
Automobile Magazine C.	84.1	88.8	250.6	257.6
Car & Driver C.	108.2	131.9	350.4	404.2
Car Collector & Car Classics	43.0	17.0	128.0	79.0
Car Craft	71.1	63.2	197.6	208.2
Circle Track	93.6	76.7	356.6	332.2
Cycle World	89.2	45.7	239.6	161.2
Dirt Rider	57.3	45.9	177.5	151.3
Dune Buggies & Hot VWs	74.7	63.0	310.3	265.3
Easyriders	46.2	45.6	162.7	157.4
Family Motor Coaching	160.5	159.3	598.6	660.6
Four Wheeler C.	72.7	79.0	265.8	295.2
Hot Rod C.	63.3	67.4	193.8	226.5
Motorcyclist	67.3	63.8	173.8	169.7
Motor Trend C.	69.8	71.8	240.3	277.5
Motorhome	77.8	81.6	278.4	321.6
Petersen's 4 Wheel	71.6	77.5	242.5	247.6
Rider	61.1	52.5	158.2	93.2
Road & Track C.	108.1	99.0	313.9	340.6
Trailer Life	82.7	82.6	280.2	318.2
Total Group	**1,635.8**	**1,574.2**	**5,512.5**	**5,435.7**
% change	**3.9%**		**1.4%**	
■ Boating & yachting				
Boating	141.4	99.7	538.5	408.2
Chesapeake Bay	34.5	33.7	108.8	112.4
Cruising World	110.2	136.7	345.4	431.8
Lakeland Boating (11X)	81.1	75.5	271.7	271.0
Motor Boating & Sailing	137.6	117.4	342.1	393.3
Sail	141.0	112.6	457.5	415.0
Sailing World	57.0	70.5	156.3	211.9
Trailer Boats (11X)	70.7	54.8	249.8	231.7
Yachting C.	118.6	102.6	515.7	468.0
Total Group	**892.1**	**803.5**	**2,985.7**	**2,943.3**
% change	**11.0%**		**1.4%**	
■ Civic/fraternal				
Elk (10X)	15.2	14.2	68.9	63.3
Kiwanis (10X)	19.3	16.8	73.0	68.2
Lion (10X)	5.8	12.7	18.2	29.7
Rotarian	14.0	15.2	64.6	70.4
V.F.W. (11X)	27.0	28.6	100.6	111.7
Total Group	**81.3**	**87.5**	**325.3**	**343.3**
% change	**-7.1%**		**-5.2%**	
■ General				
American Health (10X) C.	33.0	26.8	151.0	88.5
American Heritage (8X) C.	34.6	67.8	71.6	123.5
American Legion	32.3	33.1	142.3	141.6
Archaeology (6X)	—	—	53.9	65.4
Art & Antiques (10X) C.	33.8	59.3	161.0	250.6
ARTnews (10X)	60.8	98.2	264.8	358.5
The Atlantic C.	52.1	45.8	209.1	195.5
Bon Appetit C.	74.3	82.3	269.2	307.3
Buena Salud	23.2	35.5	78.4	108.5
Cable Guide & TV Time C.	25.3	27.0	99.2	105.5
Caribbean Travel & Life (6X) A.	—	—	112.7	102.0
Conde Nast Traveler C.	95.4	82.5	329.3	305.4
Consumers Digest (6X) C.	—	—	57.7	47.9
Cooking Light (7X) C.	—	—	117.8	125.2
Country America (10X) C.	38.5	38.9	152.8	139.4
Departures N. America (6X)	40.8	57.1	82.1	136.9
Ebony C.	68.6	71.4	303.4	322.8
Endless Vacation (8X) C.	29.0	19.9	111.9	82.0
European Travel & Life (10X) C.	39.5	34.7	122.7	165.5
Food & Wine C.	47.8	41.3	176.1	174.9
Golden Years (6X)	—	—	68.4	64.1
Gourmet C.	114.5	102.0	334.4	346.2
Harper's Magazine C.	28.6	34.8	116.5	125.7
Islands (6X) C.	—	—	149.2	145.4
Kiplingers Personal Finance C.	65.4	47.1	230.5	192.8
Let's Live	44.0	40.0	159.0	177.0
Life C.	36.4	37.5	147.2	156.3
Longevity C.	44.3	41.7	200.6	166.7
Mature Outlook (6X) C.	—	—	84.9	84.3
Modern Maturity (6X) C.	31.5	32.0	68.8	69.0
Money C.	111.2	97.5	378.5	377.6
National Geographic C.	18.1	37.7	73.2	98.3
National Geographic Traveler (6X) C.	—	—	107.8	98.3
Natural History C.	27.4	37.3	113.8	140.3
New Choices (10X) C.	31.9	26.1	92.5	104.0
Prevention C.	50.8	35.5	176.3	157.0
Reader's Digest C.	81.6	83.8	273.8	293.4
Sat. Evening Post (9X) C.	—	31.2	70.9	104.1
Smithsonian C.	66.9	83.8	241.1	291.6
Town & Country C.	63.6	87.9	203.7	292.5
Travel-Holiday (10X) C.	51.3	53.7	180.4	176.7
Travel & Leisure C.	103.8	118.3	354.8	442.4
Travelhost	110.8	113.0	467.7	470.5
US Magazine C.	32.0	44.1	108.2	131.4
Utne Reader (6X)	—	—	117.0	93.8
Vanity Fair C.	154.8	140.6	424.4	376.3
The Walking Mag. (6X) C.	46.6	39.8	70.1	68.6
Yankee C.	61.3	66.7	222.9	233.1
Total Group	**2,105.5**	**2,253.2**	**8,303.5**	**8,824.2**
% change	**-6.6%**		**-5.9%**	
■ Home				
Architectural Digest C.	126.5	113.1	402.0	394.7
Better Homes & Gardens C.	127.9	119.8	406.7	415.0
Colonial Homes (6X) C.	52.7	62.7	93.4	96.8
Columbus Monthly-Homes (4X)	20.2	18.5	35.5	39.1
Country Home (6X) C.	80.9	69.5	124.0	109.6
Country Life (6X)	—	—	72.8	109.8
Country Living C.	124.8	85.6	341.3	308.6
Decorating Remodeling (8X) C.	49.6	51.9	94.9	96.3
Family Handyman (10X) C.	46.6	52.1	153.2	176.2
Flower & Garden (6X)	—	—	78.5	59.7
HG C.	71.3	97.2	225.0	290.4
Home C.	78.1	54.0	201.1	198.1
Home Mechanix (10X) C.	42.1	57.7	104.2	124.4
Horticulture (10X)	54.3	60.0	191.0	188.5
House Beautiful C.	68.7	65.9	230.8	225.0
Metropolis (10X)	40.2	39.6	137.7	149.4
Metropolitan Home C.	91.0	115.2	258.4	287.0
Midwest Living (6X) C.	115.0	93.3	173.9	143.9
Organic Gardening (9X) C.	44.3	54.0	183.1	208.0
Phoenix Home/Garden	47.8	46.0	222.5	207.6
Practical Home-owner (9X) C.	58.3	49.2	58.3	193.7
San Diego Home/Garden	55.9	70.9	202.3	241.9
Southern Accents (10X) C.	52.0	48.9	143.7	137.8
Southern Living C.	129.1	136.5	409.5	406.9
Sunset Magazine C.	115.7	150.4	401.4	476.7
Traditional Home (6X) C.	—	29.7	62.5	48.0
Workbench (6X)	—	—	83.8	93.3
Total Group	**1,693.0**	**1,741.8**	**5,091.3**	**5,426.3**
% change	**-2.8%**		**-6.2%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	95.2	73.4
Alaska Airlines	42.2	50.1	177.5	205.8
America West Airlines	52.2	58.3	211.0	268.0
American Way (24X) C.	140.7	115.7	527.4	465.8
Delta Sky C.	79.5	64.8	283.3	257.8
Northwest Air World Traveler C.	58.7	41.3	226.3	163.5
Spirit of Aloha	39.5	31.4	143.4	171.3
TWA Ambassador A.	44.1	39.0	153.6	143.4
United Vis 'A Vis	80.9	61.8	264.9	271.0
US Air Magazine	79.7	62.9	286.2	259.3
Total Group	**617.5**	**525.3**	**2,368.9**	**2,279.3**
% change	**17.6%**		**3.9%**	
■ Men's				
Details	43.5	35.2	135.4	98.2
Esquire C.	90.9	76.7	279.5	269.9
Firehouse Magazine	48.2	33.1	155.3	147.7
Gentlemen's Quarterly C.	126.6	141.9	398.9	497.8
M Magazine C.	40.6	44.2	192.3	196.7
Men's Fitness	41.7	31.3	153.5	129.9
Men's Health (6X)	—	—	42.0	48.7
Muscle & Fitness C.	121.7	125.7	475.9	479.3
Penthouse C.	55.5	52.9	236.3	230.8
Playboy C.	50.9	57.3	186.8	230.1
Popular Mechanics C.	76.0	80.0	210.4	237.3
Total Group	**695.6**	**678.1**	**2,466.2**	**2,566.3**
% change	**2.6%**		**-3.9%**	
■ Metropolitan				
Aloha (6X)	—	—	63.8	73.0
Annapolitan (10X) A.	33.1	39.3	97.9	175.5
Atlanta	65.6	66.4	221.8	250.6
Baltimore	43.2	62.9	136.7	181.6
Boston	71.5	78.5	264.6	295.4
Chicago	79.0	76.7	245.5	271.7
Chicago's North Shore	87.0	72.7	299.2	291.5
Cincinnati	48.9	40.6	135.1	134.2
Cleveland	91.0	65.2	232.4	155.9
Columbus Monthly	49.3	50.3	146.0	163.9
Connecticut	57.8	58.9	224.8	222.1
D/Magazine	46.3	52.4	164.0	186.0
Detroit Monthly	64.9	50.7	216.9	173.5
Diablo	73.7	54.3	219.6	210.1
Grand Rapids	22.7	22.3	68.0	89.9
Honolulu	38.9	47.1	142.5	174.2
Houston Metropolitan Mag.	69.7	107.3	246.4	273.8
L.A. Style	42.8	94.8	106.4	284.4
Los Angeles	90.0	86.1	312.8	334.9
Louisiana Life (6X)	20.6	31.5	41.3	54.1
Louisville	85.7	106.9	171.7	199.7
Madison	56.0	36.0	160.0	127.0
Memphis	37.5	57.3	132.7	185.7
Mid Atlantic Country	82.2	74.2	212.5	201.2
Milwaukee	36.8	53.2	199.7	266.3
Minneapolis/St. Paul	106.2	77.9	373.1	327.8
Minnesota Monthly Mag.	73.1	57.4	233.9	196.6
New Jersey Monthly	54.5	41.1	195.2	170.8
New Mexico	43.8	38.8	188.3	182.5
Ohio	38.1	36.8	144.0	155.8
Orlando	49.3	103.9	216.4	372.9
Pacific Northwest (9X) A.	43.1	36.3	136.8	116.3
Palm Springs Life	82.2	92.8	544.0	549.8
Philadelphia	95.5	117.8	331.1	409.1
Phoenix	36.3	29.1	141.1	114.6
Pittsburgh	62.5	63.2	230.5	246.5
Rhode Island Monthly	32.6	34.2	125.7	153.7
Sacramento Magazine	31.3	49.0	158.0	202.7
San Diego	84.5	95.4	301.5	359.2
San Francisco Focus C.	74.2	73.9	260.1	259.0
Sarasota (10X)	80.6	55.5	310.5	299.5
South Florida Magazine	55.8	54.6	219.8	218.8
St. Louis	26.7	35.3	108.2	139.3
Texas Monthly C.	124.1	117.4	411.4	415.2
The Washingtonian	85.6	96.4	306.2	375.8
Total Group	**2,674.3**	**2,802.4**	**9,396.1**	**10,242.1**
% change	**-4.6%**		**-8.2%**	
■ Music/entertainment				
Audio	56.0	72.1	265.2	297.6
Dance Magazine	60.9	57.3	253.4	253.7
Entertainment Weekly (52X) C.	70.2	56.1	248.2	241.6
Playbill	38.4	42.3	144.6	150.5
Premiere C.	84.4	75.2	211.5	230.2
Rolling Stone (25X) C.	175.6	186.9	461.0	486.0
Spin C.	67.6	57.4	181.7	162.2
Video Magazine	58.5	63.2	281.5	266.1
Total Group	**611.5**	**610.3**	**2,047.0**	**2,087.9**
% change	**0.2%**		**-2.0%**	
■ Outdoor & sport				
Alaska	41.8	46.5	164.0	187.6
The American Handgunner (6X)	—	—	132.0	103.0
American Hunter	19.2	12.3	65.2	59.8
American Rifleman	20.0	20.1	76.2	78.9
Audubon (6X) C.	—	—	73.1	89.7
Backpacker (8X) C.	66.0	53.8	88.6	76.0
B.A.S.S. Times	28.1	14.6	89.3	65.0
Bassmaster (10X) C.	75.7	52.5	275.6	310.8
Bicycling (10X) C.	110.8	138.2	288.8	341.0
Ducks Unlimited (6X)	—	—	47.0	54.9
Field & Stream C.	76.3	71.1	246.7	265.5
Fishing World (6X)	—	—	78.4	71.2
Flex	91.3	82.5	365.8	293.7
Florida Sportsman	120.3	121.4	476.7	487.0
Golf Digest C.	147.2	118.5	486.5	401.2
Golf Magazine C.	103.7	97.3	446.0	464.9
Guns	47.0	31.0	173.0	139.0
Guns & Ammo	39.3	38.8	151.3	139.4
In-Fisherman (7X)	72.0	75.5	280.0	263.0
Outdoor Life C.	63.8	77.9	225.9	262.2
Outside Magazine C.	104.4	102.4	302.7	270.2
Petersen's Hunting	37.8	37.2	137.2	141.0
Runner's World C.	61.0	54.9	198.9	198.8
Salt Water Sportsman C.	87.1	78.2	378.2	380.8
Shooting Times	36.9	23.8	137.9	102.4
Sierra (6X) C.	—	—	81.0	86.0
Ski (8X) C.	36.3	53.0	283.0	301.6
Skiing (7X) C.	—	—	268.0	229.6
Skin Diver C.	111.2	131.3	410.8	475.3
Southern Outdoors (9X)	52.5	45.2	204.9	172.9
Southern/Western Links (6X)	46.2	39.7	162.8	112.4
Sport Magazine C.	24.7	28.9	98.7	133.3
Sports Afield C.	72.7	76.6	250.8	269.3
Surfing	56.7	59.7	189.5	222.4
Tennis C.	85.1	74.5	234.9	226.9
Volleyball A.	30.5	—	92.1	52.9
Waterski (10X)	76.4	60.8	253.5	244.0
Western Outdoors (9X)	28.2	24.0	103.9	98.3
Wind Surfing (8X)	65.5	65.7	144.4	117.4
Total Group	**2,135.6**	**2,007.6**	**8,163.1**	**8,058.5**
% change	**6.4%**		**1.3%**	
■ Photography				
American Photo (6X) C.	—	—	87.7	86.1
Outdoor Photographer (10X)	42.3	31.3	98.6	92.5
Petersen's Photographic	49.0	37.8	194.7	114.7
Popular Photography C.	110.6	106.9	420.5	422.7
Shutterbug	174.0	174.0	695.0	677.0
Total Group	**375.9**	**350.0**	**1,496,5**	**1,393.0**
% change	**7.4%**		**7.4%**	
■ Science/electronic/mech				
Compute C.	76.0	63.7	229.2	279.0
Discover A. C.	19.3	40.4	84.9	134.1
Home Office Computing C.	55.4	36.3	180.8	157.6
Omni C.	59.1	52.2	241.4	229.5
Popular Science C.	57.2	65.4	212.7	213.5
Scientific American C.	66.7	79.0	193.0	218.0
Spectrum C.	42.7	46.0	163.1	185.1
Total Group	**376.4**	**383.0**	**1,305.2**	**1,416.8**
% change	**-1.7%**		**-7.9%**	
■ Woman/fashion/service				
Allure C.	46.2	27.0	153.2	98.7
Bride's Magazine (6X) C.	427.2	443.7	1,270.2	1,251.5
Child (10X) C.	62.9	63.4	191.3	176.7
Cosmopolitan C.	200.6	180.4	587.2	622.7
Elegant Bride (6X)	309.2	120.7	642.3	359.6
Elle C.	166.4	158.7	490.1	553.6
Essence C.	67.4	64.8	236.7	229.4
Family Circle (17X) C.	170.8	167.7	528.4	515.2
Glamour C.	184.3	206.6	469.8	567.9
Good Housekeeping C.	138.3	146.3	510.2	526.9
Harper's Bazaar C.	84.7	98.2	301.1	376.9
Imagen	108.2	89.9	239.6	293.7
Ladies' Home Journal C.	116.4	138.8	421.9	497.5
Lear's C.	40.6	48.4	153.3	166.5
Mademoiselle C.	134.1	138.4	342.6	398.4
McCall's C.	93.5	80.2	339.8	334.4
Military Lifestyle A.	54.8	38.7	176.9	145.6
Mirabella C.	71.6	94.4	264.8	323.1
Modern Bride (6X) C.	388.5	380.6	1,041.8	1,007.9
New Woman C.	80.1	68.4	226.8	258.1
Parenting C.	108.3	77.5	294.9	240.1
Parents Magazine C.	141.5	121.9	431.9	445.3
Redbook C.	86.5	101.0	335.5	359.5
Sassy C.	39.3	39.1	151.1	132.1
Self C.	100.3	98.7	285.1	298.4
Seventeen C.	100.2	105.3	306.7	340.7
Shape C.	74.9	62.7	259.4	213.8
Soap Opera Digest (26X) C.	31.7	35.8	145.4	143.5
Teen Magazine	49.6	44.5	170.5	162.0
True Story C.	39.5	43.2	163.1	162.1
Victoria C.	40.1	51.1	147.1	173.5
Vogue C.	380.1	231.5	906.3	885.1
W Magazine (26X) C.	65.1	65.4	397.8	409.1
Weddings West (4X) A.	—	—	288.0	42.3
Weight Watchers C.	31.2	29.0	121.7	137.1
Woman's Day (15X) C.	169.0	104.6	451.6	307.6
Workbasket (6X)	—	—	73.3	55.2
Working Mother C.	60.8	60.3	191.4	224.3
Working Woman C.	63.0	68.9	226.7	282.9
YM-Young & Modern (10X)	50.4	43.7	140.9	133.5
Total Group	**4,557.2**	**4,139.5**	**14,076.0**	**13,852.3**
% change	**10.1%**		**1.6%**	
■ Youth				
Boys' Life C.	12.1	18.7	58.8	64.0
Campus Life (10X)	31.7	41.0	206.3	206.7
Total Group	**43.8**	**59.7**	**265.1**	**270.7**
% change	**-26.6%**		**-2.1%**	
■ Business/national				
Barron's	144.3	162.5	534.0	515.9
Black Enterprise C.	68.1	40.3	306.4	256.0
Business Week (52X) C.	337.7	316.7	1,065.2	951.0
Economist (52X) C.	215.5	194.4	887.3	735.3
Entrepreneur C.	175.4	168.0	728.0	703.6
Entrepreneurial Woman (7X) C.	36.2	38.7	111.5	123.6
Financial World (26X) C.	77.7	46.9	385.6	216.7
Forbes (26X) C.	292.8	270.6	977.9	920.1
Fortune (26X) C.	276.4	296.1	728.2	704.8
Frequent Flyer	28.3	34.8	108.8	144.1
Futures	34.5	50.2	143.3	160.4
Harvard Business Review (6X) C.	—	—	81.7	102.7
Inc. Magazine C.	92.9	75.4	323.3	272.7
Income Opportunities	67.2	65.4	249.3	304.2
Industry Week (23X)	71.9	78.2	243.2	270.4
Nation's Business C.	28.6	23.8	101.2	103.0
Success C.	38.3	31.1	110.4	142.9
Total Group	**1,985.7**	**1,893.1**	**7,085.2**	**6,627.3***
% change	**4.9%**		**6.9%**	
■ Business/regional				
Business Atlanta	30.3	48.2	116.0	120.2
Bus. First-Columbus (52X)	114.8	95.7	405.1	351.2
Bus. Jrnl.-Milwaukee (52X)	107.6	136.7	429.3	465.4
Bus. Jrnl.-Sacramento (52X)	72.8	97.6	280.7	304.2
Bus. North Carolina	26.0	34.7	97.3	117.3
Capital Dist. Bus. Review (52X)	82.9	111.0	293.4	296.2
Caribbean Business	115.5	86.9	342.0	339.5
Corporate Rpt. Minnesota	42.5	53.1	165.9	186.2
Crain's Chicago Bus. (52X)	124.5	150.7	399.8	389.4
Crain's Cleveland Bus. (52X)	58.3	101.0	219.1	245.9
Crain's Detroit Bus. (52X)	62.3	74.8	251.8	258.3
Crain's New York Bus. (52X)	73.0	89.0	253.0	226.0
Florida Trend (12X)	61.2	55.5	145.4	143.3
Georgia Trend	47.3	48.7	133.3	148.0
Grand Rapids Bus. Jrnl.	57.9	64.5	207.3	208.4
Hawaii Business	46.0	52.2	186.8	191.9
Houston Bus. Jrnl. (52X)	123.4	161.9	538.4	444.0
Indianapolis Bus. Jrnl. (52X)	116.7	160.8	445.5	469.0
Nashville Business & Lifestyle	16.2	21.1	51.8	80.8
New Orleans City Business (52X) A.	78.3	43.4	237.1	178.6
Pacific Bus. News (52X)	101.4	118.4	413.7	394.0
Philadelphia Bus. Jrnl (52X)	113.5	129.0	407.8	347.2
Providence Business News	54.8	70.5	222.4	244.0
Warfield's Business Record-Maryland (52X) B.	42.2	—	135.9	—
Total Group	**1,727.1**	**2,005.2**	**6,243.1**	**6,149.0**
% change	**-13.9%**		**1.5%**	
■ National Sunday mags				
Parade (52X) C.	64.8	55.8	280.9	252.4
USA Weekend (52X) C.	64.3	62.6	252.1	212.9
Vista Magazine (12X)	13.8	12.6	54.4	52.3
Total Group	**142.8**	**131.1**	**587.4**	**517.6**
% change	**8.9%**		**13.5%**	
■ Newspaper Sunday magazine				
Boston Globe	112.3	114.5	474.9	479.1
Chicago Tribune	97.3	156.2	455.0	375.3
Cleveland Plain Dealer	50.7	69.3	158.0	160.7
The Dallas Morning News	52.3	60.4	182.3	180.5
Detroit Free Press	21.0	66.0	84.0	156.0
L.A. Times C.	98.1	136.8	389.3	242.3
New York Times Mag. C.	243.9	287.6	921.2	967.3
Seattle Times	57.0	60.0	221.0	228.0
St. Louis Post Dispatch	84.3	102.8	281.5	310.0
Washington Post	64.4	88.7	265.7	323.9
Total Group	**881.3**	**1,142.3**	**3,432.9**	**3,423.1**
% change	**-22.8%**		**0.3%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	170.3	204.3	582.0	718.8
Army Times Military Group:				
Air Force Times (52X)	125.7	163.4	500.3	531.3
Army Times (52X)	124.9	155.5	491.7	519.9
Navy Times (52X)	136.1	166.7	534.3	561.8
Capper's (26X)	24.1	27.9	136.7	123.4
Commonweal (22X)	11.5	7.5	35.4	33.6
Golf World (41X) C.	214.0	188.4	692.0	616.5
Grit (52X)	24.0	31.2	125.4	151.0
Jet (52X) C.	88.5	77.0	335.5	334.5
National Journal (50X) C.	30.0	47.5	142.0	203.8
National Review (25X)	34.2	33.5	152.9	130.5
New Republic (48X)	41.1	47.0	161.6	160.1
New York Mag. (50X) C.	184.3	181.2	676.1	666.5
New Yorker C.	158.2	155.1	535.8	502.4
Newsweek (52X) C.	161.2	131.5	598.2	529.4
People (51X) C.	267.6	246.7	865.1	959.4
Sporting News (52X) C.	42.2	29.7	152.6	135.0
Sports Illustrated (52X) C.	187.2	193.7	699.9	676.3
Time (52X) C.	175.9	173.5	619.6	656.3
TV Guide (52X) C.	170.2	178.4	804.5	831.9
U.S. News & World Report (50X) C.	174.6	150.9	565.3	517.2
Total Group	**2,545.7**	**2,590.6**	**9,406.8**	**9,559.6**
% change	**-1.7%**		**-1.6%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

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NEWSPAPER

Advertising Age

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Ad Review: Seeing spring in Spike Lee's Nike spot on race relations. **P. 50.**

Letters: Readers support, oppose Dusenberry's pro-life work. **P. 20.**

Direct response: Billings top $4 billion; O&M Direct is No. 1. **P. 29.**

13.4%

Sears, automakers power TV upfront

But General Motors holds out for bigger discounts

By Joe Mandese

Sears, Nissan, Toyota and Chrysler made significant network TV deals at price increases of 4% to 6% last week, as the 1992-93 upfront market took off.

But in a development that could dampen the outlook, the nation's largest network TV advertiser, General Motors Corp., told the Big 3 it won't be making any upfront buys.

GM said it decided to bypass the advanced sales period for the new TV season because the automaker was unhappy with terms of last year's upfront deals.

Network executives speculated otherwise.

"It's no secret that there are internal battles going on over there," a network sales executive said in reference to recent management shake-ups at GM. "Nobody is sure which divisions will be spending what and who's in charge. This may be a way for them to mask their own internal problems by putting a strong statement on a weak position."

GM's reluctance wasn't matched by other automakers and retailers.

Sears, Roebuck & Co. committed about $60 million to all three networks, with about half of the amount going to CBS for a multi-

(Continued on Page 45)

'We are prepared for' negative advertising: Clinton's top adman

ONE ON ONE

Frank Greer, president of Greer, Margolis, Mitchell & Grunwald, is in charge of campaign advertising for Arkansas Gov. Bill Clinton, who clinched the Democratic presidential nomination last week.

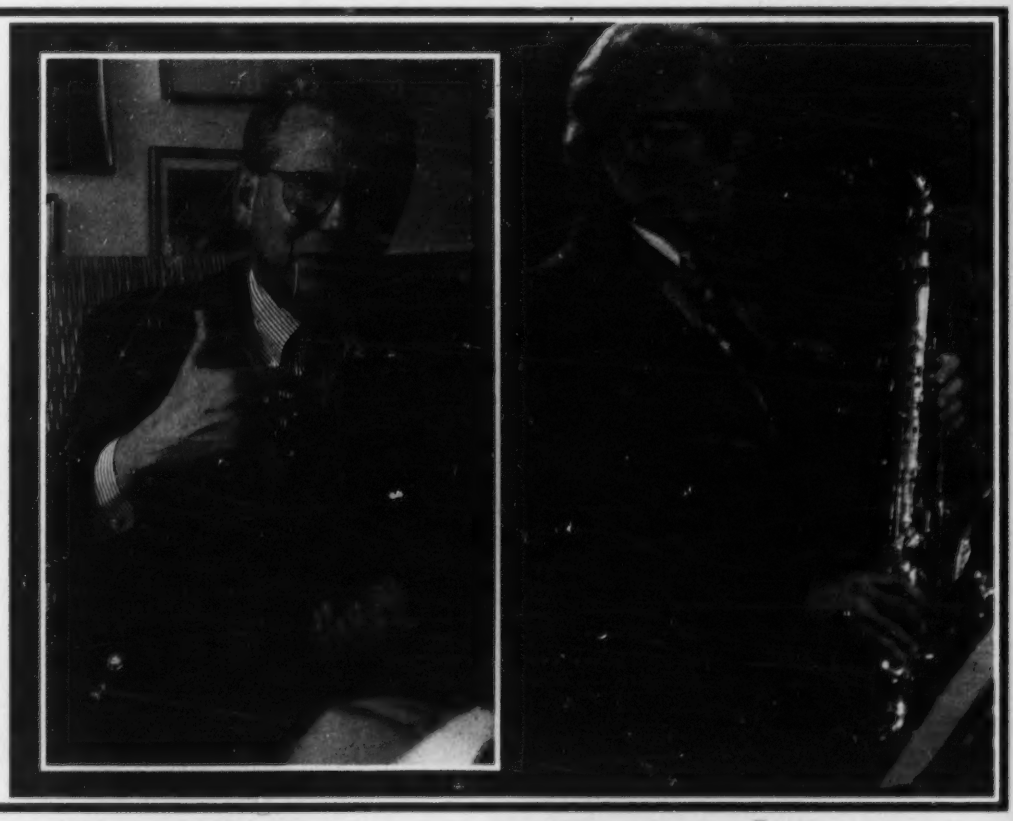
Mr. Greer's work for Gov. Clinton is through Great American Media, a subsidiary of his Washington-based political agency. Mr. Greer, 45, whose clients have included former vice president and unsuccessful presidential candidate Walter Mondale, discussed this year's campaign with Advertising Age *Washington Bureau Chief Steven W. Colford.*

■ Bush ad team shake-up—Page 47.

Advertising Age: *Roger Ailes, who was in charge of President Bush's 1988 presidential campaign advertising, has said this will be the nastiest race in presidential history. Do you agree?*

Mr. Greer: We are prepared for it, but I hope for the good of the country that it is not. I think we understand the nature of negative advertising and certainly understand the nature of unfair charges and the

(Continued on Page 47)



Frank Greer (l.) outlines strategy; Democratic presidential candidate Bill Clinton jams on Arsenio Hall's show.

Photo: Dan Hills (left), Reid Jason Jones/White House Photos (right)

LAST MINUTE NEWS

Della Femina stays at Euro RSCG

NEW YORK—Della Femina, McNamee executives ended buyback talks with parent Euro RSCG, Paris, after failing to agree on a "fair market value" for the agency, said Jerry Della Femina, chairman-ceo. Mr. Della Femina said he will stay at the agency and discuss with Euro RSCG ways to fulfill terms of a contract giving him authority over other U.S. acquisitions, including Tatham/RSCG, Chicago, and Messner Vetere Berger Carey Schmetterer here.

P&G sets diaper change

NEW YORK—Procter & Gamble today will introduce a "revolutionary" change to Pampers and Luvs disposable diapers at a

(Continued on Page 8)

Campbell snaps up top Polaroid exec

Gary Moss' mission is overseeing $250M budget for 'maximum results'

By Alison Fahey

Campbell Soup Co. tapped Gary S. Moss, a top marketing executive at Polaroid Corp., as VP-marketing services, overseeing the food marketer's $250 million-plus in annual ad spending.

Mr. Moss, 42, Polaroid's director of marketing communications and new-business development, replaces Paul Mulcahy, who retired earlier this month.

Mr. Moss will join Campbell June 15 and also assume the post of president of CSC Advertising, the company's in-house marketing subsidiary, a position also previously held by Mr. Mulcahy.

Moss

At Polaroid, Mr. Moss handled all advertising and marketing efforts for the company's line of consumer products, ranging from instant photography products to videocassettes to OneFilm, its 35mm conventional film.

Mr. Moss declined to comment on the move.

As VP-marketing services, Mr. Moss will report to Campbell North and South America President Herb Baum and will become the primary liaison between Campbell and its agencies.

"Gary will be charged with directing our advertising agencies to drive strategies and copy development that will continue to aggressively move our brands forward," Mr. Baum said in an internal memo obtained by *Advertising Age*. "Getting maximum results for our consumer advertising dollar is absolutely critical to our growth and success as a company."

Campbell's lead shops are BBDO Worldwide, Backer Spielvogel Bates, FCB/Leber Katz Partners and Ogilvy & Mather, all New York, and W.B. Doner & Co., Southfield, Mich.

Mr. Moss already has ties to BBDO,

(Continued on Page 45)

NEWS SUMMARY

- **Upfront sales** by the Big 3 networks include some major buyers, but General Motors said it wouldn't participate. 1
- **Campbell Soup Co.** named Gary S. Moss, from Polaroid Corp., VP-marketing services, succeeding Paul Mulcahy. 1
- **K-III Magazines** plans two new magazines, one tentatively titled *Soap Opera Illustrated* and the other a personality-oriented news magazine. 3
- **VF Corp.** will market environmentally correct apparel, made from 100% organic cotton and colored with non-toxic dyes. 3
- **CBS' plan** to charge affiliates for programming may reduce program clearances and increase advertiser concerns. 4
- **Maxwell House** will start rolling out Cappio iced cappuccino drink. 6
- **Advertising Council** has begun a public service campaign aimed at defusing racial discrimination. 6
- **Several shoe marketers** are gaining share in the casual footwear segment at the expense of L.A. Gear. 12
- **Seagram Co.'s** new-product burst is the culmination of a strategy begun several years ago. 16
- **Jack Rehm,** president-ceo of Meredith Corp., takes the additional post of chairman on July 1. 44
- **Lifestyle Marketing Group** was spun off from Saatchi & Saatchi and will merge with two related companies. 46
- **Magazine ad spending** won't be cut back this year, says a survey of advertisers and media executives. 48
- **'Sports Illustrated'** will test overseas circulation. 48
- **Old Milwaukee** has dropped the Swedish Bikini Team from its ads in favor of a humorous duo, Jack and Andy. 50

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NBC's hot date for fall promotion is parent GE

Effort links network premieres with lighting products

By Joe Mandese

NEW YORK—NBC parent General Electric Co. is teaming up with its subsidiary to bring good things to life on network TV this fall.

For four weeks starting in mid-August, just after the close of NBC's coverage of the Summer Olympics, GE and NBC will link for a fall premiere promotion themed "Win with GE, be on NBC."

It's GE's first cross-promotion with NBC, a GE subsidiary since 1987, and possibly the largest network promotion ever, NBC executives say. The effort is said to generate more than 1.1 billion impressions and will promote the fall prime-time schedule and GE lighting products.

The campaign includes an extensive GE advertising buy on NBC, on-air promotional announcements, print advertising, Sunday newspaper supplements and displays in more than 150,000 retail outlets.

Also part of the promotion is a 20-page fall preview program

Packages of GE lighting products will carry game cards, an NBC programming guide and coupons.

ming guide and scratch-and-win game cards, both of which will be bound into 3 million packages of GE lighting products. GE value coupons will also be bound in.

GE and NBC plan to give away 25,000 prizes, including three grand prizes, each consisting of a walk-on role on an NBC prime-time show and a trip to New York or Los Angeles.

The promotion is handled by NBC's marketing group and GE's promotion agency, Alcone Sims O'Brien, Elmsford, N.Y.

Executives at a competing network speculated the GE/-NBC pairing may have been a last-ditch measure because NBC was unable to land a big fall promotion with another advertiser. NBC had been in discussions with Kmart Corp., but that marketer ended up working with longtime partner CBS again this fall.

"The good news is that NBC has a date for the prom. The bad news is that it's with its father," said a marketing executive at a competing network.

Alan Cohen, NBC senior VP-marketing, said the network began working on the fall promotion with GE more than two months ago and that the media buy was made in March.

The promotion will be only one element of a series of premiere promotions NBC will run, which may include at least two separate tie-ins with major advertisers. □

Hungary's million-dollar slap

Mail-order company, Saatchi face fines for ads, products

GLOBAL NEWS

By Ken Kasriel

BUDAPEST—Home Shopping Budapest has just been slapped with possibly the largest fine ever imposed on a marketer in Eastern Europe since the fall of the Iron Curtain, and agency Saatchi & Saatchi was caught in the crossfire.

Hungary's judicial Economic Competition Council last week fined the mail-order company, owned by Swiss-based businessman Szilvio Vogt, $1.25 million and its agency, Saatchi, $12,500 for misleading ads for poor quality products.

The company isn't believed to be related to the U.S.' Home Shopping Network.

The size of the fine was based on a minimum plus an estimate of the company's potential profits from the illegal campaign.

Saatchi has handled the campaign since last fall, running ads in entertainment listings, circulars and occasional TV commercials.

The case is part of a crackdown on deceptive advertising by the council, set up about 18 months ago.

The council started proceedings after a probe of consumer complaints by another state body, the Quality Control Institute. Citing the institute's findings, the council explained the huge fine by saying Home Shopping's conduct "will ruin the reputation in advance of future mail-order companies."

Saatchi was held liable because "in this case, the consumer can get to know the products only through the advertisements," said Maria Kallai, the judge presiding over the Home Shopping hearing. "The advertising agency takes part in putting these products on the market whether it likes it or not."

The institute in February banned the sale of certain items and ordered refunds. Home Shopping later agreed to submit ads and products to the institute for review before advertising and selling them.

Gunther Hummer, Home Shopping's lawyer, said the company will appeal the ruling; William Leech, Saatchi's managing director in Budapest, wouldn't comment. □

Granola is surging back into style

By Julie Liesse

Granola refuses to go the way of platform shoes and mood rings.

Sales of both granola bars and cereals are booming, bringing new life to a category that grew rapidly in the 1970s but fell apart nearly as fast.

Adding fuel to the fire is General Mills, which this summer will launch the fourth major new granola product this year.

General Mills is billing new IncrediBites as the first granola "sandwich." One of three fillings—chocolate, peanut butter and vanilla cream—is sandwiched between two bite-size granola cookies.

IncrediBites comes in pouches for lunch boxes and snacking.

IncrediBites should be on store shelves by August. The introduction will be supported by a network and cable TV campaign targeted to moms, set to break in late August from Campbell-Mithun-Esty, Minneapolis.

General Mills intends IncrediBites to be shelved near its Nature Valley granola bars and the recently launched Granola Bites, though IncrediBites carries the Betty Crocker brand name.

IncrediBites marks the fourth new product—each with significant ad support—for a food category that was left for dead after sales vaporized in the '80s.

Kellogg Co. introduced its Low-Fat Granola cereal in February, and rival Quaker Oats Co. responded with a low-fat version of Quaker 100% Natural cereal. The lone national granola cereal, Quaker 100% Natural had puttered along with about a 1% share of the $7 billion category, but the low-fat entries have sparked a surge.

"Kellogg says it can't keep product on the shelves," said Michael Mauboussin, First Boston Corp. analyst.

Granola-type cereals chalked up total sales of $101 million, up 28%, for the year ended April 18, Nielsen Marketing Research reported.

Leo Burnett USA, Chicago, handles TV and print advertising for Kellogg's granola cereal.

The positive news extends to granola bars as well. Sales of granola bars and snacks rose 7% during the past year to $264 million, Nielsen reported.

General Mills in March began its first TV advertising in a decade for Nature Valley granola products. The spots, also from CME, position granola bars as "the candy bar nature intended." □

LETTERS

(Continued from Page 20)
want to give a second thought the next time you try to take a bite out of someone's hide in public. Mr. Dusenberry's openness is to be emulated, not scorned.

And I would also check my statistics—as well as the various roles of advertising—if I were you.

Robert A. Girondi
Senior VP of a major promotion research organization

Intimidation leads to lack of guts

Miss Carlson's letter clearly illustrates why the problems outlined by Steven Webster on that same Forum page exist [*The Webster article examined racism and sexism in the advertising industry*]. Clearly, she is threatening anyone who is against abortion with loss of business.

She, and others like her, by their intimidation, have caused many account and management personnel to become wishy-washy chameleons. Why hire blacks if it might offend a racist client? Why hire an Oriental if a client is having problems with imports from the Far East? Will the Jewish kid offend your Arab clients —or vice versa?

We laugh when clients tell Rodney King jokes, or dumb blonde jokes or Polish jokes. If a client's a drunk, we have five martini lunches. If they're born-again Christians, we pray with them; if they're Arab, we're anti-Israel; if they're Japanese, we're for free trade; if they're American automotive, we're for restrictions.

What do we really think? Only God knows, because we don't.

So thanks to all the Ms. Carlsons out there for making us what we are. And thanks to Mr. Dusenberry for showing us that some in the business world still have guts.

And what do I think about abortion? Depends which client I'm talking to.

(P.S.: Phil, I liked the pro-life ads, for whatever it's worth.)

John Majhan
Majhan & Associates
Ligonier, Pa.

Carlson critique was right on target

Were I a BBDO client, I, too, would have the same grave reservations as Tracy Carlson in re: Phil Dusenberry's public stance on the anti-choice abortion issue and his work for the De Moss Foundation. Her critique was extremely intelligent and buttoned up, and her evaluation of the creative work right on target.

In our democratic society, Mr. Dusenberry is unquestionably entitled to his personal feelings on abortion—though he personally will never have such a difficult decision to make. Since he urges women with unwanted pregnancies to "tough it out," why doesn't he adopt a few of these unwanted babies, raise them, love, guide, medicate and educate them and be there for PTAs, check-ups, ball games, teacher conferences, ad infinitum? That seems only fair.

Perhaps ceos should be more sensitive and prudent in terms of which cause they espouse.

Diane Casper
President, Casper Group Corp.
New York

'Choice' called fine only if it agrees

Wow! That Tracy Carlson is one fair-minded lady. She's all for "choice" as long as everyone else's choice coincides with her choice. She tells Dusenberry: "You picked the wrong one, baby." Clearly, then, had Dusenberry picked the pro-abortion side, he would have picked the "right one."

Since when are personal convictions—on either side of the abortion issue, or any other for that matter—justification for this kind of thinly veiled corporate coercion? I think it stinks.

And if Dusenberry's advertising is, as Tracy claims, so superficial, and the total communication so "muddled and ineffective," what's her beef? With that kind of execution, no one's going to get Dusenberry's message, right?

Except maybe Tracy.

John Sharpe
Sharpe & Co.
Cerritos, Calif.

Pro-abortion statistics distorted

In the "Open letter to Phil Dusenberry," Tracy Carlson's statements contained a number of distortions.

First, the assertion that 80% of Americans are in favor of abortion may be true if you conduct your survey in Greenwich Village or San Francisco, but it is openly fallacious when applied to the population as a whole. I recall figures cited by the Family Research Council that put the tally somewhere in the neighborhood of 45% of Americans in favor of abortion on demand. I believe this is an example of how the media, with their pro-abortion bias, have distorted the facts to convince the American people that abortion is the choice of the mainstream. In fact, it is not.

Why, if indeed the pro-life element is only a "fringe," does this issue produce such intense controversy in America today? If only 20% of Americans were against abortion, it would not even be an issue. Bear in mind, too, that this "fringe" Carlson refers to includes the President and Vice President of the U.S., the Roman Catholic church and most Protestant evangelicals. Must be a pretty wide fringe.

Finally, a comment on Carlson's criticisms of the DeMoss Foundation ads (i.e., "superficial," "muddled," "soft and fuzzy"). There has been a howl of anguish from many in the advertising industry over the ads by pro-life congressional candidate Michael Bailey with their graphic photos of aborted fetuses. The De Moss Foundation ads are not realistic, the liberals cry; but when the reality of abortion is portrayed with uncompromising honesty, they use phrases like "bad taste," "offensive" and "shocking." What hypocrisy! If the sight of mangled, dead babies is offensive, why do we permit this atrocity in the same society that can't tolerate the clubbing of baby seals?

Terrie S. Piell
Frenchtown, N.J.

Why fault him for taking a stand?

Ms. Carlson is taking the approach that Mr. Dusenberry's involvement with the anti-abortion campaign could (and, according to her, is) affecting his perspectives and direction. Hogwash! Shouldn't she be excited that he has taken a stand for his moral feelings and is doing something about it?

Would Ms. Carlson feel the same if he was involved in some animal rights or environmental cause? Probably not, since the latter are "hot" causes to be involved with and these seem to be the choice of most liberals today. It's a shame, and ironic, that the same folks who are for killing babies and for "rights the mother has" are at demonstrations for animal rights and fighting for the animals' offspring.

Where does she come up with the figure that 80% of all women in America agree on safe, legal abortions? My statistics, as well as U.S. government surveys, show much different. Today's moral values, especially among women, are getting back to the family and children, not abortions.

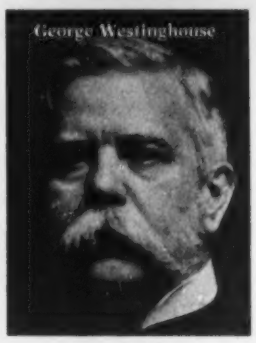
It seems as though Ms. Carlson has decided that the services of those who do not share the same opinion as she have a clouded, distorted view of the world and simply cannot perform as well as those who do. How sad it is, how sad and twisted it is.

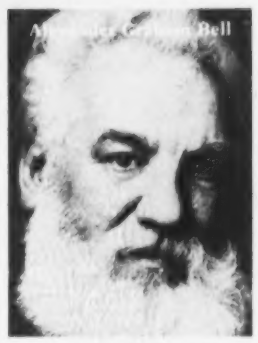
Dan Bonin
Director of marketing
and advertising, TWS Industries
Bakersfield, Calif.

Corrections & clarifications

Corrections and clarifications to the 1992 edition of the Agency Report (AA, April 13):

- Ogilvy & Mather Direct had U.S. billings of $338.2 million in 1990 and not the reported $388.2 million, which produced a year-to-year decline of 11.4% rather than an actual 1.7% gain (P. S-43).
- Two DDB Needham Worldwide agencies were omitted from country listings: Verba DDB Needham/-Italy, 1991 gross income of $10.2 million on billings of $68.3 million (P. S-36) and DDB Needham Hungary, 1991 gross income of $327,000 on billings of $2.2 million (P. S-34).
- Hakuhodo's 1991 capitalized volume in its World's Top 50 Advertising Organizations listing should have been $4.868 billion and not $4.686 billion, giving the agency 7.5% growth from the prior year rather than 3.5% (P. S-10).
- Young & Rubicam, San Francisco, with billings of $141.9 million, was omitted in the Y&R profile (P. S-43). Billings for Sive/Young & Rubicam, Cincinnati, should have been $39 million and billings for Creswell, Munsell, Fultz & Zirbel, Cedar Rapids, Iowa, should have been $94.4 million in the same profile.
- Eurocom/Target Advertising, Athens, had 1991 gross income of $842,039, not the reported $283,736, resulting in a 1.8% drop instead of the reported 66.9% (S-34). □





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*I didn't want to do this but my creative director and my mom insisted.

DIRECT RESPONSE

Direct billings hit $4 billion, up more than 13% in tough economic climate

By Kenneth Wylie

Ad agencies' direct response billings climbed to $4.1 billion in 1991, according to *Advertising Age's* annual survey.

That's a vigorous 13.4% growth, outstripping percentage gains of both general advertising and sales promotion during the year.

The growth follows a 15.2% advance in 1990. It was paced by the traditionally strong direct mail business, although most agencies say they'll place more emphasis this year on building database services *(see story on Page 31)*.

Growth in direct response far outdistanced the overall 2.9% advance for all U.S. ad agencies and 6.3% improvement by sales promotion shops in 1991—the results of earlier *Advertising Age* surveys.

There's less optimism about the current year, with nearly one-third of respondents expecting client spending to increase from 1% to 5%, although another third expect spending to grow 6% to 10%.

Leading the survey of 103 top agencies with direct response billings was Ogilvy & Mather Direct, New York, with U.S. volume of $344.1 million, up only 1.7% but well ahead of Omnicom Group's Rapp Collins Marcoa at $260.3 million, up nearly 25%.

Agencies surveyed were ranked only by direct response billings. Figures for No. 3 Wunderman Cato Johnson, for example, don't include sales promotion returns from that portion of the shop, a newly merged Young & Rubicam subsidiary.

No agency of substantial size on the chart could match the 75.6% growth at No. 4 Bronner Slosberg Humphrey, Boston, with billings of $223.4 million tied to growth from existing clients and new business from Walt Disney Co.'s Disney Vacation Club.

Only 17% of the agencies actually reported a decline in billings, a healthy sign compared with nearly 30% of the top 100 ad agencies and 25% of the top 100 sales promotion shops.

Although the slowed economy was a steady background hum, the direct response industry seemed fairly recession-resistant because of the targeted nature of its business. But it's not recession-proof, says John A. DePasquale, chairman of Direct Marketing Group, ranked No. 8 at $131.9 million, down 9.7%.

"Because of the targeted nature of direct response, it was hit last. But [that business] still was cut," he says.

Any shift in client spending poses a major threat to an agency's growth in direct response, since more than half the agencies reporting in the survey depend on three or fewer clients for at least 50% of their billings. A quarter of them had experienced losses from clients taking their business in-house, a trend that seems to be subsiding, according to the survey.

Direct mail continues to be the main staple in the business, accounting for $1.61 billion in 1991, about 40% of total billings reported in the survey, and up nearly 16% from the prior year. Spending in TV, the second-biggest medium, rose 13.4% to $315.1 million, or 7.7% of total direct response.

While agencies say mail continues to offer the most potential for growth, survey respondents give high marks to database marketing, which was their hands-down pick as the service to emphasize this year, followed by telemarketing.

Direct response broadcast spending was abetted by time availability, says Howard Draft, ceo of No. 6 Kobs

(Continued on Page 30)

Direct response agencies by U.S. volume

Rank 1991	Rank 1990	Agency, headquarters	Direct response volume 1991	Direct response volume 1990	% chg	Media billed as % of 1991 direct response: TV	Radio	Print	Direct mail	Other	Top executive	Telephone
1	1	**Ogilvy & Mather Direct**, New York	$344,100	$338,200	1.7%	22.0%	-	7.0%	71.0%	-	Jerome W. Pickholz, chmn-ceo	(212) 237-6000
2	3	**Rapp Collins Marcoa**, New York	260,250	208,850	24.6	4.7	0.5%	6.5	43.9	44.3%	G. Steven Dapper, ceo	(212) 951-7200
3	2	**Wunderman Worldwide**, New York	241,401	254,374	-5.1	12.0	-	4.3	76.5	7.2	Lester Wunderman, chmn	(212) 941-3000
4	7	**Bronner Slosberg Humphrey**, Boston	223,399	127,226	75.6	NA	NA	NA	NA	NA	Robert E. Stoloff, cfo	(617) 737-2020
5	4	**FCB Direct/U.S.**, Chicago	201,000	190,000	5.8	-	-	50.0	50.0	-	Bruce Mason, chmn-ceo	(312) 751-7000
6	6	**Kobs & Draft Advertising**, Chicago	155,900	134,300	16.1	44.9	5.3	23.3	23.3	3.2	Howard Draft, ceo	(312) 944-3500
7	10	**DIMAC Direct**, St. Louis	138,830	107,768	28.8	-	-	-	100.0	-	Michael T. McSweeney, president-ceo	(314) 344-8000
8	5	**Direct Marketing Group**, New York	131,920	146,160	-9.7	-	-	8.0	74.0	18.0	John A. DePasquale, chmn	(212) 355-2530
9	11	**Barry Blau & Partners**, Fairfield, Conn.	127,048	100,916	25.9	-	-	-	100.0	-	Barry Blau, chmn	(203) 254-3700
10	8	**Lintas:Marketing Communications**, Warren, Mich.	126,677	123,002	3.0	NA	NA	NA	NA	NA	Frank Hoag, chmn	(313) 575-9400
11	9	**Grey Direct International**, New York	125,000	120,000	4.2	12.8	-	25.6	52.0	9.6	George Wiedemann, president	(212) 303-2300
12	12	**Chapman Direct Advertising**, New York	113,242	100,097	13.1	15.0	1.0	14.0	60.0	10.0	William Sutherland, president	(212) 614-3880
13	13	**Cohn & Wells**, San Francisco	108,667	95,027	13.2	-	-	4.1	-	95.9	Bradley H. Wells, chmn-mg partner	(415) 788-0525
14	14	**Devon Direct Marketing & Advertising**, Berwyn, Pa.	99,100	94,200	5.2	-	-	1.9	97.7	0.4	R.D. Greene, J.T. Perry, mg directors	(215) 644-0333
15	15	**Customer Development Corp.**, Peoria, Ill.	85,530	68,527	24.8	-	-	-	100.0	-	Thomas C. Lund, ceo	(309) 689-1000
16	16	**Inter/Media Advertising**, Encino, Calif.	77,589	65,677	18.1	NA	NA	NA	NA	NA	Sydney Yallen, president-ceo	(818) 995-1455
17	23	**Ross Roy Inc.**, Bloomfield Hills, Mich.	70,895	44,349	59.9	-	-	-	97.0	3.0	Leonard V. Short, gm	(313) 433-6000
18	17	**Saatchi & Saatchi/CMS Direct**, Rochester, N.Y.	62,608	65,192	-4.0	-	-	-	75.0	25.0	Richard Peters, president-ceo	(716) 272-2500
19	22	**McCann Direct**, New York	60,000	45,000	33.3	15.0	-	10.0	75.0	-	William R. Morrissey, exec vp	(212) 286-0460
20	19	**Saugatuck Direct**, Westport, Conn.	53,965	52,918	2.0	-	-	0.3	99.0	0.7	Donald J. White, president	(203) 226-8166
21	20	**Clarion Marketing & Communications**, Greenwich, Conn.	53,779	52,886	1.7	11.2	1.9	5.6	55.8	25.6	Raymond Rizzo, president	(203) 531-3600
22	21	**Lowe Direct**, New York	53,300	52,500	1.5	10.0	5.0	15.0	55.0	15.0	J. Robert Lieber, ceo	(212) 708-8850
23	18	**G&R Marketing Services**, Chicago	51,660	55,236	-6.5	0.5	0.5	4.6	94.3	-	Richard Grunsten, president	(312) 944-3000
24	24	**U.S. Communications**, Minneapolis	50,317	42,375	18.7	-	-	10.0	90.0	-	Terence M. Graunke, chmn-ceo	(612) 373-3000
25	31	**Saatchi & Saatchi Direct North America**, New York	46,296	30,729	50.7	-	-	3.0	97.0	-	Deborah Newkerk, president-ceo	(212) 463-2000
26	32	**Brierley & Partners**, Dallas	45,764	30,650	49.3	-	-	100.0	-	-	Harold M. Brierley, president	(214) 760-8700
27	26	**Stenrich Group**, Glen Allen, Va.	42,012	36,335	15.6	-	-	-	85.9	14.1	Steven R. Isaac, chmn	(804) 747-1202
28	25	**McCaffrey & McCall**, New York	40,700	40,400	0.7	96.0	0.2	3.0	-	0.8	Robert H. Cherins, chmn-ceo	(212) 350-1000
29	27	**Bozell Direct**, New York	40,000	35,100	14.0	20.0	7.5	50.5	22.0	-	Mike Sowyak, vp-mg director	(212) 727-5000
30	29	**Williams Television Time**, Santa Monica, Calif.	35,822	31,427	14.0	100.0	-	-	-	-	Kathleen Williams, president-ceo	(310) 828-8600
31	28	**Gillespie Organization**, Lawrenceville, N.J.	35,000	35,000	0.0	10.0	5.0	43.0	25.0	17.0	Joseph F. Barone, president	(609) 799-6000
32	42	**Herring Newman**, Seattle	33,999	21,321	59.5	-	0.2	2.2	97.6	-	Phil Herring, president	(206) 343-9000
33	33	**Berenson, Isham & Partners**, Boston	30,255	30,324	-0.2	3.0	4.0	25.0	65.0	3.0	Paul Berenson, president	(617) 423-1120
34	38	**Lawrence Butner Advertising**, New York	29,097	25,246	15.3	75.0	14.0	4.9	3.3	2.6	Lawrence Butner, president	(212) 682-3200
35	30	**Hill, Holliday, Connors, Cosmopulos**, Boston	28,830	31,242	-7.7	25.0	-	25.0	50.0	-	J. Terrence Carleton, sr vp	(617) 437-1600

Notes: Dollars are in thousands. See Page 30 for methodology. Rankings for both years computed from figures reported in 1992. Chart continued on Page 30. John Smither

Direct response agencies (continued)

Rank '91	Rank '90	Agency, headquarters	Direct response volume 1991	1990	% chg	Media billed as % of 1991 direct response TV	Radio	Print	Direct mail	Other	Top executive	Telephone
36	39	**North American Integrated Marketing**, Pasadena, Calif.	$28,385	$23,252	22.1	—	—	—	100.0%	—	Clyde Beswick, chmn	(818) 795-2805
37	41	**Holland Mark Martin**, Burlington, Mass.	28,225	22,183	27.2	—	—	—	80.5	19.5%	Bill Davis, president	(617) 270-3500
38	34	**Steinert & Associates**, New York	27,530	28,047	-1.8	—	—	13.0%	73.1	13.9	Jan Allan Steinert, president-ceo	(212) 889-5000
39	37	**W.B. Doner & Co.**, Southfield, Mich.	27,162	25,429	6.8	11.0%	1.0%	17.0	11.0	60.0	Tony Everett, sr vp-director, direct response	(313) 354-9700
40	36	**Earle Palmer Brown Cos.**, Bethesda, Md.	26,300	25,500	3.1	13.0	20.0	31.0	31.0	5.0	Jeremy Brown, ceo	(301) 657-6000
41	46	**Gross Townsend Frank Hoffman**, New York	26,000	18,000	44.4	NA	NA	NA	NA	NA	Alan Gross, president	(212) 886-3000
42	53	**Shain Colavito Pensabene Direct**, New York	25,446	15,141	68.1	91.0	—	—	—	9.0	Joseph Shain, president	(212) 557-6050
43	40	**McClure Group**, Valley Forge, Pa.	24,405	22,438	8.8	18.0	—	22.0	60.0	—	Thomas R. McClure, president	(215) 933-0933
44	35	**Kallir, Philips, Ross**, New York	23,618	27,214	-13.2	—	—	—	100.0	—	Norman Cooper, president-ceo	(212) 856-8400
45	53	**Kleminer Advertising**, New York	21,700	12,100	79.3	NA	NA	NA	NA	NA	Gavin A. Scotti, president-ceo	(212) 463-4000
46	43	**Fox Pavlika & Partners**, New York	21,197	21,105	0.4	0.8	—	40.3	45.5	13.3	Neil Fox, president-ceo	(212) 683-0002
47	44	**Huntsinger & Jeffer**, Richmond, Va.	21,085	20,200	4.4	1.0	—	22.0	35.0	42.0	Jerald E. Huntsinger, ceo	(804) 266-2499
48	47	**Jordan, McGrath, Case & Taylor/Direct**, New York	19,905	16,709	19.1	—	—	35.0	50.0	15.0	Karen Hochman, president	(212) 326-9600
49	45	**Wakeman & deForrest**, Irvine, Calif.	19,876	18,178	9.3	20.1	—	10.6	32.5	36.7	William W. Junkin, president-ceo	(714) 261-2424
50	58	**Orsatti & Parrish**, Boston	15,500	9,500	63.2	16.1	6.5	32.3	41.9	3.2	Louis F. Orsatti, president	(617) 737-6700
51	48	**Tracy-Locke Direct**, Dallas	15,100	16,650	-9.3	3.3	6.6	19.9	63.6	6.6	Dave Kubes, president	(214) 969-9000
52	52	**Lortz Direct Marketing**, Omaha, Neb.	15,001	12,322	21.7	11.8	1.0	71.6	15.6	—	Gary Lortz, president	(402) 331-5740
53	54	**Ovation Marketing**, LaCrosse, Wis.	13,376	11,556	15.7	NA	NA	NA	NA	NA	Ralph S. Heath III, president	(608) 785-2460
54	62	**Ronald James Direct**, Los Angeles	13,340	8,000	66.8	—	—	2.6	86.2	11.2	Clare Thain, mg partner	(310) 445-0810
55	56	**Creative Direct Marketing Group**, Torrance, Calif.	12,206	10,085	21.0	15.0	—	15.0	70.0	—	Craig A. Huey, president	(310) 212-5727
56	61	**Fletcher Hunt Wirth Associates**, Kansas City, Mo.	12,189	8,332	46.3	—	—	16.7	40.3	43.0	Andy Fletcher, president-ceo	(816) 471-1880
57	55	**Kuhn & Wittenborn Advertising**, Kansas City, Mo.	12,042	10,466	15.1	12.2	5.0	80.3	2.5	—	R. Kuhn, D. Wittenborn, co-chmn	(816) 471-7888
58	49	**More Direct**, Minneapolis	11,596	15,501	-25.2	—	—	0.2	97.8	2.0	Mark Morris, ceo	(612) 595-9070
59	68	**Ketchum Communications**, Pittsburgh	10,885	6,770	60.8	NA	NA	NA	NA	NA	Paul H. Alvarez, president-ceo	(412) 456-3500
60	64	**Kobs Gregory & Passavant**, Chicago	10,679	7,015	52.2	2.0	—	18.0	52.0	28.0	James F. Kobs, ceo	(312) 819-2300
61	51	**Karl Rove & Co.**, Austin, Texas	10,016	13,276	-24.6	—	—	—	100.0	—	Karl Rove, president	(512) 479-6601
62	57	**Ammirati & Puris**, New York	10,000	10,000	0.0	NA	NA	NA	NA	NA	Martin F. Puris, ceo	(212) 206-0500
63	59	**Creswell, Munsell, Fultz & Zirbel**, Cedar Rapids, Iowa	9,748	8,580	13.6	—	—	—	40.0	60.0	F.C. Baker, president-ceo	(319) 395-6500
64	60	**Dudnyk Advertising**, Horsham, Pa.	8,851	8,511	4.0	—	10.0	70.0	20.0	—	Edward Dudnyk, president	(215) 443-9406
65	63	**Modular Direct/Promo Group**, New York	8,300	7,350	12.9	—	—	32.9	62.3	4.8	Harry Kraus, mg director-coo	(212) 505-0200
66	69	**Stromberg-Connors Communications**, Rye Brook, N.Y.	7,350	5,500	33.6	—	—	21.0	49.0	30.0	Paul Siman, mg director	(914) 939-4080
67	65	**Jordan-Savage Direct**, Natick, Mass.	7,349	6,924	6.1	5.0	—	10.0	75.0	10.0	Peter T. Savage, president	(508) 650-1002
68	66	**Targetcom**, Chicago	7,265	6,893	5.4	6.0	—	5.0	74.0	15.0	Jay Miller, president	(312) 822-1100
69	67	**Smith Lask Associates**, Chicago	6,898	6,795	1.5	—	—	23.9	76.1	—	Barbara Lask, president	(312) 222-1900
70	71	**Directech**, Lexington, Mass.	6,700	5,200	28.8	—	—	—	100.0	—	Barry Silverstein, president	(617) 861-9797
71	NA	**DFA Advertising**, New York	6,413	NA	NA	—	—	—	93.0	7.0	Edwin Forti, president	(212) 247-0215
72	73	**Cramer-Krasselt**, Milwaukee	6,100	5,010	21.8	5.0	20.0	75.0	—	—	Paul S. Counsell, ceo	(414) 227-3500
73	85	**Haynes & Pittenger Direct**, Indianapolis	5,681	2,432	133.6	—	—	1.3	98.7	—	Thomas J. Haynes, president	(317) 328-4650
74	70	**Sader & Associates**, New York	5,557	5,268	5.5	—	0.4	22.3	3.7	73.6	Archie A. Sader, president	(212) 725-0770
75	74	**Tacito Associates**, Dallas	5,200	4,800	8.3	—	—	—	100.0	—	A.J. Tacito, president-ceo	(214) 458-2026
76	80	**National Response Corporation**, Dallas	4,975	3,114	59.7	—	—	100.0	—	—	John J. Eger, vp-coo	(214) 443-9797
77	72	**Bright Ideas**, Tarzana, Calif.	4,838	5,103	-5.2	13.0	10.0	34.0	43.0	—	David Ohringer, president	(818) 342-1551
78	81	**Keroff & Rosenberg Direct**, Chicago	4,367	3,000	45.6	45.8	4.6	9.2	13.7	26.7	William B. Keroff, president	(312) 321-9000
79	77	**Stone, August, Baker Communications**, Troy, Mich.	4,250	3,361	26.4	NA	NA	NA	NA	NA	James M. August, president	(313) 641-0400
80	75	**Wolf Mansfield Bolling**, Buffalo, N.Y.	4,125	3,555	16.0	23.5	21.3	20.6	34.5	—	Lawrence Wolf, ceo	(716) 853-1200
81	76	**Biggs/Gilmore Communications**, Kalamazoo, Mich.	3,917	3,555	10.2	—	—	15.0	84.0	1.0	Rita Aldridge, vp-direct mktg	(616) 349-7711
82	82	**Marquardt & Roche**, Stamford, Conn.	3,555	2,870	23.9	16.0	21.0	19.0	29.0	15.0	James Marquardt, president	(203) 327-0890
83	79	**Hogan & Associates**, Shawnee Mission, Kan.	3,506	3,209	9.2	—	—	29.0	71.0	—	Earl Hogan Jr., president	(913) 677-4580
84	86	**MWA Direct**, Minneapolis	3,415	2,112	61.7	—	—	—	100.0	—	Michael R. Wikiman, president	(612) 522-3673
85	78	**Sales Development Associates**, St. Louis	3,360	3,357	0.1	—	—	7.0	76.0	17.0	Patricia M. Biggerstaff, president	(314) 862-8828
86	91	**R.F. Broadus & Associates**, Atlanta	2,621	1,003	161.3	—	—	33.0	37.0	30.0	W.L. Weltin, president	(404) 237-1503
87	83	**Sheldon Fredericks Advertising**, Stamford, Conn.	2,382	2,645	-9.9	12.2	1.0	26.7	45.0	15.0	Dean Adams, vice president	(203) 324-0051
88	84	**James & Thomas**, Chicago	2,102	2,588	-18.8	—	22.0	75.0	3.0	—	William J. Bloch, president	(708) 799-6224
89	87	**Warner, Bicking, Morris & Partners**, New York	1,970	1,742	13.1	—	20.4	63.7	15.9	—	Andrew Morris, president	(212) 759-7900
90	88	**HKH&W**, Kansas City, Mo.	1,814	1,700	6.7	—	11.0	28.9	19.3	40.7	F. Peter Kovac, president	(816) 842-8881
91	90	**Westport Direct**, Fairfield, Conn.	1,297	1,300	-0.2	—	—	—	100.0	—	Mark Goroff, president	(203) 254-6309
92	89	**Harris Brandt Advertising**, Woodmere, N.Y.	1,242	1,428	-13.0	5.0	—	—	85.0	10.0	Harris Brandt, president	(516) 569-7266
93	92	**J.P. Hogan & Co.**, Knoxville, Tenn.	1,238	1,000	23.8	NA	NA	NA	NA	NA	Joseph P. Hogan, ceo	(615) 546-7661
94	95	**Concepts & Strategies**, Westport, Conn.	1,191	315	278.6	—	—	—	—	100.0	Edmund F. Lindner, president	(203) 227-4903
95	93	**Partners & Shevack**, New York	925	883	4.8	—	—	62.2	37.8	—	Brett Shevack, president	(212) 245-7300
96	94	**DK Group**, Hillsdale, N.J.	729	612	19.0	—	—	—	100.0	—	Richard Knel, president	(201) 358-6100
97	NA	**Arnold Fortuna Lane-RCM & Partners**, Boston	728	NA	NA	—	34.3	20.6	17.6	27.5	Karen Zahorsky, exec vp-gm	(617) 267-1900
98	NA	**Haller Schwarz**, Los Angeles	390	NA	NA	—	—	10.3	89.7	—	Henry Schwarz, ceo	(213) 977-1111
99	98	**Morris Direct Marketing**, Bronxville, N.Y.	163	97	68.0	—	—	—	50.0	50.0	Kenneth P. Morris, president	(914) 776-1777
100	96	**Opus Group**, Ridgewood, N.J.	162	196	-17.6	—	—	87.4	12.6	—	Joe Grasso, president	(201) 447-4824
101	97	**Creel Associates**, Oak Brook, Ill.	143	135	5.8	—	—	—	100.0	—	David R. Creel, president	(708) 990-0402
102	99	**Kollias & Associates**, Chicago	134	81	65.6	100.0	—	—	—	—	George C. Kollias, president	(312) 282-5582
103	NA	**Scopes-Garcia-Carlisle**, Salt Lake City	44	NA	NA	—	—	—	100.0	—	Gregory Carlisle, president	(801) 364-8720

Notes: Dollars are in thousands. See below for methodology. Rankings for both years computed from figures reported in 1992.

AA Chart: Kathy Welyki

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Direct

(Continued from Page 29)

& Draft, Chicago, which attributes 45% of its billings to TV. But TV time has tightened in 1992, he claims, because of the Winter Olympics, Summer Olympics and elections.

Concerning politics, political agency No. 61 Karl Rove & Co. is experiencing marked growth for the current year after its business slipped 24.6% to $10 million in 1991, a non-election year.

Direct marketing has its one-product offerings, which in 1991 made Concepts & Strategies the top growth agency. Its billings quadrupled to $1.2 million, marking the success of the Rx Check conceived by President Edmund Lindner.

This trademarked patient-discount card reminds the patient to continue a prescribed medication. When mailed after refilling, it brings another discount to the patient, and a reimbursement to the druggist. And, it adds to the marketer's database. □

Methodology

The rankings in this report are based on an agency's capitalized billings, or volume, associated with direct response. This is the first year solely direct response agencies and general agencies with direct response billings have been merged on the same chart.

Capitalized billings are the sum of total media volume, materials and services charged, and fees, the latter of which are capitalized by multiplying fees by 6.67. □

Database draws fevered interest

'Used to take some pushing from agency; this year marketers are pushing us'

By Gary Levin

The database revolution is the most significant recent arrival in the direct marketing industry, but some executives believe its potential has yet to be tapped.

In an *Advertising Age* survey of leading agencies, 61% of those responding said more than half of their clients have begun maintaining a marketing database of customers, up from 48% who said that many clients did so in 1990.

About 60% of agencies participating in the survey said database development has "high" growth potential for their businesses—second only to direct mail; 86% said they expect to broaden its use this year.

"There seems to be a torrent now," says Len Short, senior VP-general manager of Ross Roy Direct, Bloomfield Hills, Mich. "It used to be the early adopters and the curious types [who used them], and it used to take some pushing from the agency. This year . . . they're pushing us."

Many executives believe advertisers are increasingly seeking ways to identify and change actual consumer behavior, not just predict who's most likely to buy a certain product.

"They're really looking to solidify the relationship [with customers], and they're also understanding they can use it as a way to add value" to an advertising program, says Pam Maphis Larrick, managing director of Ogilvy & Mather Direct's New York office.

"It really becomes a marketing tool you can use across all disciplines," says Steve Dapper, president of Rapp Collins Marcoa, where 90% of clients have some form of database.

Among survey respondents, 81% say databases are being used by clients for loyalty or continuity programs; 59% say they're used to cross-sell products or services; 41% say they're employed for coupon mailings or other promotions; and 22% say they're rented to outside companies.

A few executives believe database marketing isn't living up to its potential.

"I'm convinced there are very few if any true database marketers," says Bill Davis, president of Holland Mark Martin, Burlington, Mass.

"Most end users have been sucked in intellectually by the concept," but their use too often is "reactive" or tactical instead of strategic. "What most marketing organizations have found is they lack control over critical success factors" in a database program, such as distribution channels, he says.

Despite a general downturn in the ad industry, direct marketing continues to win new converts.

"My perception is that traditional direct marketers are not increasing [spending]; they're cutting back," says Michael Bronner, president of Bronner Slosberg Humphrey, Boston. But "companies that have had a mix of direct marketing and general spending are starting to allocate more funds to direct."

Joining the so-called traditional direct marketers is a flurry of package-goods, pharmaceutical, telecommunications and business-service marketers.

In the last few weeks alone, E&J Gallo Winery and Stroh Brewery Co. both named their first direct response shops.

Nearly 33% of survey respondents said package goods is the fastest-growing category, admittedly from a small base, while 22% cited financial services. □

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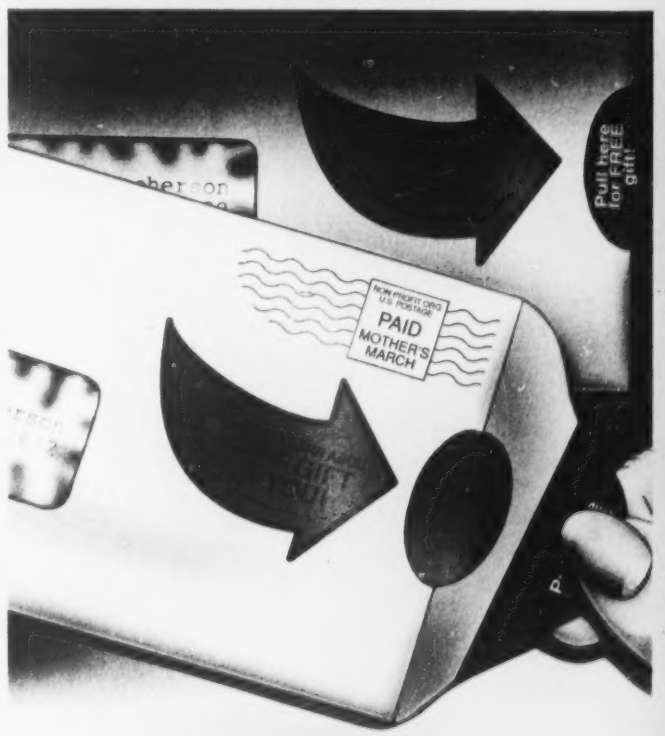

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Study: Magazines hold own

Myers says most ad execs won't cut spending in medium

By Scott Donaton

A majority of ad agency media executives and advertisers expect their magazine ad spending to rise or stay the same this year, according to Myers Marketing & Research's second annual magazine survey.

The findings, released last week, were decidedly more upbeat than last year's. That study drew the ire of publishers with its suggestion that magazines were losing ground to other media.

The 1992 study finds that 82% of advertisers and the same percentage of agency media buyers expect their magazine spending to remain the same or increase this year compared with 1991 levels.

Of those who expected magazine spending to decline, 40% of advertisers and 56% of agency respondents said the drop would be due to overall budget reductions, not a shift of dollars to other media or promotions.

Asked which issues have the greatest influence on their magazine planning and buying decisions, 72% of respondents cited editorial content; 49%, editorial adjacencies relevant to their ad message; 47%, the availability of value-added services; and 44%, the willingness of a magazine to negotiate "off the rate card."

The study, conducted last October, was based on questionnaire responses from 989 agency and client executives.

Myers also last week released the results of a survey on marketing effectiveness and media accountability conducted in February. Based on 603 agency and marketer responses to an eight-page survey, the study finds that 28% of respondents strongly agreed that "the willingness of magazines to negotiate off the rate card has a direct impact on my decision to include specific magazines in my media plan," up from 27% in 1991 and 22% in 1990. Only 7% didn't agree at all with that statement.

Michelle Berman, senior VP at Myers, said she believes agency media buyers focus too much on price and related issues, and not enough on editorial and audience quality when making buying decisions.

"What's happening is media departments are really treating magazines like a commodity," she said. "There is so much emphasis on negotiation."

In the magazine study, Time Inc. was mentioned by 72% of those surveyed as the leading magazine company for value-added support and by 71% for having the best corporate discount packages. □

Anticipated magazine ad spending

How clients and agencies responded to the question: "I anticipate our magazine advertising spending will . . ."

	Clients	Agencies
Decrease in the next 12 months	18%	17%
Remain the same in the next 12 months	41%	47%
Increase in the next 12 months	41%	35%

Source: Myers Reports, 1991 Survey of Advertising Executives on Magazine Publishing

'SI' looks cautiously into global expansion

By Scott Donaton

Sports Illustrated will start seriously testing the international waters next month but expects to find them a little icy.

Starting with its July 22 Olympic preview, the Time Inc. weekly will launch a 10-week newsstand test of its U.S. edition in 26 overseas markets, primarily in Europe.

SI will also begin in July a six-month test of a monthly, stand-alone Australian edition, replacing a twice-monthly supplement to *Time's* Australian edition.

But Mark Mulvoy, publisher and managing editor, said he's less than optimistic the tests will lead to the launch of overseas editions of the sports weekly.

"International presents a lot of problems to us—language problems, size of the country and specificity of the sports," he said.

An English-language, pan-European edition of *SI* wouldn't fly, Mr. Mulvoy said, adding that the only way to enter the market might be through local-language editions in specific markets.

"Europe to me poses humongous problems," he said. "We don't know if Europeans want to read about baseball. We'd bet they don't. And I don't think the Italians really care about what France is doing in sports.

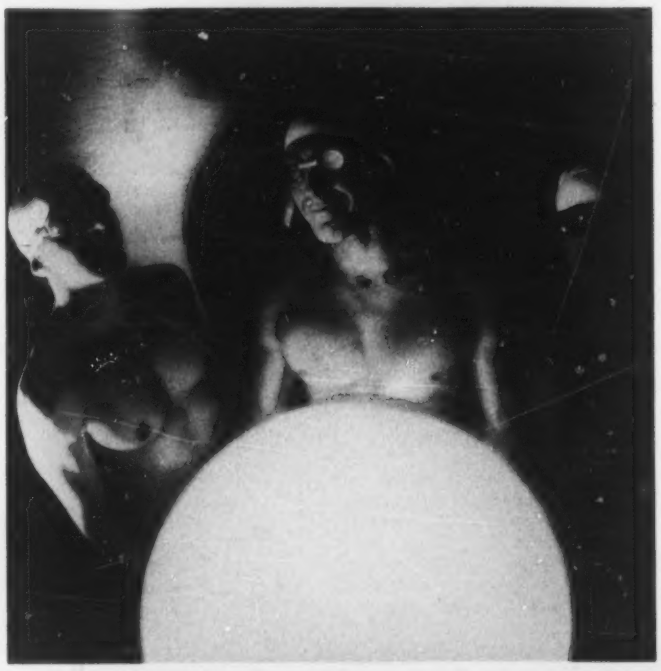
"What we're doing in Europe is taking 10 issues and putting them on newsstands there to see how people react to it. It's strictly a test."

Copies sold in Europe this summer will carry most of the U.S. edition's editorial material. They will feature ads from the U.S. edition, but also will be sold to advertisers on a stand-alone basis.

In Australia, response to the supplements "has been very good," Mr. Mulvoy said. The supplements were published monthly in 1991 and increased frequency to twice monthly in January.

Ads in the monthly Australian edition will be sold to local companies by *Time's* Australian sales staff.

Time Inc. has been getting more aggressive on the international front, particularly in Australia and Japan. It launched *Who*, an Australian edition of *People*, in March, and is exploring launching a Japanese-language edition of *Time*. □



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NEWSPAPER

Advertising Age

June 15, 1992

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Blackout: Has the ad industry failed to give blacks an adequate number of jobs? **Page 16.**

Top 300: Ad Age ranks magazines by revenues in a tough year. **After Page 28.**

LAST MINUTE NEWS

Nissan sets $120M effort

CARSON, Calif.—Nissan plans to back the September introduction of the Altima sedan with a $120 million campaign. Nissan views the Altima as its most important introduction ever. Chiat/-Day/Mojo, Venice, handles. Separately, Nissan's Infiniti division today starts a network and spot TV blitz touting its first-place finish in J.D. Power & Associates' Initial Quality Study. Print supports via Hill, Holliday, Connors, Cosmopulos, Marina del Rey.

NBC nears Games sellout

NEW YORK—NBC has less than $70 million of its $500 million in Summer Olympics inventory to sell before the Games begin July 24. Agency media executives expect NBC to sell out without discounting prices, which CBS had to do for the Winter Games. NBC also set up a special sales force to sell Olympic packages to presidential candidates.

Cooler duo gets new life

PHOENIX, Ariz.—Former Bartles & Jaymes wine cooler spokes-

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Early start on Bush ad plans

President leans toward short ads, Olympic placement

By Joe Mandese

POLITICS 92

President Bush provided the first glimpse of his re-election media strategy last week in an unusually early and substantial request for information about buying airtime on two of the Big 3 TV networks.

The requests signaled the president's intentions to rely heavily on conventional, short-form political advertising, while his two opponents have indicated they will favor longer, infomercial-type campaigns. President Bush also appears to be favoring sports programming, especially the Olympics.

The president's anticipated opponents in the general election, Arkansas Gov. Bill Clinton and Ross Perot, also have made similar requests for information about media availabilities, and Gov. Clinton last week actually bought some airtime.

The information requests on the availability and pricing of spots don't represent actual orders for commercial units, but are the first step in the media buying procedure. Traditionally, after the information is reviewed, firm orders are placed and airtime is scheduled.

The Bush-Quayle ad team, called The November Co., last week requested a huge buy on NBC, including three separate packages with a combined worth of more than $30 million.

One package called for a single 2½ minute spot to air on each of the 17 nights of NBC's coverage of the 1992 Summer Olympics from July 24 to Aug. 9. At an estimated cost of about $1.5 million per spot, the buy would be worth

(Continued on Page 52)

At the meeting: Rob Walton (l.), Wal-Mart chairman, watches as his mother, Helen, is presented a copy of "Sam Walton: Made in America" by Doubleday's Bill Barry and co-author John Huey.

Takin' care of business with down-home style

Death of founder Mr. Sam casts small shadow over Wal-Mart Stores' festive annual 'pep rally'

By Jennifer Lawrence

FAYETTEVILLE, Ark.—"Let me know how far some of you came on that dang bus," urged James L. "Bud" Walton to the standing-room-only crowd at Wal-Mart Stores' annual meeting.

Not that this group needed to be whipped up. Some 15,000 shareholders, sales associates and vendors crammed into two buildings at the University of Arkansas June 5 for the first annual meeting since retail legend Sam Walton died in April. His brother Bud, a Wal-Mart senior VP and board member, gave the meeting the Walton touch.

"Twenty-six hours? Who came more than 26 hours?" Mr. Walton asked. "Thirty? Where did you come from? Pennsylvania? It took 30 hours to get here? I heard 35 out there."

It turned out that one shareholder traveled 38 hours from Alaska to see Wal-Mart's top management put forth its best effort to continue what Mr. Sam had begun: the most unusual, down-home, annual meeting extravaganza known to corporate America. The all-day event is nothing short of an inspirational pep rally to lionize the Wal-Mart way.

All roads lead to this university town near the company's Bentonville headquarters. The traffic jam is just as bad as when the Razorbacks play.

Forget about finding a hotel room without a year's notice. People are known to set their vacation plans around the annual meeting, where business attire is pretty much restricted to the

(Continued on Page 51)

Kellogg sees return of 40% share as core brands rise

By Julie Liesse

Kellogg Co. is back.

After three years of declining market share, a series of management changes, pressure from private-label brands and a string of new-product disappointments, the No. 1 cereal marketer is seeing a rebound in its core brands.

Shares of Corn Flakes and Frosted Flakes are turning up, and the company has scored with two new products: Low-Fat Granola and Frosted Bran flakes, which made their debut in February.

"All Kellogg's core brands are gaining share, except Rice Krispies," said Timothy Ramey, analyst with C.J. Lawrence Inc. "And the company hasn't had these kinds of credible new products in at least four years."

Kellogg's corporate share of the $7 billion cereal category is at 36.5% for the year ended April 18, Nielsen Marketing Research reported; sales are up 6% to $2.3 billion.

Even better, Kellogg's most recent weekly shares have risen back to more than 40%, industry executives say—a mark Kellogg's been coveting since 1989, when its corporate share fell below that historic level.

Kellogg said new Low-Fat Granola is already outselling its only national competition, Quaker Oats Co.'s 100% Natural cereal, in four-week sales reports; Nielsen numbers show the product at a 0.9% share.

"We've had an outstanding response to this, which we feel is the first news in the granola category in years," said a Kellogg spokeswoman.

Leo Burnett USA, Chicago, handles Low-Fat Granola and about 80% of Kellogg's cereal business.

Frosted Bran, likewise, has about a 0.7% share on a four-week basis. J. Walter Thompson USA handles.

The two products represent a back-to-basics approach for Kellogg's new-product strategy; they're less ambitious, certainly, than either the revolutionary Heartwise cholesterol-reducing cereal or the recently discontinued Bigg Mixx, which tried to cre-

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Ads Against AIDS says nets snub their PSAs

Ad Council enlisted to win more campaign visibility

By Melanie Wells

Top-level advertising executives behind Ads Against AIDS, a group formed last year to solicit AIDS awareness ads, are charging that the TV networks are virtually ignoring their work.

"I'm not happy with the visibility of the campaign," said Robert Starr, co-founder and board member of Ads Against AIDS and VP-associate creative director at DDB Needham Worldwide, New York. "The ads have been running but not to our satisfaction."

The group—which also includes board member Phil Dusenberry, BBDO Worldwide ceo, and Jack Mariucci, exec VP-executive creative director at DDB Needham Worldwide and co-chairman of Ads Against AIDS—plans to meet this week with the Advertising Council to seek its support and discuss ways to reposition and redistribute the campaign to the media.

Seven months after the campaign was launched, only one 30-second spot has appeared on network TV, airing twice, says Ads Against AIDS.

In March, ABC aired Wells Rich Greene BDDP's spot called "Small Towns" during a primetime movie about an AIDS patient. "Small Towns" shows bucolic scenes from a village, with the theme line, "No place is immune."

Last December, ABC said it had decided to increase the number of AIDS-related public service announcements it aired. Currently, ABC said, it broadcasts five 30-second AIDS public service ads a week, reflecting $12 million a year worth of ad time.

Although the network couldn't verify the number of ads used from Ads Against AIDS, an ABC spokeswoman said the group's spots were part of the network's rotation of AIDS awareness ads.

Ads Against AIDS thinks the networks aren't running enough of the group's TV spots; print ads, though, are showing up with greater frequency.

CBS is reviewing the ads and won't comment on the review process, said Matthew Margo, VP-programming practices at the network.

Fox Broadcasting Co. said it aired the "Small Towns" spot shortly after basketball star Earvin "Magic" Johnson announced he was HIV positive and has made the spot available to all Fox stations on the regular satellite feed.

Fox VP Helen Boehm said, however, that it was difficult to get network clearance for the other spots in the campaign.

"We've been trying to follow up, but it has been really hard to find people at the [Ads Against AIDS] organization who are really following up on these spots," Ms. Boehm said. "The spots are beautiful, but we can't get clearances—talent clearances and every kind of legal clearance—and 1-inch broadcast quality copies that we can air."

Clearances were signed before the spots were sent to the networks, and that shouldn't be a problem, said Nancy Murray, commercial clearance coordinator for both BBDO and Ads Against AIDS.

Fox might have perceived there being a delay in getting the tapes, but the network was the first to receive them, she said.

"We were barely finished with the commercials, and they were asking for them," she said. "I would be surprised if the 1-inch tapes weren't of good quality."

The group initially faced some legal hurdles, Mr. Starr said.

"Ads Against AIDS, as a new organization, had to file for nonprofit status," he said. "It took a lot of time and was worth it, but it delayed the airing of the spots."

In the past month, the group has hired Nancy Ross, former VP of the Clio Awards, to help coordinate placement and track ads.

Pat Hoffman, group media director at DDB Needham, is overseeing placement of the AIDS awareness ads on cable TV and said Turner Broadcasting System had also agreed to start running "Small Towns."

The Ads Against AIDS group has had better luck getting its radio spots and print ads placed.

According to the group, the

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P&G's Downy goes Ultra

Concentrate features smaller bottle, recycled plastic

By Jennifer Lawrence

Procter & Gamble Co. this week will unveil plans for its latest environmental packaging initiative with the national introduction of Ultra Downy and Ultra Downy Refill.

Ultra Downy, a concentrated version of the original fabric softener formula, will come in a smaller bottle made with at least 50% post-consumer recycled plastic and 35% less packaging by weight than original Downy bottles. Ultra Downy Refill, like the original Downy Refill, will be sold in a paper-based carton but won't require dilution with added water.

Marketers have recently moved away from excess packaging to help reduce solid waste. P&G last year began selling cartonless Secret and Sure deodorants, and its new Ultra Dry Pampers Phases and Ultra Dry Luvs Phases diapers will have smaller packages.

Charles Murray, P&G director of product development for Downy, said the company is committed to using less material and more recycled plastic.

Ultra Downy and Ultra Downy Refill, first tested in Little Rock, Ark., last year, will roll into the Northeast this month. National rollout will follow.

Advertising will carry the theme "So much softness from so little Downy." It's unlikely P&G will play up packaging benefits in the TV campaign likely to start later this summer. Instead, the ad message is thought to focus on product benefits. Grey Advertising, New York, is the agency.

Ultra Downy will be sold in 10-, 20- and 40-use plastic bottles in April Fresh and SunRinse scents, as well as a 60-use bottle in April Fresh scent only. Ultra Downy Refill will be available in 20- and 40-use cartons in both scents and a 60-use carton in April Fresh.

P&G will continue to sell original Downy in 64-ounce bottles, but once the new versions arrive in the market, all other sizes will be discontinued. Ultra Downy Refill replaces original Downy Refill.

P&G's move to concentrated fabric softeners follows its successful initiatives with ultra concentrated detergents, such as Ultra Tide.

"This is a continuation of a trend toward concentrated products, and eventually everything will be concentrated, from detergents to fabric softeners to automatic dishwash detergents," said Andrew Shore, analyst at PaineWebber. "The net effect is that Procter wants to move everything to its latest technology, and if it can move to more 'ultras,' the company will do it."

Downy Liquid commands a 35% share of the $820 million fabric softener category, while Downy Refill alone has jumped to a 20% share since its 1989 introduction.

P&G overall holds a 59% share of the category, followed by Lever Bros. with a combined 24% share for its Snuggle and Final Touch brands, according to figures from Kidder, Peabody & Co. □

THE AD INDUSTRY'S 'DIRTY LITTLE SECRET'

After a brief hiring flurry 20 years ago, blacks have again become invisible men in the agency workplace. What went wrong?

By Joseph M. Winski

"I propose that the agencies in New York set this minority group employment minimum goal for the end of 1972: 13% in the clerical area and 13% in the professional areas."

—Jock Elliott Jr., chairman of Ogilvy & Mather and the American Association of Advertising Agencies' special committee on equal employment opportunities, October 1969.

If it weren't so terribly *unfunny*, the plight of black people in the ad business might make a nifty good news/bad news joke, says Lowell Thompson, a black freelance art director from Chicago.

The good news is black people have escaped the massive firings that have occurred in the agency business.

The bad news is there weren't any blacks to fire in the first place.

Mr. Thompson isn't laughing. Nor are others who've watched the agency business gradually slip from a professed leadership role in recruiting blacks to a position that can be charitably characterized as quiet indifference.

The agency industry's record on minority hiring is a "dirty little secret," says Jo Muse, chairman of Muse Cordero Chen, a multicultural Los Angeles agency.

Many industries can, of course, be accused of failing to give blacks adequate opportunities, but few have been as remiss as the the ad business. Indeed, two decades after it was to be reached, Jock Elliott's goal of 13% minority employment at ad agencies remains elusive.

According to U.S. Bureau of Labor Statistics, blacks, who constitute 10.1% of the total work force, account for 5.2% of ad agency employment at all levels, a figure heavily weighted with clerical and secretarial employees. (The figure for all minorities is of course somewhat higher.)

While management figures for ad agencies alone weren't available, blacks constitute just 2.1% of all marketing, advertising and public relations managers, the bureau said. That's the lowest percentage of blacks in 18 management categories and 336th lowest of 351 occupations monitored by the bureau. And clients are generally thought to have better minority hiring records than agencies, so even 2.1% may be high.

Some industry followers estimate the figure for black managers at mainstream agencies at as low as 1% of the total.

Things are no better in the creative department. In an unpublished article aptly titled "The Invisible Man in the Gray Flannel Suit," Mr. Thompson counts about 60 blacks among the 6,500 creatives he estimates are employed by the 25 largest U.S. agencies.

Photographs in this newspaper underscore the point. Of the 658 people (excluding celebrities and spouses whose jobs aren't identified) shown so far this year on *Advertising Age's* "Photo Review" page—a weekly snapshot of sorts of the leaders and strivers in media, advertising and marketing—six were black.

1969: Black adman William Sharp writes a book that attests to the difficulty of getting a job in the business.

Only two blacks (not counting a shot of the U.S. Olympic basketball team) have been pictured so far this year on AA's first three pages: Whoopi Goldberg and Spike Lee.

A 1985 AA report on the 100 "best and brightest young people" in the nation's ad agencies featured only one black, and she worked at UniWorld Group, a black-owned agency.

The Four A's doesn't compile figures on black employment of member agencies.

"My feeling is that we don't do a very good job of recruiting and keeping blacks," concedes John O'Toole, Four A's chairman.

Individual agencies are reluctant to say how many black employees they have. Of the 25 largest U.S. agency "brands," only five would give AA any figures *(see chart on Page 38)*.

Most of the others said it was company policy not to disclose such numbers. Among those that nonetheless claimed good minority-hiring records were J. Walter Thompson USA and Young & Rubicam; both said they have federal contracts requiring them to employ minorities and to file hiring records with Washington but that the government won't let them make the numbers public.

The situation is fraught with irony: An industry that eagerly does pro bono advertising for racial equality, as well as numerous other causes, turns out to employ few blacks itself.

"How in the world can your publication call on the advertising community to stop riots by creating advertising [AA, May 4] when they won't hire any black people? It's outrageous," says a black creative who now runs his own agency. He asked not to be named because, he says, his activism has caused him to be labeled an unemployable "troublemaker" at mainstream agencies.

There's historical irony as well, because in the wake of the civil rights movement of the 1960s, the agency business swung its doors open wide to black people.

It wasn't pure altruism: Both the New York Urban League and the New York City Commission on Human Rights singled out the agency business—then highly visible in its so-called "golden age" of creativity—for criticism. The commission even held public hearings on agency hiring practices.

Activists picketed Benton & Bowles in the early 1960s for alleged discrimination in hiring. A few years later, there were protests at the Clio presentation against an award given to Wells Rich Greene, which activists charged hired blacks only for menial jobs like serving coffee.

Blacks in advertising formed the Group for Advertising Progress to press for more hiring of blacks and Puerto Ricans. With the Four A's, GAP created what it called the Basic Advertising Course, taught by prominent agency figures, for minorities in New York and Chicago.

In time, blacks began to break into the once WASP-dominated business in considerable numbers, as Italians and Jews had done a decade earlier. Some agencies boasted publicly of their progress in hiring minorities.

"We had a lot of stirring, and we had a lot of hope," recalls Doug Alligood, one of the founders of GAP who worked at BBDO in New York and today is the agency's VP-special markets.

The industry was brought up short when William Sharp, then a group supervisor at JWT in Chicago, told the Four A's at its annual meeting in 1969: "You white advertising folks are a lot happier about the progress of integration than us black advertising folks."

His speech—which Mr. Sharp, who now owns Sharp Advertising in Atlanta, says he could give essentially unchanged today—proved prophetic.

The nation's attention drifted from civil rights to Vietnam and Watergate, the economy staggered, and agency board rooms, like the country at large, grew increasingly silent on minorities.

By the 1980s, "a kind of racial forgetfulness" had set in, says Phil Gant, exec VP-chief creative officer at BBDO, Chicago, probably the highest-ranking black creative at a major agency.

"The industry, as a whole, seems to me to have regressed," he says. "The country to me has regressed."

Hard economic times, which have caused agencies to slash payrolls, have hardly helped.

"What happened to all the black people who came into the business when I did?" asks Mr. Thompson, the Chicago art director, who can easily name 35 black advertising people who were prominent or promising two decades ago.

A handful, such as Messrs. Gant and Alligood, have succeeded in the general agency business. A far greater number, says Don Richards, Leo Burnett Co. senior VP-director of resource development and another of the successes from the 1960s, "just dropped out."

"I think quite frankly . . . we were more interested in getting the numbers and less in the problem that would arise as people tried to move up," Mr. Richards says. "The system wasn't ready to propel people upward. It hadn't thought it through."

Some blacks left to start their own agen-

(Continued on Page 38)

WHITES ONLY.
BLACKS & OTHER MINORITIES NEED NOT APPLY.
THIS SIGN MIGHT AS WELL BE HANGING ON THE DOOR OF EVERY MAJOR ADVERTISING AGENCY IN AMERICA.
par

1992: Black adman Lowell Thompson writes a proposed ad that attests to the difficulty of getting a job in the business.

Percentage of managers and professionals who are black:

Public officials and administrators	11.3%
Actors and directors	10.5%
Accountants and auditors	7.6%
Salespeople	6.6%
All executives and managers	5.7%
College and university teachers	4.8%
Editors and reporters	4.5%
Financial managers	4.0%
Engineers	3.6%
Doctors	3.2%
Lawyers	2.6%
Marketing, advertising and public relations managers	2.1%
Architects	2.1%
Airline pilots and navigators	1.5%
Percentage of blacks in total work force	10.1%

Source: U.S. Bureau of Labor Statistics, January 1992

AD AGE RANKS THE NATION'S LARGEST MAGAZINES

Publishers get relief from loyal readers as advertisers vanish during 1991

By R. Craig Endicott

Magazines can trace their meager gains in 1991 to readers willing to meet higher newsstand prices and subscription rates.

This relationship with the faithful was responsible for the industry's puny 1% growth in gross revenue, to $17.4 billion from both advertising and circulation.

The advertising leg, however, dropped a precipitous 9.2% in pages for a slim 0.3% decline in revenue. The average page rate hike was 9.3%.

The top 300 magazines drew 57% of their revenue from advertising, or $9.9 billion. Circulation rang up $7.5 billion, a 2.8% increase, according to *Advertising Age's* third annual report.

There was a downside to circulation revenue gains, though: The *Ad Age* 300 lost a collective 1.6% in paid subscribers and 3.2% in single-copy sales as average subscription rates grew 2.2% and newsstand costs 7%. Publishers no doubt hope lost sales are recessionary blips.

The lower ad page count influenced publishers to hold the line on page rate increases in 1992 to an average 6.3% (for a one-time b&w). The sluggish results held cost-per-thousand measurements in check, as consumer magazines grew only 9.5% in CPM to an average $27.93.

The top 300 ranking extended from perennial leader *TV Guide*, at $884.1 million, to *Washingtonian* at $12.1 million, and included 213 consumer and 97 business publications. Consumer magazines generated 77% of total ad revenue and 94% of circulation dollars.

The ranking shows little correlation between size and growth. The top 10, with 27% of the 300's revenues, grew just 0.3% in revenue.

TV Guide for the fourth consecutive year suffered a decline in revenue, down 3.4%, the result of an 18.7% decline in ad pages effecting a 12.8% drop in ad revenue. Circulation revenue grew 1.7%, largely the result of a $2 boost in the subscription price that offset a 3.5% decline in paid circulation. The News Corp. publication is seeking to stanch the ad outflow this year by lowering its ad rates 3.9% to $99,700 for a one-time b&w page.

PC Magazine, ranked No. 9, outstripped the other top 10 magazines in growth, advancing 19.4% in revenues based on an ad revenue increase of 20.9% from a 3.3% growth in ad pages. Its circulation revenue, up 10.7%, contributed marginally to overall growth since only 15% of the total comes from circulation.

Time Warner continued to dominate other parent companies, drawing $2.6 billion in gross revenue from 14 publications among the *Ad Age* 300. Runner-up was Advance Publications, with $1.2 billion from 13 magazines.

Time Warner, which eked out a narrow 0.3% revenue growth from its contributors in the ranking, did it on the circulation side, where revenue rose 5.8%. Circulation revenue accounted for 44.3% of the parent's total, up from 42% in 1990; advertising revenues dipped 3.7% as total ad pages collapsed 11.3%.

People remained its leading contributor because of strong returns from circulation, up 7.4% in dollars. Ad revenue at *People* dropped 2.6% on a 9% decline in ad pages.

Advance, unlike Time Warner, showed collective gains in ad revenue of 0.5% from 13 magazines, although ad pages dipped 10.8%. *Parade*, No. 6, shouldered Advance's narrow gain by growing a dramatic 9.4% in ad volume. *Parade* accounted for 40.2% of Advance's ad revenue.

Consumer monthlies (including fortnightlies) dominated the chart with revenue volume of $7.5 billion, up 0.5%, for 43% of the 300's total. They outdistanced consumer weeklies, at $5.4 billion, down 0.9%.

Monthlies also depressed the totals: Their ad revenue fell 0.6% to $3.7 billion on 18.4% fewer pages that were on average 8.6% more expensive than in the prior year. Circulation

(Continued on Page S-14)

Top 300 magazines by 1991 gross revenues

Rank 1991	Rank 1990	Magazine, headquarters	Total revenues	'91-'90 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
1	1	TV Guide, Radnor, Pa.	$884,123	-3.4	$279,153	2,411.83	$339,565	$265,304	15,053,018	News Corp.	(212) 484-8000
2	2	People, New York	663,423	3.3	344,958	3,297.03	128,921	189,543	3,380,832	Time Warner	(212) 522-1212
3	3	Time, New York	578,450	-0.1	326,591	2,167.02	225,370	26,486	4,073,530	Time Warner	(212) 522-1212
4	4	Sports Illustrated, New York	563,323	-0.8	323,050	2,419.72	221,210	19,063	3,297,493	Time Warner	(212) 522-1212
5	5	Reader's Digest, New York	440,146	0.9	96,675	858.12	319,185	24,286	16,269,537	Reader's Digest Association	(212) 953-0030
6	7	Parade, New York	388,690	9.4	388,690	752.00	0	0	36,079,000	Advance Publications	(212) 573-7000
7	6	Newsweek, New York	377,835	-6.1	228,492	1,951.74	124,939	24,404	3,224,770	Washington Post Co.	(212) 350-4342
8	9	Better Homes & Gardens, New York	291,921	6.0	159,981	1,277.26	119,623	12,316	8,002,794	Meredith Corp.	(212) 557-6600
9	14	PC Magazine, New York	271,543	19.4	229,241	7,084.20	31,960	10,342	870,052	Ziff Communications	(212) 503-5100
10	11	U.S. News & World Report, Washington	267,406	4.4	172,518	2,023.41	86,218	8,669	2,237,009	U.S. News & World Report	(212) 326-5300
11	8	Business Week, New York	263,589	-7.1	220,080	3,735.02	38,013	5,496	887,150	McGraw-Hill	(212) 512-2000
12	10	Good Housekeeping, New York	262,524	1.0	165,456	1,616.41	64,272	32,796	5,188,919	Hearst Corp.	(212) 649-2531
13	12	National Geographic, Washington	246,402	-0.2	37,846	294.48	208,556	0	9,763,406	National Geographic Society	(202) 857-7000
14	13	Family Circle, New York	225,765	-6.0	130,022	1,537.36	36,058	59,685	5,065,131	New York Times Co.	(212) 463-1000
15	17	National Enquirer, Lantana, Fla.	216,831	5.0	38,372	971.45	10,952	167,507	3,758,964	Enquirer/Star Group	(212) 682-4022
16	15	Ladies' Home Journal, New York	216,506	1.9	112,449	1,471.60	84,222	19,835	5,065,135	Meredith Corp.	(212) 953-7070
17	18	Cosmopolitan, New York	206,589	0.7	127,544	1,953.79	15,929	63,116	2,741,802	Hearst Corp.	(212) 649-3318
18	16	Forbes, New York	196,901	-5.1	156,195	3,572.53	36,506	4,201	740,926	Forbes Inc.	(212) 620-2200
19	19	Fortune, New York	189,527	-4.2	153,306	2,949.55	32,169	4,052	682,019	Time Warner	(212) 522-1212
20	21	McCall's, New York	186,500	10.0	84,703	1,083.29	89,314	12,484	5,066,849	New York Times Co.	(212) 463-1000
21	24	Playboy, Chicago	180,113	15.5	46,813	749.29	80,857	50,443	3,547,185	Playboy Enterprises	(212) 688-3030
22	22	Star Magazine, Tarrytown, N.Y.	171,399	1.7	21,857	653.43	11,577	137,965	3,102,026	Enquirer/Star Group	(212) 682-4022
23	20	Woman's Day, New York	168,810	-6.4	100,310	1,322.70	18,379	50,121	4,819,505	Hachette Magazines	(212) 767-6550
24	27	Money, New York	158,232	9.4	87,884	1,279.10	57,153	13,195	1,933,864	Time Warner	(212) 522-1212
25	25	Vogue, New York	143,938	-2.7	102,855	2,525.55	14,034	27,049	1,252,566	Advance Publications	(212) 880-8800
26	26	Glamour, New York	139,434	-4.0	91,493	1,666.85	14,495	33,446	2,081,212	Advance Publications	(212) 880-8800
27	30	USA Weekend, New York	137,479	15.5	137,479	680.16	0	0	16,210,234	Gannett Co.	(212) 715-2100
28	28	Redbook, New York	126,173	-3.6	72,065	1,103.93	37,934	16,173	3,850,294	Hearst Corp.	(212) 649-3330
29	32	Southern Living, Birmingham, Ala.	122,316	4.9	63,406	1,230.80	51,940	6,971	2,361,076	Time Warner	(205) 877-6000
30	23	Cable Guide, Horsham, Pa.	116,605	-26.8	33,185	289.58	83,420	0	6,951,677	TVSM	(212) 683-6116
31	34	Life, New York	113,848	1.3	44,354	563.81	46,523	22,971	1,515,916	Time Warner	(212) 522-1212
32	31	Rolling Stone, New York	113,105	-4.7	72,482	1,719.60	25,349	15,274	1,229,525	Straight Arrow Publishers	(212) 484-1616
33	37	Golf Digest, Trumbull, Conn.	108,956	11.7	71,236	1,214.46	30,523	5,197	1,421,797	New York Times Co.	(203) 373-7000
34	33	Penthouse, New York	105,657	-8.1	30,092	752.01	10,855	64,710	1,390,919	General Media	(212) 496-6100
35	29	New York Times Magazine, New York	105,274	-17.8	105,274	2,872.83	0	0	1,734,000	New York Times Co.	(212) 556-1234
36	36	PC Week, Medford, Mass.	102,431	2.0	102,431	4,958.44	0	0	0	Ziff Communications	(617) 393-3700
37	35	Modern Maturity, Lakewood, Calif.	101,390	-3.5	47,510	201.28	53,880	0	22,450,003	A.A.R.P.	(310) 496-2277
38	38	Parents, New York	97,852	3.0	62,228	1,398.02	31,665	3,960	1,752,474	Gruner & Jahr Publications	(212) 878-8700
39	40	Travel & Leisure, New York	93,932	1.8	58,850	1,373.42	34,651	631	1,100,398	American Express Co.	(212) 382-5600
40	41	Country Living, New York	93,638	3.6	52,854	1,017.96	21,492	19,291	1,839,065	Hearst Corp.	(212) 649-3192
41	48	Soap Opera Digest, New York	86,676	15.0	5,211	420.20	22,632	55,833	1,447,483	K-III Holdings	(212) 645-2100
42	39	Elle, New York	84,991	-8.0	58,835	1,762.40	12,291	13,865	897,234	Hachette Magazines	(212) 767-5813
43	43	Smithsonian, Washington	80,414	-6.4	37,435	838.90	42,592	388	2,140,349	Smithsonian Institution	(202) 786-2900
44	42	Woman's World, Englewood Cliffs, N.J.	76,921	-13.4	2,339	158.00	0	74,582	1,279,280	Bauer Publishing Co.	(212) 953-3344
45	49	Car and Driver, Troy, Mich.	76,553	6.2	53,022	1,273.53	16,449	7,082	1,024,964	Hachette Magazines	(313) 649-1900
46	51	Consumer Reports, Yonkers, N.Y.	76,552	9.1	0	0	73,752	2,800	5,083,194	Consumers Union of U.S.	(914) 378-2000
47	45	The New Yorker, New York	75,386	-8.5	53,934	2,001.02	19,346	2,106	827,283	Advance Publications	(212) 840-3800
48	52	Prevention, Emmaus, Pa.	74,232	5.9	17,058	451.41	47,013	10,160	3,204,583	Rodale Press	(215) 967-5171
49	60	Byte, Peterborough, N.H.	74,182	25.7	57,401	3,444.00	10,729	6,052	502,320	McGraw-Hill	(603) 924-9281
50	67	PC World, San Francisco	72,562	23.3	52,261	2,367.77	14,974	5,327	813,197	International Data Group	(415) 243-0500
51	58	Vanity Fair, New York	72,476	9.9	52,074	1,440.29	9,333	11,070	991,178	Advance Publications	(212) 880-8800
52	65	Computer Shopper, New York	71,720	20.6	58,848	7,503.32	4,848	8,023	388,415	Coastal Associates	(212) 503-3800
53	50	Sunset, Menlo Park, Calif.	71,643	1.3	43,622	1,387.47	25,085	2,936	1,491,509	Time Warner	(415) 321-3600
54	46	Mademoiselle, New York	71,597	-6.7	44,803	1,261.59	9,391	17,402	1,206,175	Advance Publications	(212) 880-8800
55	44	Computerworld, Framingham, Mass.	70,650	-14.5	64,089	3,230.18	6,561	0	116,696	International Data Group	(800) 343-6474
56	55	Field & Stream, New York	68,808	0.7	36,263	765.03	30,695	1,850	2,002,732	Times Mirror Co.	(212) 779-5070
57	54	Ebony, Chicago	68,711	-0.2	37,177	953.52	24,967	6,567	1,834,011	Johnson Publishing Co.	(312) 322-9200
58	53	Seventeen, New York	66,950	-2.7	33,766	940.80	21,721	11,462	1,851,665	K-III Holdings	(212) 759-8100
59	96	Entertainment Weekly, New York	66,765	46.0	26,235	1,056.37	35,690	4,840	743,192	Time Warner	(212) 522-5470
60	59	Bride's, New York	65,678	0.8	56,824	3,035.69	1,126	7,728	322,755	Advance Publications	(212) 880-8800
61	62	CRN/Computer Reseller News, Manhasset, N.Y.	65,239	6.5	65,026	6,120.86	213	0	1,000	CMP Publications	(516) 562-5718
62	56	GQ, New York	63,591	-5.1	44,613	1,634.68	6,269	12,709	666,450	Advance Publications	(212) 880-8800
63	63	Golf Magazine, New York	63,467	4.0	39,437	1,019.88	19,996	4,034	1,116,786	Times Mirror Co.	(212) 779-5070
64	47	Architectural Digest, Los Angeles	63,324	-16.3	36,084	1,288.26	20,736	6,504	626,790	Knapp Communications Corp.	(213) 965-3700
65	70	InfoWorld, San Mateo, Calif.	62,594	9.0	61,160	3,236.00	1,434	0	13,689	International Data Group	(415) 328-4602
66	103	PC Computing, Foster City, Calif.	62,225	44.2	43,496	2,352.46	14,939	3,790	705,325	Ziff Communications	(415) 578-7000
67	60	Inc., Boston	61,731	-4.5	46,947	1,072.22	13,055	1,729	641,440	Goldhirsh Group	(212) 326-2900
68	69	The Sporting News, St. Louis	61,494	5.4	8,199	480.69	49,092	4,203	625,224	Times Mirror Co.	(212) 779-5070
69	73	Highlights for Children, Columbus, Ohio	61,460	10.0	0	0	61,460	0	2,600,000	Highlights for Children	(614) 486-0631
70	61	New York, New York	61,368	-3.8	41,419	2,303.61	15,238	4,711	428,408	K-III Holdings	(212) 880-0700
71	87	Globe, Boca Raton, Fla.	60,780	23.2	960	70.00	1,067	56,753	1,237,822	Globe Communications Corp.	(407) 997-7733
72	72	Macworld, San Francisco	60,450	6.9	50,670	2,437.16	6,197	3,583	333,793	International Data Group	(415) 243-0505
73	57	Self, New York	60,215	-10.8	37,601	922.53	9,976	12,547	1,201,375	Advance Publications	(212) 880-8800
74	71	Jet, Chicago	56,995	-0.3	18,592	1,041.93	29,315	9,088	956,868	Johnson Publishing Co.	(312) 322-9200
75	66	Bon Appetit, Los Angeles	55,311	-5.7	30,868	975.83	20,588	3,800	1,255,006	Knapp Communications Corp.	(212) 697-1295
76	90	Muscle & Fitness, Woodland Hills, Calif.	54,590	11.5	25,894	1,405.40	4,930	23,766	642,349	Weider Publications	(818) 884-6800
77	92	Barron's, New York	54,461	12.8	29,515	1,712.00	13,915	14,031	235,588	Dow Jones & Co.	(212) 808-7200
78	75	Popular Mechanics, New York	54,293	-0.5	26,112	730.56	21,736	6,445	1,639,033	Hearst Corp.	(212) 649-3076
79	84	Endless Vacation, Indianapolis	52,736	4.4	3,121	210.89	49,617	0	840,480	Endless Vacation Publications	(317) 871-8555
80	79	Gourmet, New York	52,579	-0.3	35,423	1,194.34	13,503	3,653	871,950	Advance Publications	(212) 371-1330
81	88	Modern Bride, New York	52,139	5.8	41,463	2,581.93	1,194	9,482	387,024	Reed International	(212) 337-7000
82	93	MacUser, Foster City, Calif.	51,990	7.9	40,989	2,464.68	8,107	2,894	382,016	Ziff Communications	(415) 378-5600
83	81	Road & Track, Troy, Mich.	51,892	0.1	34,209	1,076.34	11,024	6,659	740,990	Hachette Magazines	(313) 649-1900
84	86	Popular Science, New York	51,496	3.5	23,874	743.84	22,818	4,804	1,837,026	Times Mirror Co.	(212) 779-5070
85	78	Travel Weekly, Secaucus, N.J.	51,376	-3.7	50,615	4,827.12	760	0	47,528	Reed International	(201) 902-1500
86	76	Motor Trend, Los Angeles	50,795	-6.3	30,931	839.90	13,322	6,542	852,888	Petersen Publishing Co.	(310) 854-2133
87	97	Popular Photography, New York	49,711	11.8	33,124	1,341.34	13,911	2,676	851,036	Hachette Magazines	(212) 767-6550
88	94	House Beautiful, New York	49,710	3.8	30,198	741.26	13,626	5,886	954,455	Hearst Corp.	(212) 903-5100
89	74	First for Women, Englewood Cliffs, N.J.	49,431	-9.6	12,378	473.00	0	37,053	1,784,430	Bauer Publishing Co.	(212) 953-3344
90	83	New Woman, New York	49,401	-2.7	19,812	720.03	12,433	17,156	1,350,392	K-III Holdings	(212) 685-4790
91	91	HFD-The Weekly Home Furnishings, New York	49,150	1.3	48,128	3,858.94	1,022	0	26,394	Capital Cities/ABC	(212) 630-4000
92	95	Outdoor Life, New York	48,032	0.8	26,236	767.07	19,777	2,019	1,502,818	Times Mirror Co.	(212) 779-5070
93	85	Metropolitan Home, New York	47,628	-4.4	30,577	888.44	13,381	3,671	746,074	Meredith Corp.	(212) 551-7074
94	110	Journal of the AMA, Chicago	47,406	17.9	26,158	4,523.77	21,248	0	268,967	American Medical Association	(312) 464-2488
95	77	Harper's Bazaar, New York	46,963	-13.0	30,798	1,061.38	8,612	7,573	732,483	Hearst Corp.	(212) 903-5000
96	64	Us, New York	46,668	-21.8	14,566	443.54	17,400	14,702	1,271,055	Straight Arrow Publishers	(212) 484-1616
97	100	Economist, New York	45,657	5.1	23,171	2,410.02	19,341	3,145	214,978	Economist Newspapers North America	(212) 541-5730
98	80	Esquire, New York	45,526	-13.2	31,922	956.26	9,751	3,853	740,143	Hearst Corp.	(212) 459-0600
99	104	HOM, Newton, Mass.	43,732	5.1	43,732	5,430.94	0	0	0	Press Communications	(617) 964-3030
100	82	Town & Country, New York	43,545	-14.5	31,957	1,159.85	9,528	2,060	454,232	Hearst Corp.	(212) 903-5000

Notes: Dollars are in thousands. All figures are gross and represent AA estimates. See Page S-14 for sources and methodology. Phone numbers are for advertising offices. Chart continues on Page S-6.

AA chart: Kevin Brown and Norma Green

Top 300 magazines by 1991 gross revenues

Rank 1991	Rank 1990	Magazine, headquarters	Total revenues	'91-'90 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
101	99	**Working Woman**, New York	$43,492	-11.2	$27,538	809.21	$14,309	$1,644	849,772	Lang Communications	(212) 551-9500
102	101	**HG-House & Garden**, New York	43,141	-0.7	25,609	954.76	13,686	3,845	650,374	Advance Publications	(212) 880-8800
103	108	**Condo Real Traveler**, New York	41,986	0.3	30,358	1,024.49	10,735	893	745,453	Advance Publications	(212) 880-8800
104	99	**Electronic Engineering Times**, Manhasset, N.Y.	41,771	-5.3	41,771	4,132.07	0	0	0	CMP Publications	(516) 562-5000
105	102	**Gmat**, New York	41,289	-4.8	19,456	704.37	15,957	5,876	753,851	General Media	(212) 496-6100
106	98	**Financial World**, New York	40,713	-8.2	20,946	671.91	19,555	212	504,117	Financial World Partners	(212) 594-5030
107	113	**Tennis Magazine**, Trumbull, Conn.	40,363	6.0	25,820	737.31	12,870	1,673	773,170	New York Times Co.	(203) 373-7000
108	122	**Scientific American**, New York	39,960	16.6	15,215	597.02	18,049	6,696	642,624	Scientific American	(212) 754-0550
109	105	**Restaurants & Institutions**, Des Plaines, Ill.	39,122	-9.4	39,122	3,307.88	0	0	0	Reed International	(708) 635-8800
110	107	**Discover**, New York	38,567	-8.5	6,933	260.78	26,342	5,292	1,125,115	Walt Disney Co.	(212) 633-8900
111	106	**Essence**, New York	38,445	-9.8	22,907	801.88	10,614	4,924	868,504	Essence Communication	(212) 642-0600
112	109	**Hot Rod**, Los Angeles	38,334	-4.7	18,268	711.90	13,072	6,993	853,127	Petersen Publishing Co.	(310) 854-2133
113	111	**W**, New York	38,098	-3.8	29,051	1,205.50	8,098	949	257,765	Capital Cities/ABC	(212) 630-4000
114	114	**Kiplinger's Personal Finance Magazine**, New York	37,574	-0.7	16,857	589.49	19,372	1,345	1,121,072	Kiplinger Washington Editors	(212) 398-6320
115	116	**Food & Wine**, New York	37,304	0.3	16,096	609.76	20,065	1,143	909,526	American Express Co.	(212) 382-5600
116	117	**National Examiner**, Montreal	37,065	4.2	358	45.70	394	36,313	752,983	Globe Communications Corp.	(407) 997-7733
117	142	**Mirabella**, New York	37,006	36.2	21,770	918.93	9,702	5,533	580,583	News Corp.	(212) 447-4900
118	125	**Country Home**, Des Moines, Iowa	35,964	12.4	16,425	380.60	14,052	5,487	1,091,976	Meredith Corp.	(212) 551-7171
119	123	**Teen**, Los Angeles	34,612	5.5	12,580	566.00	13,487	6,536	1,161,734	Petersen Publishing Co.	(310) 854-2133
120	156	**Parenting**, San Francisco	33,978	34.7	21,859	943.43	10,862	1,257	649,153	Time Warner	(415) 546-7575
121	120	**Home**, New York	33,401	-4.5	15,733	549.49	15,122	2,546	948,925	Hachette Magazines	(212) 767-6000
122	118	**Advertising Age**, Chicago	32,831	-6.5	25,896	2,266.85	6,406	529	85,163	Crain Communications	(312) 649-5200
123	144	**Nature**, New York	32,785	22.6	13,133	2,704.96	19,653	0	49,754	Macmillans UK	(212) 477-9600
124	130	**Automobile Magazine**, New York	32,620	8.8	21,473	829.55	7,889	3,258	530,312	K-III Holdings	(212) 332-0200
125	115	**New England Journal of Medicine**, Waltham, Mass.	32,588	-12.5	13,490	3,462.25	19,098	0	214,486	Massachusetts Medical Society	(617) 893-3800
126	134	**Design News**, Newton, Mass.	31,135	7.7	31,135	3,513.44	0	0	0	Reed International	(617) 964-3030
127	166	**MacWeek**, San Francisco	30,980	36.1	30,980	3,337.01	0	0	0	Coastal Associates	(415) 243-3500
128	127	**Billboard**, New York	30,881	1.4	21,166	2,400.00	5,790	3,925	47,738	Affiliated Publications	(212) 536-5290
129	121	**Weekly World News**, Lantana, Fla.	30,732	-10.6	2,882	810.89	665	27,205	722,234	Enquirer/Star Group	(212) 682-4025
130	119	**Guideposts**, Carmel, N.Y.	30,475	-12.8	0	0	30,475	0	3,691,911	Guideposts Associates	(800) 431-2344
131	140	**Entrepreneur**, Irvine, Calif.	30,339	9.9	21,947	1,968.82	4,831	3,561	340,472	Entrepreneur Group	(714) 261-2325
132	112	**Stereo Review**, New York	30,166	-21.1	22,217	768.92	6,417	1,532	511,381	Hachette Magazines	(212) 767-6035
133	137	**Victoria**, New York	29,954	6.1	12,647	519.88	9,961	7,347	806,827	Hearst Corp.	(212) 649-3700
134	159	**Tour & Travel News**, Manhasset, N.Y.	29,858	23.9	29,858	3,969.41	0	0	0	CMP Publications	(516) 562-5000
135	135	**Nation's Business**, Washington	29,576	3.4	10,649	307.27	18,845	82	859,348	U.S. Chamber of Commerce	(202) 463-5650
136	148	**Los Angeles Times Magazine**, Los Angeles	28,947	9.7	28,947	1,119.43	0	0	1,531,527	Times Mirror Co.	(213) 237-5000
137	128	**Chicago Tribune Magazine**, Chicago	28,600	-4.6	28,600	1,272.30	0	0	1,133,249	Tribune Co.	(312) 222-3244
138	160	**InformationWeek**, Manhasset, N.Y.	28,683	20.4	28,528	1,845.20	155	0	1,284	CMP Publications	(516) 562-5000
139	138	**YM**, New York	28,595	2.3	9,594	447.00	12,380	6,621	1,018,865	Gruner & Jahr Publications	(212) 878-8700
140	143	**Institutional Investor**, New York	28,193	4.4	24,821	1,219.00	3,330	42	13,505	Capital Cities/ABC	(212) 303-3300
141	154	**Organic Gardening**, Emmaus, Pa.	28,168	9.8	6,890	414.13	20,875	403	851,287	Rodale Press	(215) 967-5171
142	147	**Shape**, Woodland Hills, Calif.	28,020	6.0	11,125	680.47	4,819	12,076	744,129	Weider Publications	(818) 884-6800
143	136	**Sport**, Los Angeles	27,858	-2.1	9,445	366.80	13,097	5,316	880,221	Petersen Publishing Co.	(310) 854-2133
144	131	**Family Handyman**, Minneapolis	27,739	-5.1	11,032	458.76	14,958	1,749	1,076,905	Reader's Digest Association	(612) 854-3000
145	126	**Aviation Week & Space Technology**, New York	27,644	-9.7	17,431	1,727.80	10,213	0	141,848	McGraw-Hill	(212) 512-4360
146	139	**Communications Week**, Manhasset, N.Y.	27,054	-3.1	27,054	1,948.95	0	0	0	CMP Publications	(516) 562-5000
147	150	**Sesame Street Magazine**, New York	27,039	3.7	9,640	254.26	17,399	0	1,162,236	Children's Television Workshop	(212) 595-3456
148	146	**Datamation**, Newton, Mass.	26,747	0.8	24,447	1,738.45	2,300	0	18,618	Reed International	(617) 964-3030
149	152	**Science**, Washington	26,436	2.6	13,204	1,955.00	13,232	0	151,754	Amer. Assn. for the Adv. of Science	(202) 326-6536
150	170	**Network World**, Framingham, Mass.	26,319	18.9	26,319	1,880.60	0	0	0	International Data Group	(508) 875-6400
151	149	**AutoWeek**, Detroit	25,904	-1.7	17,961	1,583.90	7,832	311	275,632	Crain Communications	(313) 446-6000
152	124	**Yankee**, Boston	25,746	-20.5	8,590	687.10	15,949	1,207	776,527	Yankee Publishing	(617) 723-4309
153	145	**Working Mother**, New York	25,657	-3.4	16,935	690.58	8,524	198	664,175	Lang Communications	(212) 551-9500
154	171	**Outside**, Chicago	25,644	16.3	18,195	868.30	5,261	2,188	354,060	Mariah Publications	(312) 951-0990
155	158	**Ski**, New York	25,445	3.3	19,754	1,001.03	4,534	1,157	452,028	Times Mirror Co.	(212) 779-5070
156	133	**Builder**, Washington	25,439	-12.1	20,642	1,690.00	4,797	0	160,164	Hanley-Wood Publications	(202) 737-0717
157	132	**Home Mechanix**, New York	24,947	-14.8	10,129	463.22	14,170	648	1,043,898	Times Mirror Co.	(212) 779-5070
158	176	**Frequent Flyer Magazine**, New York	24,599	13.5	6,015	414.83	18,584	0	285,906	Official Airline Guide	(212) 237-3700
159	161	**Nation's Restaurant News**, New York	24,592	4.2	21,877	2,365.87	2,715	0	78,697	Lebhar-Friedman Publications	(212) 756-5183
160	153	**Premiere**, New York	24,389	-5.3	13,826	680.15	6,337	4,227	492,940	K-III Holdings	(212) 725-3437
161	179	**Medical Economics**, Montvale, N.J.	24,385	14.6	22,537	3,437.00	1,848	0	21,736	Thomson Corp.	(201) 358-7200
162	165	**Sports Afield**, New York	24,380	6.6	16,326	771.54	6,254	1,800	524,639	Hearst Corp.	(212) 649-4300
163	155	**Weight Watchers**, New York	24,342	-4.6	7,703	363.80	14,605	2,034	1,001,484	Weight Watchers Twentyfirst Corp.	(212) 370-0644
164	180	**Supermarket News**, New York	24,233	14.6	23,038	1,468.81	1,195	0	51,942	Capital Cities/ABC	(212) 630-3770
165	190	**Satellite Orbit**, Vienna, Va.	23,817	18.1	3,241	275.08	10,316	10,256	370,970	CommTek Communications	(703) 827-0511
166	173	**Electronic Buyers' News**, Manhasset, N.Y.	23,804	9.6	23,767	2,822.00	37	0	414	CMP Publications	(516) 562-5000
167	163	**Inside Sports**, Evanston, Ill.	23,715	2.3	6,405	438.37	10,879	6,431	676,177	Century Publishing Co.	(708) 491-6440
168	141	**American Banker**, New York	23,644	-13.7	11,237	1,472.50	12,407	0	18,380	Thomson Corp.	(212) 948-5280
169	NA	**Furniture Today**, High Point, N.C.	23,577	NA	22,198	3,415.00	1,379	0	19,720	Reed International	(919) 888-0113
170	164	**ABA Journal**, Chicago	23,255	1.2	4,800	462.44	18,455	0	384,482	American Bar Association	(312) 988-5993
171	174	**Runner's World**, Emmaus, Pa.	23,035	6.2	11,839	580.53	8,736	2,458	433,466	Rodale Press	(215) 967-5171
172	151	**Farm Journal**, Philadelphia	22,916	-11.7	17,976	430.00	4,940	0	411,689	Farm Journal Inc.	(215) 829-4700
173	175	**Texas Monthly**, Austin	22,838	5.4	16,879	1,410.05	4,906	1,053	307,678	Mediatex Communication Corp.	(512) 320-8800
174	169	**Bicycling**, Emmaus, Pa.	22,786	2.6	14,400	949.57	5,546	2,840	373,961	Rodale Press	(215) 967-5171
175	157	**Nursing '91**, Springhouse, Pa.	22,759	-8.7	7,952	828.81	14,807	0	462,716	Elsevier Business Press	(215) 646-8700
176	168	**Video**, New York	22,634	0.6	13,909	855.40	7,220	1,506	451,294	Reese Communications	(212) 947-6500
177	162	**Skiing**, New York	22,620	-3.6	17,195	857.71	4,393	1,032	441,688	Times Mirror Co.	(212) 779-5070
178	214	**Electronic Design**, Hasbrouck Hts., N.J.	22,497	29.7	22,497	2,607.86	0	0	0	Pittway Corp.	(201) 393-6060
179	213	**Midwest Living**, Des Moines, Iowa	22,133	26.2	9,747	433.65	10,822	1,563	726,076	Meredith Corp.	(515) 284-3000
180	220	**Easyriders**, Agoura Hills, Calif.	22,045	29.4	6,235	520.40	3,712	12,098	361,443	Paisano Publications Inc.	(818) 889-8740
181	167	**Cars & Autos**, Los Angeles	22,041	-2.5	7,749	457.50	9,201	5,090	563,181	Petersen Publishing Co.	(310) 854-2133
182	177	**Delta Sky**, Fort Lauderdale, Fla.	21,999	1.9	21,999	792.66	0	0	0	Halsey Publishing Co.	(305) 776-0066
183	198	**DeSoto**, Shelby, N.C.	21,756	10.2	2,755	492.00	16,459	2,522	367,091	Triple D Publishing	(704) 482-9573
184	188	**American Baby**, New York	21,732	7.2	19,348	632.22	2,384	0	198,636	Reed International	(212) 689-3600
185	182	**Restaurant Business**, New York	21,692	3.0	21,692	2,341.54	0	0	0	Bill Communications	(212) 986-4800
186	288	**Sassy**, New York	21,625	76.3	9,681	496.00	8,812	3,131	681,237	Lang Communications	(212) 764-4860
187	204	**Country**, Greendale, Wis.	21,084	15.5	0	0	20,482	602	1,507,500	Reiman Publications	(414) 423-0100
188	129	**Professional Builder & Remodeler**, Des Plaines, Ill.	20,940	-30.3	20,940	1,759.48	0	0	0	Reed International	(708) 635-8800
189	222	**Wood**, New York	20,833	22.9	4,285	231.00	12,964	3,564	800,000	Meredith Corp.	(515) 284-3000
190	184	**Harvard Business Review**, Boston	20,548	-0.8	4,814	308.17	15,211	523	209,271	Harvard Grad. School of Bus. Admin.	(617) 495-6800
191	172	**EMN**, New York	20,538	-5.9	15,056	2,224.19	5,482	0	99,057	McGraw-Hill	(212) 512-2500
192	200	**Cooking Light**, Birmingham, Ala.	20,531	11.3	8,407	434.53	10,209	1,915	960,131	Time Warner	(205) 877-6000
193	178	**Boys' Life**, Irving, Texas	20,469	-4.0	3,321	175.46	17,148	0	1,298,061	Boy Scouts of America	(214) 580-2252
194	181	**Chronicle of Higher Education**, Washington	20,292	-4.0	14,072	2,856.00	6,220	0	91,725	Chronicle of Higher Education	(202) 466-1000
195	187	**Bassmaster**, Montgomery, Ala.	20,261	-0.7	12,240	578.68	7,756	265	526,000	B.A.S.S. Publications	(205) 272-9530
196	189	**American Health**, New York	20,090	-0.8	7,127	346.53	11,690	1,273	847,246	Reader's Digest Association	(212) 366-8900
197	193	**Lear's**, New York	19,909	0.2	10,625	495.05	7,413	1,871	403,800	Lear Publishing	(212) 888-9067
198	259	**Country America**, New York	19,868	40.9	8,357	394.66	9,882	1,630	726,171	Meredith Corp.	(212) 557-6600
199	226	**Child**, New York	19,760	30.2	11,988	855.06	6,738	1,033	457,721	New York Times Co.	(212) 463-1313
200	203	**Skin Diver**, Los Angeles	19,677	7.6	14,218	1,425.70	3,689	1,770	205,472	Petersen Publishing Co.	(310) 854-2133

Notes: Dollars are in thousands. All figures are gross and represent AA estimates. See Page S-14 for sources and methodology. Chart continues on Page S-10.

Top 300 magazines by 1991 gross revenues

Rank 1991	Rank 1990	Magazine, headquarters	Total revenues	'91-'90 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
201	209	**Decorating Remodeling**, New York	$19,444	8.7	$11,439	413.81	$4,733	$3,271	882,447	New York Times Co.	(212) 463-1572
202	302	**Health**, New York	19,375	69.3	6,173	248.00	12,878	325	733,976	Time Warner	(212) 953-2220
203	205	**Practical Homeowner**, Redwood City, Calif.	19,145	3.4	7,813	449.22	10,994	338	751,077	Weider Media	(415) 366-8260
204	183	**Machine Design**, Cleveland	19,060	-9.3	18,508	3,043.00	552	0	6,133	Pittway Corp.	(216) 696-7000
205	197	**Hemmings Motor News**, Bennington, Vt.	18,967	-2.4	10,714	9,365.00	5,511	2,742	275,786	Hemmings Inc.	(802) 442-3101
206	192	**Boating**, New York	18,923	-5.6	13,676	1,097.38	3,791	1,456	192,607	Hachette Magazines	(305) 599-5217
207	208	**Flying**, New York	18,816	4.9	10,948	747.24	5,782	2,106	322,006	Hachette Magazines	(212) 767-6053
208	202	**Plant Engineering**, Des Plaines, Ill.	18,734	2.3	18,734	2,309.00	0	0	0	Reed International	(708) 635-8800
209	219	**Black Enterprise**, New York	18,562	7.9	13,453	900.10	4,784	345	250,547	Earl G. Graves Publishing Co.	(212) 242-8000
210	206	**Natural History**, New York	18,536	2.4	5,605	381.31	12,754	177	515,166	American Museum of Natural History	(212) 769-5500
211	196	**Car Craft**, Los Angeles	18,500	-5.3	8,521	666.70	5,775	4,204	417,012	Petersen Publishing Co.	(310) 854-2133
212	225	**Meetings & Conventions**, Secaucus, N.J.	18,453	10.8	18,453	1,827.99	0	0	0	Reed International	(201) 902-1500
213	194	**Automotive News**, Detroit	18,295	-7.8	13,232	1,741.00	5,031	32	78,081	Crain Communications	(313) 446-6000
214	217	**Chemical & Engineering News**, Westport, Conn.	18,290	6.1	10,513	1,147.18	7,778	0	129,626	American Chemical Society	(203) 667-9353
215	198	**American Way**, Fort Worth, Texas	18,228	-5.9	18,228	1,676.04	0	0	0	AA Publications	(817) 967-1804
216	191	**True Story**, New York	18,151	-10.0	5,562	501.49	9,021	3,568	790,400	Macfadden Holdings	(212) 682-4022
217	226	**Successful Farming**, Des Moines, Iowa	18,083	8.6	12,077	603.90	6,006	0	500,485	Meredith Corp.	(515) 284-3000
218	252	**VarBusiness**, Manhasset, N.Y.	18,006	25.0	18,006	1,645.30	0	0	0	CMP Publications	(516) 562-5767
219	210	**National Geographic Traveler**, Washington	17,838	-0.2	5,330	269.41	12,508	0	720,830	National Geographic Society	(202) 857-7000
220	218	**United Vis 'A Vis**, Greensboro, N.C.	17,764	3.2	17,764	846.30	0	0	0	Pace Communications	(919) 378-6065
221	212	**Travelhost**, Dallas	17,700	-0.2	17,700	NA	0	0	0	Travelhost Inc.	(214) 691-1163
222	236	**Golf Illustrated**, New York	17,652	13.6	6,300	385.33	10,236	1,116	459,287	Kachina Publications	(212) 532-0020
223	235	**Atlantic**, Boston	17,614	12.7	9,459	867.57	6,825	1,530	456,838	U.S. News & World Report	(617) 536-9500
224	223	**Colonial Homes**, New York	17,512	3.4	7,701	296.65	6,261	3,550	615,429	Hearst Corp.	(212) 830-2900
225	242	**Golf World**, Trumbull, Conn.	17,420	15.8	13,125	1,482.55	4,222	73	141,948	New York Times Co.	(212) 788-3000
226	296	**Workbasket**, Kansas City, Mo.	17,312	48.9	3,103	250.25	13,546	663	1,095,119	KC Publishing	(816) 531-5730
227	207	**Army Times**, Springfield, Va.	17,174	-5.0	10,078	1,682.50	5,173	1,923	126,268	Army Times Publishing Co.	(703) 750-8000
228	251	**Gallery**, New York	17,017	17.6	649	150.00	1,968	14,400	341,000	Montcalm Publishing Corp.	(212) 779-8900
229	201	**Systems & Network Integration**, Manhasset, N.Y.	16,992	-7.5	16,992	1,276.00	0	0	0	CMP Publications	(516) 562-5777
230	224	**Success**, New York	16,951	0.8	8,747	464.93	7,205	998	412,547	Lang Communications	(212) 551-9500
231	221	**Successful Meetings**, New York	16,918	-0.6	16,918	1,628.23	0	0	0	Bill Communications	(212) 592-6300
232	NA	**PC Sources**, New York	16,878	NA	12,779	4,765.36	1,393	2,706	197,734	Coastal Associates	(212) 503-3800
233	231	**New Choices for Retirement Living**, New York	16,833	5.5	7,038	335.95	9,795	0	612,198	Reader's Digest Association	(212) 366-8800
234	227	**Consumers Digest**, Chicago	16,693	1.1	2,563	144.92	13,145	985	868,735	Consumers Digest Inc.	(312) 275-3590
235	232	**American Legion Magazine**, Indianapolis	16,499	3.5	9,161	406.80	7,338	0	2,935,379	American Legion	(317) 635-8411
236	211	**Petersen's 4-Wheel & Off Road**, Los Angeles	16,299	-8.2	8,339	848.60	4,117	3,843	315,045	Petersen Publishing Co.	(310) 854-2133
237	246	**Business Insurance**, Chicago	15,840	7.8	13,129	1,767.93	2,711	0	34,008	Crain Communications	(312) 649-5296
238	241	**Chemical Engineering**, New York	15,832	5.1	14,293	1,933.67	1,538	0	52,143	McGraw-Hill	(212) 512-4653
239	215	**Industry Week**, Cleveland	15,709	-9.2	15,659	948.17	50	0	826	Pittway Corp.	(216) 696-7000
240	253	**Travel Agent Magazine**, New York	15,706	9.1	15,706	2,821.38	0	0	0	Universal Media Inc.	(212) 370-5050
241	247	**Journal of Accountancy**, New York	15,559	6.4	6,659	728.33	8,900	0	323,403	American Institute of CPAs	(212) 575-6200
242	228	**Four Wheeler**, New York	15,548	-5.5	8,224	914.03	3,431	3,893	301,981	General Media	(212) 496-6100
243	294	**Annals of Internal Medicine**, Philadelphia	15,530	31.8	8,757	1,929.29	6,773	0	90,309	American College of Physicians	(215) 351-2662
244	265	**Travel Holiday**, New York	15,478	13.4	8,750	465.38	6,728	0	562,038	Reader's Digest Association	(212) 366-8700
245	335	**Elegant Bride**, Greensboro, N.C.	15,241	83.6	11,566	1,032.40	0	3,675	123,721	Pace Communications	(919) 378-6065
246	249	**National Geographic World**, Washington	15,237	4.7	0	0	15,237	0	1,201,000	National Geographic Society	(202) 857-7000
247	286	**Spin**, New York	15,210	29.6	7,935	619.66	3,750	3,525	307,932	Camouflage Associates	(212) 633-8200
248	278	**Bridal Guide**, New York	15,087	15.4	9,717	1,306.00	45	5,324	181,674	Globe Communications Corp.	(212) 949-4040
249	271	**Data Communications**, New York	15,083	12.7	14,213	1,406.56	870	0	26,356	McGraw-Hill	(212) 512-6050
250	313	**Open Systems Today**, Manhasset, N.Y.	15,062	36.3	15,062	1,484.88	0	0	0	CMP Publications	(516) 562-5000
251	229	**Audio**, New York	14,901	-8.0	11,376	1,066.29	2,456	1,069	142,184	Hachette Magazines	(212) 767-6035
252	308	**Purchasing**, Newton, Mass.	14,808	30.6	14,808	1,470.36	0	0	0	Reed International	(617) 964-3030
253	199	**Adweek**, New York	14,746	-22.9	10,512	1,102.00	4,234	0	53,591	Affiliated Publications	(212) 529-5500
254	334	**Workbench**, Kansas City, Mo.	14,601	43.8	3,629	286.79	9,660	1,312	820,082	KC Publishing	(816) 531-5730
255	283	**Industrial Equipment News**, New York	14,596	15.6	14,596	899.49	0	0	0	Thomas Publishing Co.	(212) 695-0500
256	239	**LAN Times**, San Mateo, Calif.	14,376	-4.7	14,307	1,485.84	68	0	1,307	McGraw-Hill	(415) 513-6800
257	263	**USAir Magazine**, Greensboro, N.C.	14,309	3.5	14,309	786.20	0	0	0	Pace Communications	(919) 378-6065
258	233	**Power & Motoryacht**, New York	14,206	-9.6	13,116	1,512.00	1,090	0	36,337	Reed International	(212) 340-9680
259	243	**TravelAge magazines**, San Francisco	14,200	-5.3	14,200	4,001.00	0	0	0	Official Airline Guide	(212) 237-3000
260	284	**Compute!**, New York	14,173	13.4	7,897	856.05	5,097	1,179	300,026	General Media	(919) 275-9809
261	262	**Trailer Life**, Agoura Hills, Calif.	13,997	1.1	7,075	959.30	6,213	710	302,447	Adams Communications	(818) 991-4980
262	264	**Discount Store News**, New York	13,953	1.8	13,452	1,171.68	501	0	7,258	Lebhar-Friedman Publications	(212) 756-5000
263	250	**Air Force Times**, Springfield, Va.	13,941	-3.7	8,794	1,709.30	3,837	1,310	92,541	Army Times Publishing Co.	(212) 753-1040
264	272	**Sail**, Newton, Mass.	13,901	4.0	9,949	1,152.20	2,821	1,131	179,091	Reed International	(617) 964-3030
265	258	**Unique Homes**, New York	13,846	-2.4	11,620	2,000.00	790	1,436	60,793	Unique Homes Magazine Inc.	(212) 599-3377
266	185	**Insight**, Washington	13,820	-32.4	1,751	406.00	11,707	362	303,737	Washington Times Corp.	(212) 636-8800
267	276	**Modern Salon**, Lincolnshire, Ill.	13,689	4.2	11,535	1,451.00	2,154	0	107,720	Vance Publishing Corp.	(708) 634-2600
268	281	**Publishers Weekly**, New York	13,608	4.6	9,076	2,430.00	4,532	0	38,084	Reed International	(212) 645-0067
269	234	**Home Office Computing**, New York	13,517	-13.6	6,161	409.86	6,542	815	350,094	Scholastic Inc.	(212) 505-3585
270	347	**Old Farmer's Almanac**, Dublin, N.H.	13,432	42.7	2,000	NA	0	11,432	6,300,000	Yankee Publishing	(603) 563-8111
271	254	**Government Computer News**, Silver Spring, Md.	13,382	-6.3	13,382	1,302.66	0	0	0	Reed International	(301) 650-2000
272	244	**Crain's Chicago Business**, Chicago	13,377	-10.0	10,387	1,339.00	2,367	123	47,188	Crain Communications	(312) 649-5370
273	290	**Audubon**, New York	13,248	9.9	3,683	269.65	9,371	193	476,618	National Audubon Society	(212) 546-9123
274	256	**Southern Accents**, Birmingham, Ala.	13,157	-7.4	6,480	556.79	5,405	1,272	248,430	Time Warner	(205) 877-6000
275	255	**M Inc.**, New York	13,146	-7.6	9,855	709.22	2,155	1,136	211,093	Capital Cities/ABC	(212) 630-4833
276	332	**Country Woman**, Greendale, Wis.	13,116	28.4	0	0	12,810	306	1,002,700	Reiman Publications	(414) 423-0100
277	248	**Los Angeles**, Los Angeles	13,096	-10.1	9,333	1,241.10	2,419	1,343	172,106	Capital Cities/ABC	(310) 557-7536
278	269	**Playbill**, New York	13,089	-2.5	13,089	511.70	0	0	0	Playbill	(212) 557-5757
279	237	**Interior Design**, New York	13,060	-15.3	10,009	1,857.00	2,300	751	53,551	Reed International	(212) 645-0067
280	240	**Saturday Evening Post**, Indianapolis	12,944	-14.1	3,583	247.89	8,671	690	479,525	Benjamin Franklin Literary & Medical	(317) 636-8881
281	280	**RR**, Montvale, N.J.	12,884	-1.1	3,876	610.57	9,008	0	257,371	Thomson Corp.	(201) 358-7400
282	275	**Ranger Rick Magazine**, Washington	12,822	-2.9	0	0	12,822	0	894,200	National Wildlife Federation	(703) 790-4343
283	268	**New Equipment Digest**, Cleveland	12,738	-5.4	12,738	1,859.60	0	0	0	Pittway Corp.	(216) 696-7000
284	301	**AOPA Pilot**, Frederick, Md.	12,725	9.8	7,393	810.00	5,336	0	296,429	Aircraft Owners & Pilots Association	(301) 695-2010
285	261	**Restaurant Hospitality**, Cleveland	12,641	-9.2	12,641	1,325.47	0	0	0	Pittway Corp.	(216) 696-7000
286	325	**Lotus**, Cambridge	12,604	19.1	6,902	454.30	5,665	37	236,051	International Data Group	(617) 494-1192
287	308	**American Heritage**, New York	12,463	9.8	4,573	431.43	7,615	275	289,672	Forbes Inc.	(212) 206-5500
288	318	**Cycle World**, Newport Beach, Calif.	12,462	14.8	6,793	610.40	3,193	2,476	260,492	Hachette Magazines	(714) 720-5337
289	274	**Yachting**, New York	12,443	-6.5	9,353	1,413.49	2,120	970	133,003	Times Mirror Co.	(212) 779-5079
290	266	**Petersen's Hunting**, Los Angeles	12,429	0.5	5,092	494.20	5,644	1,694	330,882	Petersen Publishing Co.	(310) 854-2133
291	291	**Architectural Record**, New York	12,406	3.0	9,392	1,019.90	3,014	0	85,530	McGraw-Hill	(212) 512-2841
292	317	**Control Engineering**, Des Plaines, Ill.	12,405	13.3	12,405	1,503.73	0	0	0	Reed International	(708) 635-8800
293	NA	**Allure**, New York	12,390	NA	3,750	287.65	3,240	5,400	0	Advance Publications	(212) 880-8800
294	245	**Progressive Farmer**, Birmingham, Ala.	12,370	-16.5	7,837	404.80	4,533	0	303,223	Time Warner	(205) 277-6448
295	296	**Genesis**, New York	12,361	5.5	54	27.00	314	11,993	210,000	Genesis Magazine	(212) 265-3500
296	216	**Digital Review**, Boston	12,302	-28.8	12,302	1,139.84	0	0	0	Reed International	(617) 964-3030
297	288	**Chicago**, Chicago	12,290	-9.8	8,100	977.28	3,511	678	201,576	Landmark Communications	(312) 222-8999
298	293	**Packaging Digest**, Chicago	12,217	3.5	12,217	1,089.73	0	0	0	Elsevier Business Press	(312) 222-2000
299	282	**PublishAl**, San Francisco	12,145	-5.2	9,923	808.00	2,673	549	78,286	International Data Group	(415) 243-0600
300	273	**Washingtonian**, Washington	12,143	-9.0	8,119	1,173.30	2,263	1,760	161,793	Washington Magazine Co.	(202) 296-3600

Notes: Dollars are in thousands. All figures are gross and represent AA estimates. See Page S-14 for sources and methodology.

Top magazines by ad pages

Rank	Magazine	Advertising pages 1991	Advertising pages 1990	% chg	One-time black & white page cost 1991	One-time black & white page cost 1990	% chg
Consumer magazines by ad pages							
1	Hemmings Motor News	9,365.00	10,320.00	-9.3	$1,144	$1,021	12.0
2	Business Week	3,735.02	4,407.02	-15.2	39,720	37,300	6.5
3	Forbes	3,572.53	3,940.82	-9.3	31,710	29,970	5.8
4	People	3,297.03	3,625.78	-9.1	70,730	58,560	20.8
5	Bride's	3,035.69	3,172.57	-4.3	23,100	21,290	8.5
6	Fortune	2,949.55	3,963.46	-25.6	35,060	32,460	8.0
7	New York Times Magazine	2,872.83	3,730.48	-23.0	29,185	26,875	8.6
8	Modern Bride	2,591.93	2,576.13	0.6	20,270	20,670	-1.9
9	Vogue	2,525.55	2,965.86	-14.8	32,410	29,870	8.5
10	Sports Illustrated	2,419.72	2,672.38	-9.5	79,115	73,255	8.0
11	TV Guide	2,411.63	2,966.02	-18.7	103,650	95,900	8.1
12	Economist	2,410.02	2,643.82	-8.8	8,500	7,460	13.9
13	New York	2,303.61	2,657.54	-13.3	17,980	16,570	8.5
14	Time	2,167.02	2,727.93	-20.6	85,000	77,010	10.4
15	U.S. News & World Report	2,023.41	2,010.93	0.6	48,500	44,975	7.8
Consumer magazines by ad page growth							
1	Workbasket	250.25	139.84	79.0	$12,400	$12,915	-4.0
2	Sassy	496.00	289.00	71.6	11,180	8,630	29.5
3	Easyriders	520.40	340.90	52.7	11,990	10,900	10.0
4	Country America	394.66	294.63	34.0	18,350	17,695	3.7
5	Compute!	856.05	652.21	31.3	8,075	6,610	22.2
6	Workbench	286.79	236.26	21.4	12,655	13,080	-3.2
7	First for Women	473.00	390.00	21.3	26,170	29,750	-12.0
8	Family Handyman	458.76	385.50	19.0	19,080	21,200	-10.0
9	American Heritage	431.43	366.14	17.8	8,315	7,060	17.8
10	Entertainment Weekly	1,056.37	905.76	16.6	17,500	15,000	16.7
11	Success	464.93	399.79	16.3	17,990	16,740	7.5
12	Penthouse	752.01	649.89	15.7	27,970	34,970	-20.0
13	Runner's World	580.53	503.61	15.3	16,710	15,760	6.0
14	Child	655.06	576.14	13.7	17,475	15,875	10.1
15	Elegant Bride	1,032.40	908.83	13.6	11,203	7,780	44.0
Trade magazines by ad pages							
1	Computer Shopper	7,503.32	7,008.26	7.1	$7,175	$6,300	13.9
2	PC Magazine	7,084.20	6,856.31	3.3	25,185	25,185	0.0
3	CRN/Computer Reseller News	6,120.86	6,410.65	-4.5	8,730	7,725	13.0
4	EDN	5,430.94	5,618.00	-3.3	6,950	6,375	9.0
5	PC Week	4,958.44	5,345.13	-7.2	17,470	15,895	9.9
6	PC Sources	4,765.36	1,273.92	274.1	2,495	NA	0.0
7	Travel Weekly	4,627.12	4,866.42	-4.9	8,410	8,010	5.0
8	Electronic Engineering Times	4,132.07	4,267.78	-3.2	9,260	8,460	9.5
9	TravelAge magazines	4,001.00	4,286.00	-6.6	6,200	5,690	9.0
10	Tour & Travel News	3,969.41	3,498.78	13.5	6,425	5,790	11.0
11	HFD-The Weekly Home Furnishings	3,868.94	4,308.00	-10.2	9,170	8,470	8.3
12	Design News	3,513.44	3,455.71	1.7	7,470	6,915	8.0
13	Byte	3,444.00	3,217.76	7.0	16,340	13,620	20.0
14	Furniture Today	3,415.00	3,837.00	-11.0	6,500	NA	0.0
15	MacWeek	3,337.01	2,743.05	21.7	6,995	5,995	16.7
Trade magazines by ad page growth							
1	PC Sources	4,765.36	1,273.92	274.1	$2,495	NA	0.0
2	Lotus	454.30	328.50	38.3	13,100	13,100	0.0
3	MacWeek	3,337.01	2,743.05	21.7	6,995	5,995	16.7
4	PC Computing	2,352.46	1,952.92	20.5	16,220	12,170	33.3
5	Industry Week	948.17	821.33	15.4	13,320	12,690	5.0
6	VarBusiness	1,645.30	1,434.11	14.7	9,220	8,175	12.8
7	Purchasing	1,470.36	1,287.88	14.2	8,045	7,450	8.0
8	Tour & Travel News	3,969.41	3,498.78	13.5	6,425	5,790	11.0
9	Open Systems Today	1,484.88	1,316.50	12.8	8,365	6,970	20.0
10	Chemical & Engineering News	1,147.18	1,043.77	9.9	8,100	7,680	5.5
11	PC World	2,367.77	2,181.65	8.5	19,470	16,500	18.0
12	Computer Shopper	7,503.32	7,008.26	7.1	7,175	6,300	13.9
13	Byte	3,444.00	3,217.76	7.0	16,340	13,620	20.0
14	Control Engineering	1,503.73	1,425.87	5.5	6,940	6,340	9.5
15	Meetings & Conventions	1,827.99	1,749.93	4.5	10,095	9,520	6.0

Notes: Dollars are as shown. All figures are AA estimates. See Page S-14 for methodology.

Top magazines by revenues

Rank	Magazine	Revenues 1991	Revenues 1990	% chg
Ad revenues				
1	Parade	$388.7	$355.2	9.4
2	People	345.0	345.8	-0.2
3	Time	326.6	381.9	-14.5
4	Sports Illustrated	323.1	335.7	-3.8
5	TV Guide	279.2	320.3	-12.8
6	PC Magazine	229.2	189.6	20.9
7	Newsweek	228.5	253.3	-9.8
8	Business Week	220.1	245.9	-10.5
9	U.S. News & World Report	172.5	159.3	8.3
10	Good Housekeeping	165.5	163.2	1.4
11	Better Homes & Gardens	160.0	143.5	11.5
12	Forbes	156.2	169.5	-7.8
13	Fortune	153.3	161.8	-5.2
14	USA Weekend	137.5	119.0	15.5
15	Family Circle	130.0	137.3	-5.3
Ad revenue growth				
1	Sassy	$9.7	$2.5	288.2
2	PC Sources	12.8	3.4	275.2
3	Old Farmer's Almanac	2.0	0.7	175.9
4	Health	6.2	3.0	103.3
5	Country America	8.4	4.8	73.5
6	Workbasket	3.1	1.8	71.8
7	Easyriders	6.2	3.7	67.8
8	Elegant Bride	11.6	7.1	63.6
9	PC Computing	43.5	27.4	58.5
10	Compute!	7.9	5.1	55.3
11	Spin	7.9	5.2	51.7
12	Lotus	6.9	4.6	51.5
13	Annals of Internal Medicine	8.8	5.8	49.8
14	Satellite Orbit	3.2	2.2	49.7
15	Parenting	21.9	14.9	46.7
Subscriber revenues				
1	TV Guide	$339.7	$326.7	4.0
2	Reader's Digest	319.2	306.3	4.2
3	Time	225.4	226.5	-0.5
4	Sports Illustrated	221.2	217.1	1.9
5	National Geographic	208.6	211.4	-1.4
6	People	128.9	110.9	16.3
7	Newsweek	124.9	124.2	0.6
8	Better Homes & Gardens	119.6	119.9	-0.2
9	McCall's	89.3	87.1	2.6
10	U.S. News & World Report	86.2	88.6	-2.7
11	Ladies' Home Journal	84.2	80.6	4.5
12	Cable Guide	83.4	129.9	-35.8
13	Playboy	80.9	69.5	16.4
14	Consumer Reports	73.8	67.3	9.6
15	Good Housekeeping	64.3	63.3	1.5
Newsstand revenues				
1	TV Guide	$265.3	$268.3	-1.1
2	People	189.5	185.7	2.0
3	National Enquirer	167.5	151.1	10.9
4	Star Magazine	138.0	131.5	4.9
5	Woman's World	74.6	86.1	-13.4
6	Penthouse	64.7	77.3	-16.3
7	Cosmopolitan	63.1	61.2	3.1
8	Family Circle	59.7	65.0	-8.1
9	Globe	58.8	47.2	24.4
10	Soap Opera Digest	55.8	52.5	6.4
11	Playboy	50.4	38.7	30.4
12	Woman's Day	50.1	61.5	-18.5
13	First for Women	37.1	43.1	-13.9
14	National Examiner	36.3	34.8	4.3
15	Glamour	33.4	36.1	-7.2

Notes: Dollars are in millions. All figures are AA estimates. See Page S-14 for methodology.

Top SRDS magazine categories by total 1991 revenues

Rank	Category	Total revenues	'91-'90 % chg	Mags in 300
	Consumer classifications			
1	Newsweeklies	$3,533.5	-2.0	10
2	General editorial	2,570.9	3.8	25
3	Women's	2,551.8	0.9	35
4	Home service & home	1,071.9	1.6	21
5	Business & finance	952.4	-2.6	12
6	Sports	498.1	6.5	14
7	Men's	491.7	1.2	6
8	Women's/men's fashion, beauty & grooming	347.5	-6.3	4
9	Automotive	345.4	-0.7	10
10	Travel	289.8	2.2	7
11	Fishing & hunting	196.0	0.9	6
12	Music	173.4	-6.2	4
13	Science/technology	171.3	1.1	4
14	Newspaper distributed magazines	162.9	-11.8	3
15	Brides, bridal	148.1	7.8	4
16	Mature market	118.2	-2.3	2
17	Metropolitan/entertainment, radio & TV	116.6	-26.8	1
18	Health	113.7	11.7	3
19	Epicurean	92.6	-3.4	2
20	Youth	81.9	6.1	2
	Business classifications			
1	Computers	$1,238.7	13.4	26
2	Electronic engineering	131.8	4.6	4
3	Medical & surgical	119.9	8.5	4
4	Travel, retail	111.1	4.0	4
5	Restaurants & food service	98.0	-3.2	4
6	Financial	68.9	-3.4	2
7	Science, research & development	59.2	12.8	2
8	Aviation & aerospace	59.2	-1.6	3
9	Diversified farming & farm home	53.4	-7.1	3
10	Product design engineering	50.2	0.5	2
11	Home furnishings	49.2	1.2	1
12	Advertising & marketing	47.6	-12.3	2
13	Building	46.4	-21.4	2
14	Nursing & health	35.6	-6.1	2
15	Travel, business conventions & meetings	35.4	5.0	2

Notes: Dollars are in millions. Figures are AA estimates and include only magazines in Ad Age 300. Categories are based on Standard Rate & Data Service, Consumer Magazine & Agri-Media and Business Publications books.

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Ad Age 300 methodology

Magazines ranked in this report represent the top 300 publications as measured by their gross revenues from advertising and circulation.

Ad revenues generally came from monitoring services—Publishers Information Bureau, MMS-Rome Reports, PERQ Research Corp., AGRICOM, Space Analysis Systems and the monthly *Ad Age* Consumer Linage Report.

If a magazine was not monitored, ad pages were multiplied by the one-time b&w rate, an industry standard.

Circulation revenues were the sum of subscription and newsstand gross revenues. Circulation sources included the Audit Bureau of Circulations and the Business Publications Audit of Circulation. Subscription and single-issue prices were obtained largely from Standard Rate & Data Service.

Circulation revenues of association magazines included only the portion of membership fee accorded the magazine.

Publishers were contacted to verify the data used in the report and were allowed revisions. □

Magazines

(Continued from Page S-1)

eked out a 1.7% gain in revenue to $3.8 billion as monthlies lost 2.5% in paid circulation. Ad rates in 1992 rose only 6.5% on average for the group.

Reader's Digest, No. 5 overall, led monthlies in total revenue, up 0.9% to $440.1 million. *RD* revenues grew solely from a circulation gain of 9.8% to $343.5 million. Paid subscribers dipped slightly as a $1 increase went into effect, although single-copy sales improved 14.1%.

Ad revenues at weeklies fell a dramatic 4.1% to $2.9 billion on 11.1% fewer pages based on an average 8.3% page rate increase. Revenue from circulation outshown monthlies with a 3.1% gain to $2.5 billion. Weeklies lost 1.2% in total paid circulation.

Consumer magazines classified as newsweeklies led the "class" battle with $3.5 billion in total revenue, down 2% from 1990. *U.S. News & World Report*, No. 10 overall, bucked the downward revenue trend with 4% growth, a mix of 8.3% growth on the ad side and 2% slippage in circulation—the latter hurt by a 3.2% decline in subs and newsstand sales.

General editorial showed 3.8% growth to $2.6 billion from 25 publications to edge women's magazines, also at $2.6 billion, up 0.9%, from 35 publications.

General editorial was led by *USA Weekend*, up 15.7% in revenue; *Atlantic*, up 12.7%; *Audubon* and *Vanity Fair*, each growing 9.9%; and *Money*, at 9.4%.

In business classifications, 26 computer magazines surged 13.4% in revenue to $1.2 billion, more than the combined total of the 14 remaining business classifications.

Twenty-one publications were new to this year's list, led by No. 232 *PC Sources*, a start-up joint venture of Coastal Associates Publishing and Ziff Communications.

The oldest continuously published periodical in the U.S., No. 270 *Old Farmer's Almanac*, tripled its ad revenue in 1991 in celebrating its 200th year in business. Yankee Publishing plans spin-off titles from the book this summer and next winter.

The inhospitable business climate buried seven magazines ranked among the *Ad Age* 300 in last year's report. Viare Publishing killed *Video Review*; Hearst Corp. folded *Connoisseur* into *Town & Country*; K-III discontinued *European Travel & Life*, formerly of Murdoch Magazines; Hachette merged *Cycle* into *Cycle World*; Consolidated Press Holdings canned *California*; and Family Media couldn't find a buyer for *1,001 Home Ideas* and *Tennis Illustrated* before going out of business. □

First-quarter TV sales up, bodes well for full year

By Jon Lafayette
Crain News Service

TV ad revenues rose 3.7% to $5.3 billion for the first quarter, a possible sign of recovery for the rest of the year.

MEDIA WORKS

Revenues are up this year from first quarter 1991, when the Persian Gulf War and recession affected sales, the Television Bureau of Advertising reported.

Some forecasters see the growth continuing through the second quarter and beyond.

"It's not a big gain, but I think we've turned the corner," said Harold Simpson, TVB VP-research.

The Summer Olympics and presidential election will help stimulate business during the rest of the year, he said.

A second-quarter gain the same size as the first "would not surprise me," said Richard Kostyra, media director for J. Walter Thompson USA, New York.

Still, "I wouldn't suspect we'll see anything more than that," he said. "It continues to be relatively soft."

The TVB reports based on data from Arbitron Co.'s MediaWatch found first-quarter local TV revenue was up 5.3% to $1.1 billion; spot TV, up 4.1% to $1.2 billion; syndicated TV, up 3.1% to $458.7 million; and network, up 2.9% to $2.5 billion.

Automakers increased spot TV spending 16%; auto dealers boosted spending 31%.

Other categories showing strong local increases included department stores, restaurants and drive-ins, health clubs and reducing salons, and legal services. □

MEDIA MIX

News briefs on print, electronic and alternative media.

Cable TV has record upfront season. Cabletelevision Advertising Bureau is projecting a record $800 million 1992-93 upfront selling season, up 7% from last season. The projection is based on an informal survey of about 15 basic cable TV networks. The survey also showed sellers expect costs per thousand to rise 8% to 10% during the upfront. Strong categories include automotive, package goods and financial services.

Lang watches TV. Lang Communications, New York, said it will develop a national TV talk show for teen-agers featuring Jane Pratt, editor of Lang's *Sassy* and host of "Jane," a similar talk show canceled earlier this month by Fox Broadcasting Co.'s New York affiliate. Lang plans to develop other TV shows from its magazines.

Good morning, Sunday. ABC on Jan. 3 will air the debut of a Sunday edition of its "Good Morning America" early-morning news show.

A spinoff blooms. Meredith Corp. will increase the frequency of its annual *Country Gardens*, a spinoff of *Country Home* launched this year, to three times yearly in 1993 with issues in January, March and September. Rate base is 450,000. □

Joe Mandese coordinates MediaWorks.

How viewers will fall in line

CBS tops all networks in most demographics

NEW YORK —CBS may top the 1992-93 prime-time season in demographics as well as ratings.

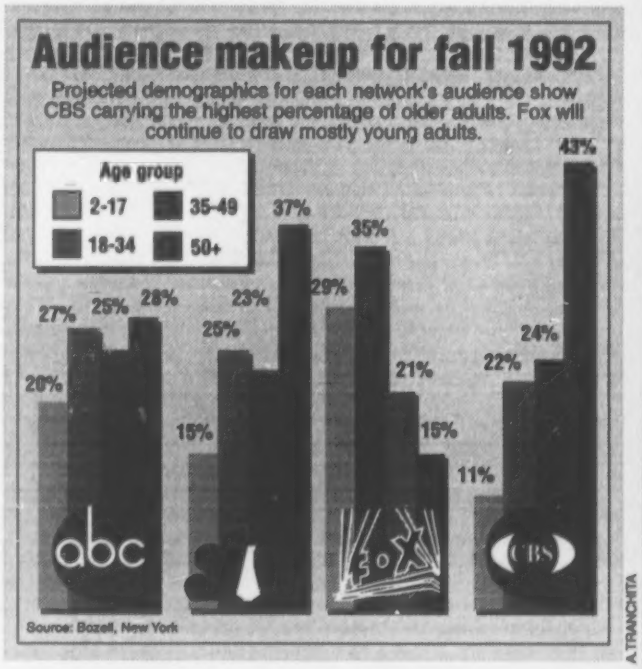
In addition to holding a virtual lock on the household ratings race for the season, the network is projected to be No. 1 in prime time in many of the key demographic groups that most attract network TV advertisers.

CBS has the oldest audience composition of the Big 3 networks and will lead in the prime-time delivery of women ages 18-49 and 25-54, and men 50-plus, according to projections from Bozell.

But ABC will dominate with women 18-34 and men 18-49 and 25-54. Fox Broadcasting Co. will deliver the most kids 2-11 for prime time, Bozell predicts.

NBC won't lead in any demographic categories, but is expected to place second or third in most of them.

"We expect CBS to be the only network to stay stable in household shares—the other networks [will] decline slightly. In terms of their demographics, we expect CBS to decline the least of any network," said Steve Sternberg, Bozell VP-broadcast research. □



5.2 MILLIO

"The fact is that black people—*any* black person—spends phenomenally more time thinking about race than any white person does."

—Lowell Thompson
free-lance art director

"This is a business of chemistry, a very personal business. In order to rise, you have to have people at clients who want to help you along."

—Don Richards
senior VP-director of resource development
Leo Burnett Co.

"I still had to overcome that stigma, when I walked in the room, of somebody saying, 'Oh, he's here to talk about the black market.' "

—Doug Alligood
VP-special markets
BBDO

Blacks get few ad jobs

(Continued from Page 16)

cies. The opportunity to be the boss and to help companies tap the growing black consumer market partly motivated them but so too did their perception of how the white agency world worked.

"A lot of blacks in advertising felt they couldn't go any further" at the big agencies, Mr. Richards says.

Most of the black-owned shops specialize in black and ethnic markets, not necessarily by choice.

"The biggest tragedy that I confront everyday is this 'ghettoization' of the business," says Mr. Muse of Muse Cordero Chen, who likens those agencies to baseball's old Negro leagues.

"In the ad business," he says, "we're still set up so that if you happen to have a brown skin or if you happen to have a black skin, you have got to create your own league to play in . . . If you want to be successful, entrepreneurial, you've got to have a Negro league, or you've got to have a Hispanic league. Do you know how outrageous that sounds?"

BBDO's Mr. Alligood recalls that even though he worked for years exclusively on general market accounts, "I still had to overcome that stigma, when I walked in the room, of somebody saying, 'Oh, he's here to talk about the black market.' "

It's a classic Catch-22 situation, especially for black creatives. They say general agencies won't hire them unless they have experience—which they can get only at black agencies whose work isn't universally admired by mainstream creative directors.

"Quite frankly," Mr. Richards says, "when [black creatives] want to move into the general market agencies, the people who are evaluating whether their work is good or not don't see the depth of work that they think is necessary."

The subjectivity inevitably goes beyond portfolio to person and skin color. Though the questions are rarely raised directly, blacks believe potential white employers ask themselves what it would mean to have a black person working in that office, with those co-workers and—especially—on that account with that client.

"This is a business of chemistry, a very personal business," Mr. Richards says. "In order to rise, you have to have people at clients who want to help you along. I think there were instances in my career when there were some problems there."

"The fact is that black people—*any* black person—spends phenomenally more time thinking about race than any white person does," Mr. Thompson says.

"The result is, for me, because I'm black and I want to succeed in the world, I have to deal with white people. And I'm always thinking: 'Is this guy talking to me because I'm black? Is it going to help me to be black? Or is it going to hurt me?' "

Mr. Alligood concurs. Now 58 and in the ad business for more than 30 years, he says: "Here I am at this stage in my career, and I honestly can't tell you if I got to this point because I am black or if I *only* got to this point because I am black."

Few blacks accuse the industry of outright racism. They say it became apathetic, as the country did, and needs to rouse itself to aggressively seek black talent—starting by informing them that there is such a career as advertising, a far less visible pursuit than law or medicine or teaching.

Doing so, they say, would negate the almost knee-jerk response they say they hear repeatedly from general agencies: There are few talented blacks interested in advertising.

BBDO's Mr. Gant says he decided to become an adman only after stumbling into a seminar at the University of Illinois conducted by Mr. Richards and another black advertising executive.

But except for what he calls "that blip" in the 1960s, "I don't see a lot of reaching out to try to bring people in the business."

The frustration is heightened, Mr. Gant says, by the growing use of black music and people in ads created by mostly white agencies.

"Why is it," he asks, "that black images are good enough and black music is good enough, but a black writer and a black art director maybe aren't?"

"They aren't saying, 'We're looking for talented *people*,' " says Atlanta's Mr. Sharp. "They're saying, 'We're looking for white males.' I'm being terribly simplistic about it, and it isn't all that blatant.

"But I'm just looking at the final product. You talk about equal opportunity, and I don't see any black people. Something's wrong with that." □

How many blacks work at your shop?

How the top 25 U.S. agency brands responded.

PROVIDED FIGURES:

- Leo Burnett Co.: of 2,400 U.S. employees, 12%-13% are minorities, including non-black minorities.
- BBDO Worldwide: of 732 New York employees, 10% are black.
- Foote, Cone & Belding Communications: of 2,500 U.S. employees, 18.2% are minorities, including non-black minorities.
- Hill, Holliday, Connors, Cosmopulos: of 475 U.S. employees, 3.2% are black.
- Della Femina, McNamee: 240 total employees; 3 of 32 managers are black. Wouldn't disclose total black employment.

REFUSED TO DISCLOSE:

- Grey Advertising
- J. Walter Thompson Co.
- Ogilvy & Mather Worldwide
- DDB Needham Worldwide
- Backer Spielvogel Bates Worldwide
- Campbell-Mithun-Esty
- Tracy-Locke
- Chiat/Day/Mojo
- Ross Roy Inc.
- Young & Rubicam
- D'Arcy Masius Benton & Bowles
- Wells Rich Greene BDDP
- TMP Worldwide
- DIMAC Direct

"WILL GET BACK TO YOU":

- Saatchi & Saatchi Advertising Worldwide
- McCann-Erickson Worldwide
- Bozell
- N W Ayer
- Lintas:Worldwide
- Ketchum Communications

Source: Advertising Age

BBDO's Gant encourages blacks to seek ad career

By Joseph M. Winski

Phil Gant, 42, exec VP-chief creative officer of BBDO, Chicago, says advertising has been a fine career for him. His complaints about the industry's lack of minorities notwithstanding, he says it presents opportunities for other blacks.

"I would hate to have a young black person read comments that I've made and construe them to mean they can't make it in advertising. Because I don't believe that," Mr. Gant said.

"It's important to be aware of what's right, in terms of hiring and things like that. By the same token, you've got to be aware of what is. We all know it's an imperfect system. I think in the next years you'll see some change," he said.

"And I think the change will be because of the climate. I think there will be some reaction domestically in terms of the issue of race and that there will be a corresponding reaction from clients and then a corresponding reaction from advertising agencies.

"And young people looking to get into this business need to be there and be ready to take advantage of that reaction. Be at the door waiting with a great book when the crack in the door comes. And once that crack opens, get in there and take advantage of it." □

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LAST MINUTE NEWS

Meigher mulls magazine start-up company

NEW YORK—S. Christopher Meigher III, outgoing president of Time Inc.'s New York magazine division, is considering starting a company to buy and launch magazines, people close to him said. The company would be modeled after Time Inc.'s entrepreneurial Time Publishing Ventures division, which Mr. Meigher headed in 1990 and '91. He wouldn't comment on his plans.

Infiniti focusing on customer service

CARSON, Calif.—Infiniti is making customer service the theme of its summer campaign, starting on network and spot TV today. Two spots show the lengths to which the upscale car company will go to keep its customers happy, including delivering gasoline via helicopter to a car stranded in the desert. The spots mark the first work on the account by creative directors Dave Wecal and Dean Noble at Hill, Holliday, Connors, Cosmopulos, Marina del Rey.

Founder Thomas exits Angotti shop

NEW YORK—Tom Thomas, a founder and exec VP-co-creative director at Angotti, Thomas, Hedge, resigned last week. Mr. Thomas, 49, and the agency said the departure was amicable and had been planned for months. He helped

(Continued on Page 8)

Perot talks to Riney about campaign ads

By Steven W. Colford

POLITICS 92

Hal Riney, the man who helped reelect President Reagan, is negotiating with Ross Perot to produce commercials for the Texas billionaire's apparent presidential campaign.

Mr. Riney, chairman-ceo of Hal Riney & Partners—along with Jim Travis, president of Riney's New York office, and Bruce Campbell, senior VP-creative director in San Francisco—accompanied Mr. Perot last week during public appearances in California and Colorado, where they filmed Mr. Perot speaking. They also filmed testimonials from supporters in the crowds.

An executive at Hal Riney & Partners' San Francisco office said Mr. Riney also provided Mr. Perot with advice on "media aspects" of a presidential race. The executive said the relationship stemmed from a phone call Mr. Perot made a few weeks ago to Mr. Riney.

"Hal gets calls from a lot of people," the executive said, including the campaigns of President Bush and Democratic Gov. Bill Clinton. "All he has done is taken a phone call and provided a . . . freebie consultation" for Mr. Perot.

The executive denied Mr. Riney is negotiating with the Perot campaign for an official role in charge of advertising. But that was contradicted by others, including Gerald Rafshoon, the Washington-based filmmaker and adviser to the Perot campaign. Mr. Rafshoon, who was in charge of advertising for Jimmy Carter's 1976 presidential campaign, last Friday confirmed that serious discussions with Mr. Riney are ongoing.

"The campaign has been talking to him about doing its advertising," said Mr. Rafshoon, a close friend of Hamil-

(Continued on Page 37)

P&G tests new retail plan, cuts diaper price

Brand Development Fund aims for unified merchandising

By Bradley Johnson and Jennifer Lawrence

Procter & Gamble Co. next month will test the merger of all supermarket merchandising incentives into one megaprogram, called a Brand Development Fund, in a move that could repair retailer relations while boosting P&G's clout.

Also, the marketer for the first time is applying its new everyday low pricing policy to two "core" brands—Luvs and Pampers disposable diapers—and is looking into expanding it to all brands.

In an exclusive interview with *Advertising Age*, Exec VP Durk Jager, who heads P&G's U.S. operations and is spearheading what he calls the "value pricing" strategy, said there are products in virtually every P&G business segment that have moved in the direction of value pricing.

"In principle, if you buy the philosophy and the thoughts behind [value pricing], it's appropriate for every brand," he said. "Now, the question is the degree you go to it and when you do it and so on."

Although P&G contends the Brand Development

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■ P&G wants to raise direct marketing profile—P. 3.
■ Top-level P&G departures raise questions—P. 36.

Exec VP Durk Jager is spearheading P&G's value pricing strategy, which is being expanded to such core brands as Pampers and Luvs.

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Research: Dollars grow tight in U.S., but foreign research opportunities blossom. **After Page 28.**

Ad Review: Miller Lite's strategy seems wrong-headed, regardless of what those dancing aliens think. **Page 39.**

Della Femina gone, so RSCG will merge some or all U.S. agencies

CEO Goudard: 'Now we can build something strong'

By Melanie Wells

NEW YORK—Euro RSCG is expected to merge some and possibly all of its U.S. agency operations following the departure of Jerry Della Femina as chairman-ceo of the agency that bears his name.

In a move that wasn't unexpected, Mr. Della Femina announced last week that Paris-based Euro RSCG, which assumed ownership of Della Femina, McNamee in 1989, had agreed to buy out his employment contract and that he would resign.

Euro RSCG International CEO Jean-Michel Goudard said a decision on whether to merge Della Femina, McNamee with the French holding company's other U.S. shops was expected within four to six weeks.

Della Femina

Those agencies include Messner Vetere Berger Carey Schmetterer here and Tatham/RSCG, Chicago.

Combined, all three agencies reported 1991 billings of $1.245 billion.

"We're going to investigate what can be done," Mr. Goudard said at a news conference here. "If we go toward a merger, we want to make sure the people [involved] feel comfortable."

Mr. Goudard also said there are no plans to sell any of the agencies but indicated Mr. Della Femina's name might not remain on the door if the three shops are combined.

"We are three agencies, good agencies," he said. "Now we can build something strong out of what we have," Mr. Goudard said.

But it remained unclear what form a merger would take and

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- **Hal Riney** has been negotiating with Ross Perot to produce commercials for his presidential campaign. 1
- **Luvs and Pampers** disposable diapers have been added to Procter & Gamble's everyday low pricing program. 1
- **Jerry Della Femina** has left as chairman of Della Femina, McNamee following the breakdown of buyback negotiations with French parent Euro RSCG. 1
- **U.S. auto marketers** are winning share of an improving market, while imports face rougher times. 3
- **Procter & Gamble** asked its agencies to develop more direct marketing ideas for its brands. 3
- **Buick** is testing personalized videocassette messages from specific dealerships to prospects. 3
- **'Conde Nast Traveler'** expressed anger at a competitive pitch to agencies from *Travel & Leisure*. 3
- **C. Ray Freeman** is back at IBM in a top marketing post. 4
- **Sears** awarded Ogilvy & Mather more business, calming reports O&M was in trouble with the client. 4
- **Pizza Hut** is developing a consumer data base. 4
- **'Time'** breaks a major consumer image campaign next month that includes network TV and print. 4
- **Major ad agencies** are venturing into new areas and creating new units designed to address client needs traditionally handled by management consultants and others. 16
- **Greenstone Roberts,** an acquisition-minded Melville, N.Y., agency, recently bought its fourth agency this year. 17
- **Ashleigh Groce** has been named senior VP-director of client services at FCB/Direct. 31
- **Many supermarkets** think Procter & Gamble's everyday low pricing strategy will reap long-term benefits. 36
- **Cannes ad fest** received a record 3,809 entries this year; winners will be announced June 27. 39

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Western Int'l: Our plate is full in southern Calif.

By Cleveland Horton

Western International Media has decided it has enough agencies to work with in southern California and won't accept any more shops as clients.

The move is a blow for the many creative boutiques in the area, which see Los Angeles-based Western International as an equalizing force, allowing them to compete against major agencies for a large account.

"We had agencies calling us, agencies that we didn't buy for, asking, 'Can we say we use you?' in a pitch and 'If we win, we'll bring you the business,' " said Dennis Holt, president-ceo of the $1 billion media buying service. Mr. Holt said the situation in Los Angeles and San Diego was "getting to be awkward," and he began feeling "disloyal" to his existing customers.

He added that Western International had refused to take on a $20 million buying assignment from an agency that didn't use the media service exclusively.

Holt

"Our feeling is that we want to work within the family," Mr. Holt said. "We look for relationships, not buying assignments."

He added, however, that he would continue to accept business from in-house agencies.

Some media buyers, however, suggest Western International may have hit a saturation point in southern California. As the largest buyer of spot TV in the nation, Western International is estimated to control as much as 30% of the available spot time in Los Angeles.

One media buyer said the TV stations might object to increasing the amount of their inventory tied up in long-term, and thus less lucrative, deals if Western International had to buy more time.

The decision only affects southern California, Mr. Holt said, and Western International's other 25 offices will continue to bring in new agencies as clients.

Mr. Holt declined to say how many southern California agencies maintain ongoing relationships with his media buying service. Two years ago, he estimated that Western International worked with about 60 agencies nationally and derived about 60% of its total media billings from those customers. □

Return of DDB 'guarantee'

Berlin adds new twist to failed compensation plan

By Gary Levin

Andy Berlin is trying to resuscitate DDB Needham Worldwide's failed guaranteed-results incentive compensation plan.

Mr. Berlin, the new president of the agency's New York office, last week said he's discussing ways to revive the plan with several of the office's clients, including H.J. Heinz Co.'s Ore-Ida division, Hershey Foods Corp. and Tropicana Products.

The agency is also discussing the plan in its quest to win the creative portion of James River Corp.'s $15 million account, now in review.

DDB Needham's original plan, which agency Chairman-CEO Keith Reinhard touted with a splashy news conference in 1990, called for the shop to be rewarded with a bonus if it exceeded sales or other goals set with its clients and to be penalized if those goals weren't met.

But it was largely based on a standard commission system and required that the agency be given control over the "consistency of messages" not only in advertising but in sales promotion, public relations and direct marketing.

Berlin

In a survey of all of DDB Needham's major U.S. clients a year after the plan was introduced, none said they signed up for it.

"Keith's program was a good idea," Mr. Berlin said. "The difficulty clients had . . . had to do with the fact that he was asking for full integrated control." Clients, he added, didn't want to be "forced into one-stop shopping."

Mr. Berlin declined to specify how he'd structure a new guarantee plan, except to say there would be no set formula and any program would result from individual discussions with each client. One DDB Needham executive said Mr. Berlin plans to "raise the stakes" for both the agency and clients.

"You'd have to negotiate as if you were purchasing something or forming a joint venture, and construct a financial relationship that puts the agency and client together with a common business interest," he said.

In a speech at the Magazine Publishers Association Kelly Awards last month, Mr. Berlin said one method might be a pay-per-inquiry for ads that included a toll-free number or other response mechanism.

Mr. Berlin said the clients he's talked with so far have been "extremely interested and open-minded," but none have committed to the program.

Still, he believes "commission is dead. DDB Needham is going to be a pioneer in replacing the commission system with one based on results, risk and a common business interest with clients." □

Jaguar trims review to 5 agencies; O&M's Beers said to be involved

By John P. Cortez and Melanie Wells

Jaguar Cars has narrowed the review of its $15 million to $20 million account to five finalists, including Geer, DuBois, the New York-based incumbent, and Ogilvy & Mather, an agency for Jaguar parent Ford Motor Co.

Other agencies still in the running for Jaguar are Carmichael Lynch, Minneapolis; and McCaffrey & McCall and Margeotes Fertitta & Weiss, both New York.

Agencies believed to have been eliminated from the race are Bloom FCA and Deutsch, both New York; W.B. Doner & Co., Southfield, Mich.; Martin/Williams, Minneapolis; as well as Ford agencies Wells Rich Greene BDDP and Weiss, Whitten, Carroll, Stagliano, both New York; and J. Walter Thompson USA and Young & Rubicam, both Detroit.

One agency executive said Don Cook, Ford executive director-marketing staff, has been "indirectly involved" in the review. The same executive said Jaguar U.S. officials were trying to maintain control of the process.

Charlotte Beers, new chairman-ceo at Ogilvy & Mather and a Jaguar driver, is said to be personally driving the pitch for the Jaguar account. O&M, Dearborn, Mich., already has the parts and service account for Ford, which acquired Jaguar for $2.5 billion in 1989.

Charlotte Beers, a Jaguar driver, is said to be personally driving the pitch for the Jaguar account.

A final decision is expected by early August, following a two-week question period and a 30-day strategic evaluation of the agency pitches by Jaguar officials and consultant Neal Gilliatt. □

Contributing to this story: Gary Levin, Scott Hume and Bob Geiger.

Dollars grow tight in U.S., but foreign research blossoms

Domestic revenues hit $2 billion, but 35 researchers can't keep up with inflation

By Kenneth Wylie

The hobbling effects of both recession and debt reined in the U.S. research business, while overseas, the track was notably faster.

U.S. revenues rose 6.8% to $2.06 billion in making good last year's forecast that research businesses would face stormy times in 1991. In real terms, inflation knocked off four of those percentage-point gains. Growth measured 8.2% in last year's report.

The ranking, the largest participation by the industry in the annual *Advertising Age* survey, included 84 research companies that encompass the full range of operations, from marketing, media and public opinion to politics.

Twenty-two had negative growth and 13 others grew less than 4% or not at all.

The international contribution to revenues at research companies rose to $1.25 billion, up 10.8% *(see related story on Page S-4)*, bringing worldwide totals for surveyed companies to $3.34 billion, up 8.1%.

Heading the U.S. ranking once again was A.C. Nielsen Co. with research revenues up 9.3% to $492 million, an *Ad Age* estimate. Arbitron Co. placed second at $201.7 million.

IRI soars into third

Information Resources Inc. replaced IMS International in the third slot, advancing 29.1% in revenue to IMS' 6.5% gain. That gave IRI, at $183.9 million, a nearly $19 million lead over IMS, No. 4.

One of the largest companies to slip in U.S. revenues was No. 7 M/A/R/C Group, down 1.4% to $56.1 million. Chairman-CEO Cecil B. Phillips believes debt servicing rather than poor financial returns, largely recession-influenced, has affected spending.

"When so many companies have severe debt, they just don't want to spend money on research," Mr. Phillips says.

MRB Group, ranked No. 12, dropped 8.5% to $37.3 million in U.S. revenue, caused according to CEO Tim Bowles by clients who no longer are willing to pay for standard surveying.

Nielsen reigns worldwide

Nielsen, a Dun & Bradstreet Corp. unit, outpaced all research companies abroad with $708 million, up 8.8%, for a worldwide total of $1.2 billion. Such a mass—36% of the report's worldwide total—approaches research hegemony for the marketing and media research giant.

Ranking second in international revenues is IMS, Nielsen's sister company at Dun & Bradstreet. Based in Cham, Switzerland, IMS grew 18.6% abroad to an estimated $344 million.

Most show foreign gains

Of the 26 companies with international revenue, only three reported that revenue was down on a year-to-year basis. IRI, ranked No. 6 on the international side, dipped 2.1% in non-U.S. returns, a decline minimized by a 29.1% growth in its domestic business.

IRI's fast-growing business got $65.8 million, nearly a third of its $207.7 worldwide total, from its Software Products Group, which provides the technology that drives its Information Services Group, the application side.

Information Services, accounting for the rest of revenues, comprises InfoScan, a store scanner-generated data system that produced 58% of IRI's revenue, and BehaviorScan, an in-store testing system, which added another 10%.

International operations, mostly in Europe, now contribute about 11.5% of IRI's research revenue.

"Clients are clamoring for scanner services in Europe," reports Gian M. Fulgoni, IRI chairman-ceo, "and our success in the U.S. leads us to be optimistic about what we can do in Europe."

The fifth-ranked company in U.S. revenue, Westat, grew 16.6% to $86.9 million. Its growth came from new research programs that go beyond the passive people meter by connecting TV commercials with home purchases.

Sports sponsorships measured

Growth leader in the ranking was No. 73 Joyce Julius & Associates, up 52.9% to $1.3 million.

"We were successful in offering two new proprietary products," says Chairman Robert J. Cotman: "One measures the amount of exposure that is gained through sponsorship of a special event or athlete. The other identifies the cost per impression on national TV."

No. 71 Hughes Research Group jumped 38.3% to $1.8 million despite mercurial swings in client demand through the year from labor intensive, more costly qualitative studies to less profitable quantitative studies.

Hughes' newest offering is a customized one-on-one interview technique called Motiv, which is attracting a lot more business, says VP Mary Lou Hadley. Hughes has just expanded into larger offices.

A broader systems approach, brought on by a corporate reorganization (including the departure of the founder), helped push 1991 revenue for No. 34 Vanderveer Group 38% higher to $9.3 million, making it the third highest in growth.

Sales help is behind growth at No. 76 Efficient Market Services, formed just a year ago by former IRI and Nielsen personnel.

President Michael J. Spindler says there was a need for tactical data for the retailer in selling goods and for the manufacturer in making and shipping goods.

The company developed a tactical newswire connecting to PCs for just-in-time delivery. Fresh unit sales data are fed into the computer system daily.

"We do this non-intrusively, fitting our alerts into the daily flow on the PC screen," says Mr. Spindler.

Biggest revenue percentage decline in the survey was No. 81 Research & Forecasts, down 38.5% to $705,141.

"We did more research studies," reports Chairman Nicholas J. Tortorello, "but it was the less costly focus groups and mail surveys."

The non-election year affected No. 37 Wirthlin Group, down 23.2% to $9 million. The company provides research in politics, in addition to marketing, public affairs and communications.

Already 1992 is "ahead of plan," a reflection of the general election and recovery in the economy, says James Granger, president-chief operating officer at Wirthlin.

Advertiser is top client

Where are researchers getting their clients? What kinds of clients are paying the research companies?

The survey respondents say about 80% of their revenues come from advertiser research departments.

The rest comes from ad agency research units (5%), media (about 3%), advertiser account services (1.6%) and agency media and account-services departments and advertiser media departments, both less than

(Continued on Page S-4)

Philippe Sion/The Image Bank

■ Complete list of top research companies ranked by U.S. research revenues. Page S-2.

Top research companies by U.S. research revenues

Rank 1991	Rank 1990	Company, headquarters	Gross U.S. research revenues 1991	Gross U.S. research revenues 1990	Gross U.S. research revenues % chg	Total research revenues 1991	Total research revenues % chg	U.S. offices	U.S. Full-time employees	Top executive	Telephone
1	1	**A.C. Nielsen Co.**, Northbrook, Ill. *	$492.0	$450.0	9.3%	$1,200.0	9.0%	40	NA	John C. Holt, chmn	(708) 498-6300
2	NA	**Arbitron Co.**, New York [2]	201.7	230.6	NA	201.7	NA	8	1,358	A.J. Aurichio, president	(212) 887-1300
3	3	**Information Resources Inc.**, Chicago	183.9	142.4	29.1	207.7	24.6	7	2,231	Gian M. Fulgoni, chmn-ceo	(312) 726-1221
4	2	**IMS International**, Cham, Switzerland *	165.0	155.0	6.5	509.0	14.4	NA	NA	Serge Okun, president	41-42-362244
5	4	**Westat**, Rockville, Md.	86.9	74.5	16.6	86.9	16.6	5	702	Joseph Hunt, president	(301) 251-1500
6	6	**Maritz Marketing Research**, Fenton, Mo.	59.6	54.1	10.2	59.6	10.2	50	540	William H. Lewellen, president	(314) 827-4000
7	5	**M/A/R/C Group**, Las Colinas, Texas	56.1	56.9	-1.4	56.1	-1.4	10	500	Cecil B. Phillips, chmn-ceo	(214) 506-3400
8	8	**Abt Associates**, Cambridge, Mass.	55.3	43.4	27.5	55.3	27.5	4	393	Walter R. Stellwagen, president-ceo	(617) 492-7100
9	7	**NFO Research**, Greenwich, Conn.	45.6	46.4	-1.7	45.6	-1.7	10	350	William E. Lipner, president-ceo	(203) 629-8888
10	NA	**Gallup Organization**, Princeton, N.J. [1]	43.5	40.5	NA	48.0	NA	12	450	Jim Clifton, ceo	(402) 489-8700
11	10	**Market Facts**, Arlington Heights, Ill.	40.7	40.2	1.2	40.7	1.2	5	520	Verne B. Churchill, chmn-ceo	(708) 590-7000
12	9	**MRB Group**, London	37.3	40.8	-8.5	96.4	2.2	3	456	Tim Bowles, ceo	44-81-579-5550
13	11	**Walker Group**, Indianapolis	30.9	28.8	7.3	32.5	9.7	6	361	Frank D. Walker, chmn-ceo	(317) 843-3939
14	12	**Intersearch**, Horsham, Pa.	28.2	25.1	12.4	28.2	12.4	7	185	Alan Widra, president	(215) 657-6400
15	13	**Burke Marketing Research**, Cincinnati	24.9	24.8	0.3	25.5	1.2	9	230	Ronald L. Tatham, president-ceo	(513) 241-5663
16	15	**Chilton Research Services**, Radnor, Pa.	23.5	22.6	4.0	23.5	4.0	4	191	Marjorie Michitti, vp-general manager	(215) 964-4602
17	19	**BASES Group**, Covington, Ky.	21.7	18.7	16.0	22.7	15.8	5	165	Jack E. Brown, chmn-ceo	(606) 655-6000
18	14	**Elrick & Lavidge**, Atlanta	21.4	22.8	-6.2	21.4	-6.2	4	155	John Rougeou, president	(404) 621-7607
19	17	**Research International**, London	21.2	19.9	6.5	123.5	2.4	3	153	Philip Barnard, chmn-ceo	44-71-235-1588
20	20	**Millward Brown**, Naperville, Ill.	19.7	17.6	11.9	60.0	13.2	3	200	Robert D. Meyers, president-ceo	(708) 505-0066
21	16	**Starch INRA Hooper**, Mamoroneck, N.Y.	19.6	21.4	-8.5	21.1	-7.1	2	190	William J. Wilson, president-ceo	(914) 698-0800
22	23	**J.D. Power & Associates**, Agoura Hills, Calif.	18.0	13.9	29.8	18.0	29.8	3	114	J. David Power III, president	(818) 889-6330
23	18	**ASI Marketing Research**, New York	17.0	19.4	-12.4	17.0	-12.4	3	134	Gerald Lukeman, chmn-ceo	(212) 807-9393
24	21	**Mediamark Research**, New York	16.8	16.3	3.2	16.9	3.2	4	56	Alain J. Tessier, chmn	(212) 599-0444
25	25	**Harte-Hanks Marketing Services**, River Edge, N.J.	15.1	13.3	13.5	17.1	11.8	2	170	Tom Swithenbank, president	(201) 342-6400
26	22	**Creative & Response Research Services**, Chicago	15.1	14.6	3.2	15.1	3.2	9	130	Saul Ben-Zeev, chmn-ceo	(312) 828-9200
27	24	**Custom Research**, Minneapolis	14.9	13.4	11.2	14.9	11.2	4	81	Judith S. Corson, Jeffrey L. Pope, partners	(612) 542-0800
28	26	**National Analysts**, Philadelphia	13.3	13.2	0.4	13.5	1.1	1	72	John A. Berrigan, president	(215) 496-6800
29	27	**Data Development**, New York	13.1	12.0	9.2	13.1	9.2	1	85	Jerry Rosenkranz, chmn	(212) 633-1100
30	28	**Decision Research**, Lexington, Mass.	13.0	12.0	8.5	14.0	8.5	3	75	Eric L. Almquist, vp-general manager	(617) 861-7350
31	30	**Total Research**, Princeton, N.J.	12.2	10.5	16.3	12.2	16.3	2	130	Lorin Zissman, president-ceo	(609) 921-8100
32	31	**Lieberman Research West**, Los Angeles	10.8	10.2	5.9	10.8	5.9	1	75	Arnold Fishman, chmn	(310) 553-0550
33	32	**Conway/Milliken & Associates**, Chicago	10.0	9.2	8.5	10.0	8.5	1	64	Foy N. Conway, ceo	(312) 787-4060
34	41	**Vanderveer Group**, Fort Washington, Pa.	9.3	6.7	38.0	9.3	38.0	1	69	Marc Julius, president-mkt rsch/consulting	(215) 646-7200
35	36	**Guideline Research**, New York	9.2	8.0	15.0	9.2	15.0	2	60	Norman Passman, chmn	(212) 947-5140
36	33	**Louis Harris & Associates**, New York	9.1	8.7	4.8	22.8	4.6	1	75	Humphrey Taylor, president-ceo	(212) 698-9600
37	29	**Wirthlin Group**, McLean, Va.	9.0	11.7	-23.2	9.9	-22.9	6	71	Richard B. Wirthlin, chmn-ceo	(703) 556-0001
38	34	**Response Analysis**, Princeton, N.J.	8.8	8.5	4.0	8.8	4.0	1	76	James H. Fouss, president-ceo	(609) 921-3333
39	35	**ICR Survey Research Group**, Media, Pa.	8.6	8.4	1.4	8.6	1.4	1	72	Fred Soulas, president	(215) 565-9280
40	38	**McCollum Spielman Worldwide**, Great Neck, N.Y.	8.4	7.5	12.0	8.4	12.0	1	62	Harold Spielman, ceo	(516) 482-0310
41	42	**Field Research**, San Francisco	8.3	6.7	24.6	8.3	24.6	3	65	Aaron Levy, president	(415) 392-5763
42	37	**Newman-Stein**, New York	8.0	7.9	1.3	8.0	1.3	2	50	Lawrence Newman, president	(212) 777-2700
43	50	**Market Measures**, Livingston, N.J.	7.7	5.7	35.1	7.7	35.1	1	58	Bernard E. Koff, president	(201) 716-0500
44	49	**Marketing Analysts**, Rockville Centre, N.Y.	7.0	5.7	21.7	7.1	21.6	1	32	Robert Pascale, president	(516) 766-4224
45	47	**Pretesting Co.**, Tenafly, N.J.	6.6	5.8	14.1	7.1	12.6	2	32	Vivian Edelberg, president	(201) 569-4800
46	44	**Marketeam/Doane Marketing Research**, St. Louis	6.5	6.3	3.5	6.5	3.5	2	70	Carl E. Block, president	(314) 878-7707
47	43	**FRC Research**, New York	6.4	6.5	-1.3	6.4	-1.3	1	33	R. Theeman, P. Knable, exec vps	(212) 696-0870
48	40	**Shifrin Research**, New York	6.3	6.9	-8.7	6.3	-8.7	1	25	Leslie Shifrin, president	(212) 473-4050
49	46	**Strategy Research**, Miami	6.0	6.1	-1.6	6.0	-1.6	2	50	Richard W. Tobin, president	(305) 649-5400
50	39	**Directions for Decisions**, New York	5.6	7.0	-20.0	5.6	-20.0	1	36	Joseph F. Baldi Jr., chmn	(212) 683-9595
51	51	**Ross-Cooper-Lund**, Teaneck, N.J.	5.4	5.2	3.9	5.4	3.9	1	34	David Ross, president	(201) 836-0040
52	48	**AHF Marketing Research**, New York	5.2	5.8	-9.5	5.2	-9.5	1	56	Beryl L. Levitt, president	(212) 941-5555
53	45	**Kapuler Marketing Research**, Arlington Heights, Ill.	5.1	6.2	-17.7	5.1	-17.7	1	32	Stanley Kapuler, president	(708) 870-6700
54	55	**Schulman, Ronca & Bucuvalas**, New York	5.0	3.9	28.5	5.0	28.5	2	45	Mark Schulman, president	(212) 481-6200
55	53	**Savitz Research Center**, Dallas	4.8	4.0	20.0	4.8	20.0	3	30	Jeffry N. Savitz, president	(214) 386-4050
56	56	**Bruno & Ridgway Research Associates**, Princeton, N.J.	4.7	3.5	32.4	4.7	32.4	6	32	A. Spencer Bruno, chmn	(609) 452-8282
57	52	**Brown Koff & Fried**, New York	4.6	4.8	-4.2	4.6	-4.2	1	28	M. Brown, A. Koff, R. Fried, partners	(212) 206-0700
58	53	**Oxtoby-Smith**, New York	4.0	4.0	0.0	4.0	0.0	1	39	Joseph G. Smith, chmn	(212) 614-0040
59	60	**Shugoll Research**, Bethesda, Md.	3.1	2.8	10.5	3.1	10.5	3	18	Joan Shugoll, president	(301) 656-0310
60	58	**Kennedy Research**, Grand Rapids, Mich.	3.0	3.0	0.0	3.0	0.0	1	30	Richard D. Kennedy, president	(616) 458-1461
61	61	**Market Development**, San Diego	2.9	2.6	11.5	2.9	11.5	1	20	Loretta H. Adams, president	(619) 232-5628
62	57	**Rothstein-Tauber**, Stamford, Conn.	2.8	3.2	-11.6	3.2	-6.7	1	16	Melvin Rothstein, chmn	(203) 324-2420
63	58	**Mid-America Research**, Mt. Prospect, Ill.	2.8	3.0	-6.7	2.8	-6.7	6	24	Marshall Ottenfeld, president	(708) 392-0800
64	67	**Myers Reports**, Parsippany, N.J.	2.5	1.9	33.2	2.5	33.2	1	11	Jack Myers, president	(201) 808-7333
65	62	**deKadt Marketing & Research**, Greenwich, Conn.	2.4	2.3	4.2	2.4	4.2	1	18	Pieter P. de Kadt, president	(203) 661-1161
66	64	**Heller Research Group**, Port Washington, N.Y.	2.3	2.0	15.6	2.4	17.1	1	18	Harry E. Heller, ceo	(516) 883-4521
67	68	**Norman Hecht Research**, Syosset, N.Y.	2.0	1.9	8.3	2.0	8.3	1	13	Norman Hecht, president	(516) 496-8866
68	65	**Booth Research Services**, Atlanta	2.0	2.0	1.4	2.0	1.4	1	14	Peter E. Booth, president	(404) 992-2200
69	63	**JRP Marketing Research Services**, Media, Pa.	2.0	2.1	-4.8	2.0	-4.8	1	25	Paul Frattaroli, president	(215) 565-8840
70	66	**SMS Research & Marketing Services**, Honolulu	1.9	2.0	-1.6	1.9	-1.6	1	21	Hersh Singer, president	(808) 536-5200
71	69	**Hughes Research**, Rockville, Md.	1.8	1.3	38.3	1.8	38.3	1	5	Thomas B. Hughes, president	(301) 670-0005
72	72	**Target Research Group**, Pearl River, N.Y.	1.5	1.1	32.7	1.5	32.7	1	3	Ronald Silver, president	(914) 620-0077
73	74	**Joyce Julius & Associates**, Ann Arbor, Mich.	1.3	0.9	52.9	1.3	52.9	5	23	Robert J. Cotman, chmn	(313) 971-1900
74	75	**Kreitman & Jones**, Long Beach, N.Y.	1.2	0.8	50.0	1.2	50.0	1	8	E. Kreitman, B. Jones, principals	(516) 897-7063
75	73	**Davidson-Peterson Associates**, York, Maine	1.1	0.9	19.5	1.1	19.5	1	13	Thomas Lea Davidson, ceo	(207) 363-7347
76	82	**Efficient Market Services**, Northbrook, Ill.	1.0	0.0	NA	1.0	NA	2	23	Michael J. Spindler, president	(708) 205-7800
77	70	**Americar LIVES**, San Francisco	1.0	1.2	-19.6	1.0	-16.7	1	7	Glen Barnard, chmn	(415) 921-1946
78	77	**BRX/Global**, Rochester, N.Y.	0.9	0.7	28.6	1.8	63.6	3	9	Joel Axelrod, president	(716) 442-0590
79	76	**Miller Research Group**, Little Rock, Ark.	0.8	0.7	13.3	0.8	13.3	1	7	David F. Miller, president	(501) 221-3303
80	79	**Marketing Metrics**, Paramus, N.J.	0.8	0.6	25.0	0.9	41.7	1	13	Terry Vavra, president	(201) 599-0790
81	71	**Research & Forecasts**, New York	0.7	1.1	-38.5	0.7	-37.4	1	3	Nicholas J. Tortorello, chmn	(212) 593-6424
82	78	**Northstar Research Associates**, New York	0.5	0.7	-33.4	0.5	-33.4	1	2	Martin D. Yazmir, president	(212) 594-1117
83	80	**Hamlin Harkins**, San Jose, Calif.	0.4	0.4	11.1	0.5	8.7	2	6	C. Harkins, D. Hamlin, principals	(408) 298-0313
84	81	**Marketing Advantage**, Stamford, Conn.	0.4	0.2	58.3	0.4	58.3	1	6	John W. Keon, president-ceo	(203) 323-6323

Notes: Dollars are in millions. * indicates figures are AA estimates. [1] 1990 figures not adjusted for 1991 acquisitions. [2] 1990 figures not adjusted for 1991 divestitures. **Source:** AA survey.

AA staff: Kathy Wetyki

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Plenty of room in Europe, 'ripe' Asia

Dun & Bradstreet dominates international, but others can maneuver for growth

By R. Craig Endicott

The research business knows no national boundaries, evidenced by two recent polls from the same research company.

Ross Perot was shown leading Bill Clinton in the U.S. presidential race (the first poll to show the third-party candidate leading a major party candidate), and in the U.K., an unexpected Tory victory was accurately proclaimed in an election-night exit poll.

Both were the product of Louis Harris & Associates, a name as American as apple pie and as British as steak and kidney pie.

Harris is part of the surge in the industry's non-U.S. growth, which in 1991 reached $1.3 billion among 26 companies with international returns monitored in this *Advertising Age* report.

That volume produced a year-to-year gain of 10.8%, outstripping the 6.4% advance in domestic revenues.

International returns from the nearly one-third of the companies surveyed by *Ad Age* accounted for 38.8% of the $3.4 billion in worldwide revenues from 84 companies, up from 37.9% in 1990.

A.C. Nielsen Co. and IMS International, two Dun & Bradstreet Corp. units, held down the top two spots, respectively; in fact, they claimed 81% of all international returns. Nielsen captured the top spot with revenues of $708 million, up 8.8%, and IMS ranked No. 2 at $344 million, up 18.6%.

IMS draws about 68% of its worldwide total from abroad, and Nielsen 59%.

The well of international-generated dollars actually runs deeper among the 84 than shown, because many count foreign licensing agreements as business generated from the U.S.

McCollum Spielman Worldwide, for example, draws $3.9 million in such fees from 24 countries. All are attributed to its U.S. office.

Even though international volume showed stronger growth than the U.S. component, that volume was held in check by returns from two research-minded countries: recession-locked Britain, and France, where the franc depreciated against the dollar. Revenue growth was only 3.9% for the 15 companies reporting revenues from the European Community.

The EC is the focus of most of the non-U.S. research dollars. The 15 companies reporting EC activity generated $145.7 million from there.

Research International, London, reported 72%, or $88.9 million of its non-U.S. business, coming from the Common Market—the highest volume from Europe for those reporting a geographic breakout of revenues.

Nielsen and IMS probably had higher totals from Europe but didn't provide a geographic breakout.

Nielsen, for example, runs extensive scanning operations in the U.K., France, West Germany, Belgium, the Netherlands, Austria, Italy and Finland. In 1991, it acquired three companies specializing in consumer-panel research in Europe: CRA in Italy, AIM Research A/S in Denmark and Centrum voor Marketing Analyses in the Netherlands.

> "The level of sophistication is as great now in Europe as in the U.S."

MRB Group, London, drew 40% of its total revenue, or $38.6 million, from the EC in 1991 and expects growth there to rise to 42% of its total this year.

At Harris, 55%, or $12.5 million in revenues, were from the EC. But growth was minimal because Harris' European operations are tied to the U.K. and France, and its volume is heaviest in consumer and advertising research which ties it more closely to the business climate than political polling. (Harris, nonetheless, has handled all polling for the Tory Party in Britain for the last 26 years.)

Harris is expected to expand rapidly in the next two years in Europe with the addition of two new offices, called "franchise" operations by Humphrey Taylor, president-ceo.

"The level of sophistication is as great now in Europe as in the U.S.," says Peter Klein, president of McCollum Spielman.

He and others also point to Asia.

Asian operations generated $14.7 million, the second highest regional total, from 10 companies, up 88% for those reporting revenues for both years.

The market there is ripe, says Mr. Klein, "because of the high degree of training among practitioners and the dearth of market research." □

Research companies by international revenue

Rank 1991	Rank 1990	Company	Int'l research revenue 1991	Int'l research revenue 1990	Int'l research revenue % chg	Int'l % of total research 1991	Int'l % of total research 1990
1	1	A.C. Nielsen Co. *	$708,000	$650,900	8.8%	59.0%	59.1%
2	2	IMS International *	344,000	290,000	18.6	67.6	65.2
3	3	Research International	102,300	100,700	1.6	82.8	83.5
4	4	MRB Group	59,106	53,571	10.3	61.3	56.8
5	5	Millward Brown	40,300	35,400	13.8	67.2	66.8
6	6	Information Resources Inc.	23,800	24,300	-2.1	11.5	14.6
7	7	Louis Harris & Associates	13,680	13,100	4.4	60.0	60.1
8	NA	Gallup Organization †	4,500	2,500	NA	9.4	NA
9	8	Harte-Hanks Marketing Services	2,000	2,000	0.0	11.7	13.1
10	13	Walker Group	1,591	830	91.6	4.9	2.8
11	9	Starch INRA Hooper	1,500	1,300	15.4	7.1	5.7
12	12	BASES Group	1,000	900	11.1	4.4	4.6
13	11	Decision Research	980	903	8.5	7.0	7.0
14	15	BRX/Global	900	400	125.0	50.0	36.4
14	10	Wirthlin Group	900	1,125	-20.0	9.1	8.8
16	16	Burke Marketing Research	600	375	60.0	2.4	1.5
17	14	Pretesting Co.	540	561	-3.7	7.6	8.8
18	17	Rothstein-Tauber	315	169	86.7	10.0	5.0
19	18	National Analysts	200	115	73.9	1.5	0.9
20	19	Mediamark Research	115	112	2.7	0.7	0.7
21	20	Hamlin Harkins	100	100	0.0	20.0	21.7
21	NA	Marketing Metrics	100	0	NA	11.8	0.0
23	21	Marketing Analysts	94	80	17.5	1.3	1.4
24	22	Heller Research Group	65	30	116.7	2.7	1.5
25	NA	American LIVES	35	0	NA	3.5	0.0
26	23	Research & Forecasts	15	5	200.0	2.1	0.4

Notes: Dollars are in thousands. *Indicates figures are AA estimates. †1990 figures not adjusted for 1991 acquisitions. **Source:** AA survey **AA chart:** Kathy Welyki

Dollars grow tight in U.S.

(Continued from Page S-1)

1%. Better than 10% comes from a variety of sources collectively labeled "other."

Regarding the broad research categories of syndicated and custom research, nearly 74% said they were not involved in syndication. Nine percent of the respondents said syndicated work accounts for 75% to 100% of their activity.

For customized research, the percentages were roughly reversed. Nearly 80% said all of their work was customized; almost 9% said custom work accounted for less than 10% of their research.

While the demand for customer satisfaction and the need for lower research costs spurred the wealth of new technologies that have brought greater growth to the industry, there's something to be said about the tried-and-true techniques—like one-on-one interviewing.

New business requiring extensive personal interviewing helped Abt Associates expand revenues by 27.5% in 1991, largely from a $35 million to $40 million federal government contract to get at the core problems in secondary education.

Abt hired 600 people nationwide to conduct personal interviews and established a coordinating office in Chicago, staffed by an additional 60 to 70. □

Affiliation agreements aim mostly at foreign shores

But conservative shops plan to go slowly

By Betsy Spethmann

With affiliations on the rise among research companies, the biggest growth area is overseas as researchers learn to speak a variety of languages.

Among respondents to *Advertising Age's* survey, nearly half the 40 companies planning affiliations this year are teaming with foreign-based researchers.

Others plan ventures with clients (25%), U.S.-based research companies (20%) and computer software developers (10%).

Of the 51 companies that already have taken on partners, most affiliations (33.3%) are with foreign-based research companies.

Affiliations include partnerships formed for the exchange of information or business, franchise agreements for services syndicated by a U.S. company and multinational networks run by a research company.

> "Expenditures are growing more in Europe than in the U.S."

"The trend of global business has affected the research marketplace," says Tom Miller, exec VP at Starch INRA Hooper. "As new parts of the world open up, such as the former Soviet Union and Eastern Europe, [and] as Western Europe consolidates, research expenditures are growing more there than in the U.S."

"Marketers are increasingly approaching their problems globally rather than splitting domestic and international," says Joel Axelrod, president of BRX/-Global. "I expect international business to grow far more than domestic."

BRX is a founding partner and the U.S. member of Global Marketing Research, a 6-year-old international network of 14 companies in as many countries. Members subcontract work to each other, give guidance on cultural mores and help interpret results.

Last year, growth of BRX's international revenue was more than double that of domestic revenue, the company reports. Foreign and global work account for 40% of BRX's business.

"We're still in a growth state internationally. Many marketers don't fully recognize the significance of the international market," Mr. Axelrod says.

Global Marketing Research may add two to five partners in the next few years, but "we don't want to grow too much," he says. "A [smaller group] is better for clients than a loose network" with more members less familiar with each other.

The oldest international network of research companies, International Research Associates, has 32 members doing business in 70 countries and is managed by Starch INRA Hooper.

BASES Group has developed a network of 26 affiliates that franchise the company's new-product forecasting system. BASES in 1980 teamed with German company Infratest, which sells and manages BASES' system in Europe.

BASES prefers partners in countries with marketing environments compatible to the U.S. because its domestically generated data "makes assumptions of people's reactions" in forecasting the success of new products, says Steven Wilson, BASES Group president-chief operating officer. Countries markedly different from the U.S. would be hard to assess with BASES' current data.

"Business is growing well in Japan, and Canada is strong," Mr. Wilson says.

At least six companies that reported no international revenue or foreign-company affiliates are planning affiliations this year. □

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Researchers finally digesting cornucopia of scanner data

It took time but shops are starting to respond to client cry for better analysis of information

By Scott Hume

The strategy now is you give away the razor," one research company executive claims, "but you charge for the blades."

The executive is describing the shift taking place in the business, a shift that has moved the focus away from data collection and into data analysis.

Now that clients have reams of data, what they need most are ways to use it. Those analytical tools are the blades.

Responses to *Advertising Age's* survey of research companies reflect this shift in focus.

Almost two out of three respondents say clients are demanding more tools to analyze increasing data at their disposal.

The reason for clients' increased interest in analytical help is a recent embarrassment of research riches. Among those responding to the survey, 54% agreed their clients have been "hindered by the volume of data available."

For research companies, that has meant placing more emphasis on refining and improving research services and products, and 58% say revenues from developing, testing and improving their research have increased since 1990. Only 7% have seen a decrease.

The shift has been most pronounced in consumer package goods, researchers and clients agree, although the need for new data certainly isn't exhausted.

From "the late 1980s through the early 1990s, the focus was more on databases and on ways to manage [them]. Everyone was talking about 'data overload,' " says Gian Fulgoni, chairman-ceo of Information Resources Inc.

> "We're not hearing about overload so much now because the databases are being managed better."

"That was most true in the package-goods area because of the explosion of information made available through scanning technology.

"But we're not hearing about overload so much now because the databases are being managed better," he says. "That's the result of the value-added analytical applications that have been developed."

Package-goods companies were out front riding the wave of the data flow not only because of scanners but "because package goods is a more researched industry overall," says Tod Johnson, president of NPD Group. "Structurally, it's easier to research, with fewer channels of distribution" than businesses such as apparel or toys or services industries.

"Those [package-goods] clients have so much to work with the emphasis there is on improving information that exists," Mr. Johnson says. "In product and concept testing, people are moving more to their own standardized systems [based on past data], so there is less need for designing systems and more emphasis on comparative and analytical tools."

The recession has helped accelerate the shift to analysis from data generation, some executives say. The pinch on profits has made clients more interested in tangible results.

"In the third and fourth quarters last year, we noticed that senior management more and more was questioning the value of the research they're buying," says Tom Daley, president of Spectra Marketing Systems.

"What they're saying is, 'Don't just ship me a box [of data], give me data that changes how I do business, that tells me how I take my product to market.'

"That's challenged us to go back and examine what we're selling . . . We've got to provide specifics: FSI optimization research or better prioritization solutions.

"Clients don't care what information you have," Mr. Daley continues. "They know if their market shares are up or down and what percentage of sales is on deal. What clients want to know is 'How do I use this information to talk to the trade and the consumer differently and more effectively.' "

That change is evident just in the last year, Mr. Daley says. There was a time in the quite recent past "when researchers could offer what I call the 'neat new thing' in information. No more. Now it's 'How many more units will I ship?' "

That's why the focus is on the blades, not the razor, Mr. Daley adds.

The recession also has led to a downsizing of client and agency research departments.

"But that doesn't mean there aren't holes in the data or improvements in data collection that need to be made," says Karen Randolph, senior VP-director of consumer resources at Foote, Cone & Belding, Chicago.

It's impossible to totally separate data collection and analysis, contends Bob Warrens, senior VP-director of media research and resources, J. Walter Thompson USA, Chicago.

"It's evolutionary. Once you start using a database, you find things that could be done better or differently or information that needs to be added," he says. "At the same time, we don't want to see a whole bunch of paper." □

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	May 1992	May 1991	Year-to-date 1992	Year-to-date 1991
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	138.0	156.3	631.8	624.9
Automobile Magazine C.	79.5	65.3	330.1	322.9
Car & Driver C.	140.1	110.3	490.5	514.5
Car Collector & Car Classics	40.0	21.0	168.0	100.0
Car Craft	64.4	68.4	262.0	276.6
Circle Track	96.2	87.5	452.8	419.7
Cycle World	76.3	64.6	315.8	225.8
Dirt Rider	53.4	48.3	229.9	199.5
Dune Buggies & Hot VWs	76.6	67.4	386.9	332.7
Easyriders	47.5	38.5	210.2	195.9
Family Motor Coaching	176.9	160.4	875.5	821.0
Four Wheeler C.	82.1	90.8	347.9	386.0
Hot Rod C.	74.4	75.4	268.2	301.9
Motorcyclist	71.9	64.7	245.7	234.5
Motor Trend C.	89.2	73.2	329.5	350.7
Motorhome	80.6	83.3	358.9	405.0
Petersen's 4 Wheel	79.2	79.5	321.7	327.2
Rider	50.3	54.3	208.5	201.6
Road & Track C.	131.4	94.7	445.3	435.3
Trailer Life	79.9	86.7	360.2	404.9
Total Group	**1,727.8**	**1,590.6**	**7,239.3**	**7,080.6**
% change	**8.6%**		**2.2%**	
■ Boating & yachting				
Boating	147.4	110.4	685.9	518.6
Chesapeake Bay	35.5	34.9	144.3	147.3
Cruising World	81.5	103.8	426.9	535.6
Lakeland Boating (11X)	85.5	71.3	357.2	342.2
Motor Boating & Sailing	150.3	137.1	492.4	530.4
Sail	109.5	107.0	567.0	522.0
Sailing World	36.5	41.0	192.9	252.9
Trailer Boats (11X)	51.8	47.3	301.6	279.0
Yachting C.	105.7	112.9	621.4	580.9
Total Group	**803.8**	**765.7**	**3,789.5**	**3,709.0**
% change	**5.0%**		**2.2%**	
■ Civic/fraternal				
Elk (10X)	18.0	14.8	86.9	78.1
Kiwanis (10X)	17.0	14.7	90.0	82.9
Lion (10X)	10.5	9.3	28.7	39.0
Rotarian	16.3	16.6	80.9	87.0
V.F.W. (11X)	24.8	27.1	125.4	144.8
Total Group	**86.6**	**82.5**	**411.9**	**431.8**
% change	**5.0%**		**-4.6%**	
■ General				
American Health (10X) C.	38.9	36.2	189.9	124.7
American Heritage (8X) C.	41.4	51.8	113.0	175.3
American Legion	29.1	30.6	171.4	172.3
Archaeology (6X)	26.1	30.3	80.0	95.8
Art & Antiques (10X) C.	31.5	42.8	192.5	293.4
ARTnews (10X)	68.7	87.8	333.5	446.3
The Atlantic C.	63.1	59.0	272.3	254.5
Bon Appetit C.	94.8	84.0	363.9	391.2
Buena Salud	18.5	18.9	97.2	127.5
Cable Guide & TV Time C.	24.0	23.8	123.2	129.3
Caribbean Travel & Life (6X) A.	53.7	59.5	166.3	185.1
Conde Nast Traveler C.	102.8	96.7	432.1	402.1
Consumers Digest (6X) C.	31.0	20.3	88.7	68.2
Cooking Light (7X) C.	83.0	55.9	200.8	181.2
Country America (10X) C.	50.7	37.5	203.4	176.8
Departures N. America (6X)	—	—	82.2	136.9
Ebony C.	75.0	89.7	378.4	412.5
Endless Vacation (8X) C.	32.2	20.1	144.1	102.0
European Travel & Life (10X) C.	32.8	44.6	155.5	210.1
Food & Wine C.	50.1	45.2	226.2	220.1
Golden Years (6X)	30.3	24.3	98.7	88.4
Gourmet C.	113.5	123.4	447.8	469.5
Harper's Magazine C.	28.6	31.4	145.1	157.1
Islands (6X) C.	91.6	84.9	240.9	230.3
Kiplinger's Personal Finance C.	63.5	47.5	294.1	240.3
Let's Live	38.0	39.0	197.0	216.0
Life C.	40.3	70.9	187.5	227.2
Longevity C.	52.7	52.0	253.2	218.7
Mature Outlook (6X) C.	51.2	40.8	136.2	125.1
Modern Maturity (6X) C.	—	—	68.8	69.0
Money C.	120.4	104.1	498.9	481.7
National Geographic C.	33.8	19.7	107.0	118.0
National Geographic Traveler (6X) C.	54.3	47.0	162.1	145.3
Natural History C.	22.4	31.1	136.2	171.4
New Choices (10X) C.	32.1	29.6	124.7	133.6
Prevention C.	49.5	41.1	225.8	198.1
Reader's Digest C.	91.5	77.5	365.3	370.9
Sat. Evening Post (9X) C.	33.9	31.3	104.8	135.4
Smithsonian C.	77.1	75.1	318.2	366.7
Town & Country C.	66.5	89.6	270.2	382.1
Travel-Holiday (10X) C.	57.2	60.9	237.6	237.6
Travel & Leisure C.	112.2	122.3	467.0	564.6
Travelhost	140.4	142.0	608.1	612.5
US Magazine C.	37.6	49.4	145.8	180.8
Utne Reader (6X)	46.8	44.8	163.8	138.7
Vanity Fair C.	120.2	117.7	544.6	493.9
The Walking Mag. (6X) C.	—	—	70.1	68.6
Yankee C.	50.8	58.3	273.7	291.4
Total Group	**2,603.8**	**2,590.0**	**10,907.8**	**11,437.8**
% change	**0.5%**		**-4.6%**	
■ Home				
Architectural Digest C.	78.3	126.8	480.3	521.5
Better Homes & Gardens C.	129.9	127.6	536.6	542.6
Colonial Homes (6X) C.	—	—	93.4	96.8
Columbus Monthly-Homes (4X)	—	—	35.5	39.1
Country Home (6X) C.	—	—	124.0	109.6
Country Life (6X)	31.6	49.4	104.4	159.2
Country Living C.	90.0	86.2	431.3	394.8
Decorating Remodeling (6X) C.	80.9	47.7	175.8	144.1
Family Handyman (10X) C.	52.4	52.8	205.6	229.0
Flower & Garden (6X)	53.5	49.4	100.6	91.3
HG C.	59.2	89.4	284.1	379.8
Home C.	61.9	53.4	262.9	251.5
Home Mechanix (10X) C.	51.0	61.3	155.2	185.6
Horticulture (10X)	51.7	54.0	242.8	242.5
House Beautiful C.	72.8	77.5	303.6	302.5
Metropolis (10X)	90.2	90.8	227.9	240.3
Metropolitan Home C.	71.7	74.1	330.1	361.1
Midwest Living (6X) C.	—	—	173.9	143.9
Organic Gardening (9X) C.	44.9	43.1	228.0	251.0
Phoenix Home/Garden	48.9	46.8	271.4	254.4
Practical Home-owner (9X) C.	45.1	—	103.4	193.7
San Diego Home/Garden	92.1	95.3	294.3	337.2
Southern Accents (10X) C.	65.2	58.0	209.0	195.8
Southern Living C.	119.4	96.8	528.9	503.6
Sunset Magazine C.	119.7	147.9	521.1	624.6
Traditional Home (6X) C.	47.2	—	109.7	48.0
Workbench (6X)	62.5	44.8	106.1	89.5
Total Group	**1,620.0**	**1,573.0**	**6,639.7**	**6,932.9**
% change	**3.0%**		**-4.2%**	
■ In-flight & other passenger				
Aboard Group (6X)	36.1	35.1	131.3	108.5
Alaska Airlines	76.3	59.4	253.8	265.2
America West Airlines	56.6	60.0	267.6	328.0
American Way (24X) C.	139.8	130.9	667.2	596.7
Delta Sky C.	79.9	71.3	363.2	329.1
Northwest Air World Traveler C.	59.5	36.0	285.9	199.5
Spirit of Aloha	29.6	31.8	200.9	175.2
TWA Ambassador A.	39.2	19.9	192.8	163.3
United Vis 'A Vis	82.7	72.0	347.6	343.0
US Air Magazine	79.1	68.9	365.4	328.2
Total Group	**678.8**	**585.3**	**3,075.6**	**2,836.7**
% change	**16.0%**		**8.4%**	
■ Men's				
Details	37.0	23.3	172.4	121.5
Esquire C.	62.3	61.9	341.9	331.9
Firehouse Magazine	52.2	38.9	207.4	186.6
Gentlemen's Quarterly C.	103.0	114.5	501.9	612.3
M Magazine C.	46.2	32.9	238.4	229.5
Men's Fitness	37.3	36.5	190.8	166.4
Men's Health (6X)	27.2	26.8	69.1	75.5
Muscle & Fitness C.	119.3	119.2	595.2	598.5
Penthouse C.	64.9	62.7	301.2	293.4
Playboy C.	48.9	68.8	235.8	298.9
Popular Mechanics C.	78.5	62.3	288.9	299.6
Total Group	**676.8**	**647.9**	**3,143.1**	**3,214.1**
% change	**4.5%**		**-2.2%**	
■ Metropolitan				
Aloha (6X)	31.8	32.5	95.6	105.5
Annapolitan (10X) A.	43.3	45.2	141.2	220.7
Atlanta	65.2	100.4	287.0	351.0
Baltimore	32.3	50.4	169.0	232.0
Boston	84.7	76.6	349.4	372.0
Chicago	76.1	97.7	321.6	369.5
Chicago's North Shore	92.8	73.8	392.0	365.3
Cincinnati	41.4	33.3	176.5	167.5
Cleveland	57.9	40.3	290.3	196.2
Columbus Monthly	66.6	48.4	212.6	212.3
Connecticut	69.2	78.1	293.9	300.2
D/Magazine	55.0	50.0	219.0	236.0
Detroit Monthly	58.7	37.4	275.6	210.9
Diablo	61.3	57.0	280.9	267.1
Grand Rapids	21.7	19.3	89.7	109.2
Honolulu	32.6	46.4	175.1	220.6
Houston Metropolitan Mag.	85.7	50.8	332.0	324.7
L.A. Style	46.5	76.1	207.0	360.5
Los Angeles	117.6	122.2	430.4	457.1
Louisiana Life (6X)	—	—	41.3	54.1
Louisville	25.0	25.3	196.7	225.0
Madison	42.0	40.0	202.0	167.0
Memphis	37.0	48.3	169.7	233.9
Mid Atlantic Country	71.2	61.6	283.6	262.9
Milwaukee	60.2	87.7	260.9	354.0
Minneapolis/St. Paul	96.3	81.1	469.4	407.8
Minnesota Monthly Mag.	75.6	60.3	309.5	256.9
New Jersey Monthly	58.3	51.7	249.0	195.2
New Mexico	36.8	42.0	225.1	244.5
Ohio	68.4	58.2	212.3	214.0
Orlando	47.8	89.0	264.3	461.9
Pacific Northwest (9X) A.	50.7	32.5	187.5	148.8
Palm Springs Life	76.1	86.1	620.1	635.8
Philadelphia	86.8	98.3	432.2	507.4
Phoenix	29.2	29.0	170.3	143.5
Pittsburgh	62.6	60.4	293.1	307.0
Rhode Island Monthly	23.2	32.5	148.9	186.2
Sacramento Magazine	42.8	46.3	200.8	249.0
San Diego	106.6	105.7	407.9	465.2
San Francisco Focus C.	74.3	78.0	334.4	337.0
Sarasota (10X)	51.8	55.4	362.3	354.9
South Florida Magazine	59.8	39.7	279.5	258.6
St. Louis	24.5	33.0	132.7	178.4
Texas Monthly C.	126.3	134.4	537.7	549.7
The Washingtonian	89.0	103.4	395.3	479.2
Total Group	**2,662.5**	**2,722.1**	**12,125.3**	**12,956.2**
% change	**-2.2%**		**-6.4%**	
■ Music/entertainment				
Audio	64.4	80.3	329.5	377.9
Dance Magazine	64.1	60.0	317.5	313.7
Entertainment Weekly (52X) C.	105.2	74.1	353.4	315.7
Premiere C.	49.1	47.9	260.6	278.1
Rolling Stone (25X) C.	123.1	130.4	584.1	616.4
Spin C.	49.2	42.3	231.0	204.5
Video Magazine	62.9	66.2	343.3	332.3
Total Group	**517.9**	**501.1**	**2,419.2**	**2,438.5**
% change	**3.3%**		**-0.8%**	
■ Outdoor & sport				
Alaska	34.0	40.1	198.0	227.7
The American Handgunner (6X)	69.0	56.0	201.0	160.0
American Hunter	16.8	13.8	82.0	73.6
American Rifleman	28.4	21.1	104.6	100.0
Audubon (6X) C.	71.2	46.5	144.3	136.2
Backpacker (8X) C.	58.0	47.0	146.6	123.0
B.A.S.S. Times	23.6	8.3	112.9	73.2
Bassmaster (10X) C.	57.8	50.1	333.4	361.0
Bicycling (10X) C.	121.1	119.6	409.9	460.7
Ducks Unlimited (6X)	38.5	23.9	85.5	78.8
Field & Stream C.	50.3	62.0	297.0	327.5
Fishing World (6X)	26.1	26.9	104.5	98.1
Flex	94.2	83.7	460.0	377.4
Florida Sportsman	110.7	124.3	587.4	611.3
Golf Digest C.	138.1	131.4	624.5	532.6
Golf Magazine C.	104.3	81.1	550.2	546.0
Guns	40.0	39.0	213.0	181.0
Guns & Ammo	37.5	38.3	188.8	177.7
In-Fisherman (7X)	52.0	50.5	332.0	313.5
Outdoor Life C.	55.7	74.3	281.6	336.5
Outside Magazine C.	100.2	90.9	402.9	361.1
Petersen's Hunting	25.3	21.8	162.5	162.8
Runner's World C.	53.9	55.3	252.8	254.1
Salt Water Sportsman C.	70.8	81.6	449.0	462.4
Shooting Times	30.3	32.0	168.2	134.4
Sierra (6X) C.	64.9	41.1	145.9	127.1
Ski (6X) C.	—	—	283.0	301.6
Skiing (7X) C.	—	—	268.0	229.6
Skin Diver C.	127.0	124.8	537.9	600.1
Southern Outdoors (9X)	40.6	36.6	245.6	209.5
Southern/Western Links (6X)	52.2	26.2	215.0	138.6
Sport Magazine C.	21.9	31.7	120.6	165.0
Sports Afield C.	54.3	57.9	305.1	327.2
Surfing	45.3	63.0	234.7	285.4
Tennis C.	77.5	64.1	312.3	291.0
Volleyball A.	40.6	39.8	132.8	92.7
Waterski (10X)	76.5	75.3	329.9	306.0
Western Outdoors (9X)	—	—	103.9	98.3
Wind Surfing (8X)	65.5	65.7	209.9	183.1
Total Group	**2,218.8**	**2,090.7**	**10,366.1**	**10,124.0**
% change	**6.1%**		**2.4%**	
■ Photography				
American Photo (6X) C.	49.1	63.1	136.8	149.2
Outdoor Photographer (10X)	35.2	29.9	133.8	122.4
Petersen's Photographic	78.5	41.1	273.2	155.5
Popular Photography C.	105.3	97.2	525.8	519.9
Shutterbug	175.0	181.0	870.0	858.0
Total Group	**443.1**	**412.3**	**1,939.6**	**1,805.0**
% change	**7.5%**		**7.5%**	
■ Science/electronic/mech				
Compute C.	73.8	71.3	303.0	350.3
Discover A. C.	20.0	24.5	104.9	158.6
Home Office Computing C.	50.6	29.6	231.4	187.2
Omni C.	55.9	53.3	297.4	282.8
Popular Science C.	93.5	79.8	306.2	293.3
Scientific American C.	62.4	45.5	255.3	263.6
Spectrum C.	36.6	39.7	199.7	224.8
Total Group	**392.7**	**343.8**	**1,697.9**	**1,760.6**
% change	**14.2%**		**-3.6%**	
■ Woman/fashion/service				
Allure C.	52.7	22.0	205.9	120.7
Bride's Magazine (6X) C.	—	—	1,277.2	1,251.5
Child (10X) C.	87.8	45.9	279.1	222.6
Cosmopolitan C.	199.7	205.0	786.9	827.6
Elegant Bride (6X)	—	—	642.3	359.6
Elle C.	133.3	153.4	623.4	707.0
Essence C.	104.6	81.8	341.3	311.3
Family Circle (17X) C.	110.1	92.3	638.6	607.5
Glamour C.	165.8	166.5	635.6	734.4
Good Housekeeping C.	166.7	127.5	676.9	654.4
Harper's Bazaar C.	59.5	93.0	360.7	469.9
Images	90.7	81.4	330.4	375.1
Ladies' Home Journal C.	120.9	126.0	542.8	623.5
Lear's C.	34.1	37.2	187.3	203.7
Mademoiselle C.	131.4	158.8	474.0	557.2
McCall's C.	80.4	78.8	420.2	413.2
Military Lifestyle A.	35.8	77.2	212.7	222.8
Mirabella C.	54.0	75.6	318.8	398.7
Modern Bride (6X) C.	—	—	1,041.8	1,007.9
New Woman C.	78.1	67.1	304.9	325.2
Parenting C.	87.6	61.5	382.5	301.6
Parents Magazine C.	141.8	127.3	573.7	572.5
Redbook C.	101.8	106.0	437.3	465.5
Sassy C.	39.5	43.9	190.6	176.0
Self C.	86.5	102.7	371.6	401.0
Seventeen C.	76.3	76.7	383.0	417.4
Shape C.	85.5	60.2	344.9	274.0
Soap Opera Digest (26X) C.	38.8	38.4	184.2	181.9
Teen Magazine	49.1	55.5	220.0	217.6
True Story C.	42.4	50.2	205.5	212.3
Victoria C.	44.7	43.7	191.8	217.2
Vogue C.	190.8	202.7	1,097.0	1,087.8
W Magazine (26X) C.	50.3	47.9	448.0	457.0
Weddings West (4X) A.	34.0	—	322.0	42.3
Weight Watchers C.	29.7	31.2	151.4	168.3
Woman's Day (15X) C.	111.0	170.4	562.6	478.0
Workbasket (6X)	31.8	28.5	77.6	66.0
Working Mother C.	57.4	54.5	248.8	278.8
Working Woman C.	70.9	72.6	297.6	355.5
YM-Young & Modern (10X)	35.9	42.3	176.8	175.8
Total Group	**3,111.5**	**3,105.6**	**17,167.4**	**16,940.2**
% change	**0.2%**		**1.3%**	
■ Youth				
Boys' Life C.	15.9	20.7	74.7	84.7
Campus Life (10X)	23.2	28.7	229.5	235.3
Total Group	**39.1**	**49.4**	**304.2**	**320.1**
% change	**-20.9%**		**-5.0%**	
■ Business/national				
Barron's	125.0	104.4	659.0	620.3
Black Enterprise C.	49.9	54.4	356.3	310.4
Business Week (52X) C.	343.4	312.6	1,408.6	1,263.6
Economist (52X) C.	342.0	226.2	1,229.4	961.5
Entrepreneur C.	172.9	151.7	900.9	855.3
Entrepreneurial Woman (7X) C.	70.7	33.0	182.2	156.6
Financial World (26X) C.	75.2	43.7	460.9	260.4
Forbes (26X) C.	347.9	328.0	1,325.8	1,248.1
Fortune (26X) C.	133.4	193.0	865.4	897.7
Frequent Flyer	31.0	34.1	139.8	178.2
Futures	38.3	39.7	181.6	200.2
Harvard Business Review (6X) C.	52.2	58.6	133.9	161.3
Inc. Magazine C.	130.9	66.4	454.2	339.0
Income Opportunities	66.3	65.2	315.6	369.3
Industry Week (23X)	63.7	86.2	306.9	356.5
Nation's Business C.	42.6	26.1	143.8	129.1
Success C.	37.4	50.5	147.8	193.4
Total Group	**2,122.8**	**1,873.7**	**9,211.9**	**8,501.0**
% change	**13.3%**		**8.4%**	
■ Business/regional				
Bus. First-Columbus (52X)	127.6	112.9	532.7	464.1
Bus. Jrnl.-Milwaukee (52X)	106.2	92.2	531.0	557.6
Bus. Jrnl.-Sacramento (52X)	78.2	67.0	358.9	360.0
Bus. North Carolina	39.8	44.3	137.1	161.6
Capital Dist. Business Review (52X)	57.9	67.9	351.2	364.1
Caribbean Business	100.7	119.1	445.7	458.6
Corporate Rpt. Minnesota	41.4	51.4	207.3	237.6
Crain's Chicago Bus. (52X)	119.6	136.6	519.4	526.0
Crain's Cleveland Bus. (52X)	59.5	53.3	278.6	299.2
Crain's Detroit Bus. (52X)	57.3	59.8	309.1	318.1
Crain's New York Bus. (52X)	72.0	62.0	325.0	289.0
Florida Trend (12X)	46.9	43.1	192.3	186.4
Georgia Trend	22.0	27.3	155.3	175.3
Grand Rapids Bus. Jrnl.	46.8	62.1	254.1	270.5
Hawaii Business	42.8	40.8	229.7	232.7
Houston Bus. Jrnl. (52X)	134.9	109.6	673.3	553.6
Indianapolis Bus. Jrnl. (52X)	122.2	144.9	570.2	579.5
Nashville Business & Lifestyle	18.9	21.7	70.7	102.5
New Orleans City Business (52X) A.	113.0	44.3	350.1	222.9
Pacific Bus. News (52X)	98.9	116.3	512.6	510.3
Philadelphia Bus. Jrnl. (52X)	108.8	118.0	516.6	465.3
Providence Business News	59.4	62.4	281.8	306.4
St. Louis Bus. Jrnl. (52X)	132.8	131.9	594.4	627.8
Warfield's Business Record-Maryland (52X) B.	45.2	—	181.2	—
Total Group	**1,807.4**	**1,789.0**	**8,400.3**	**8,269.1**
% change	**1.0%**		**1.6%**	
■ National Sunday mags				
Parade (52X) C.	91.3	53.3	371.9	305.7
USA Weekend (52X) C.	73.8	54.4	325.9	267.3
Vista Magazine (12X)	18.2	25.6	72.6	79.3
Total Group	**183.2**	**133.3**	**770.4**	**652.3**
% change	**37.4%**		**18.1%**	
■ Newspaper Sunday magazine				
Boston Globe	158.3	144.8	633.2	623.9
Chicago Tribune	90.0	84.9	546.5	460.6
Cleveland Plain Dealer	73.8	60.1	231.9	221.0
The Dallas Morning News	72.5	51.1	254.8	231.7
Detroit Free Press	51.0	33.0	163.0	189.0
L.A. Times C.	101.8	68.5	491.2	310.8
New York Times Mag. C.	282.1	219.1	1,203.3	1,186.4
Philadelphia Inquirer	90.7	67.2	354.3	357.1
Seattle Times	91.0	85.0	312.0	313.0
St. Louis Post Dispatch	84.6	96.8	366.1	406.8
Washington Post	97.0	93.0	380.0	429.0
Total Group	**1,192.8**	**1,003.5**	**4,936.2**	**4,729.2**
% change	**18.9%**		**4.4%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	148.7	188.9	730.8	907.7
Army Times Military Group:				
Air Force Times (52X)	123.5	125.0	623.8	656.3
Army Times (52X)	118.5	122.7	610.2	642.6
Navy Times (52X)	128.1	126.8	662.4	688.6
Capper's (26X)	21.6	25.7	158.3	149.1
Commonweal (22X)	6.7	9.2	42.1	42.7
Golf World (41X) C.	172.4	144.5	864.4	761.1
Grit (52X)	23.5	31.8	149.0	182.5
Jet (52X) C.	87.0	86.5	422.5	421.0
National Journal (50X) C.	38.0	43.5	206.5	247.3
National Review (25X)	27.6	28.1	180.5	158.6
New Republic (48X)	43.7	39.8	205.3	200.0
New York Mag. (50X) C.	182.0	189.1	858.1	855.7
New Yorker C.	137.6	138.4	673.4	640.8
Newsweek (52X) C.	213.6	195.5	811.8	724.9
People (51X) C.	286.3	267.5	1,151.4	1,226.9
Sporting News (52X) C.	28.5	28.3	181.2	163.3
Sports Illustrated (52X) C.	215.9	171.3	915.8	847.6
Time (52X) C.	167.1	159.5	786.7	815.7
TV Guide (52X) C.	230.4	238.1	1,034.9	1,070.0
U.S. News & World Report (50X) C.	193.7	174.7	759.5	691.9
Total Group	**2,594.4**	**2,534.9**	**12,028.3**	**12,094.3**
% change	**2.3%**		**-0.5%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

Ad page upswing likely after three good months

By Scott Donaton

Consumer magazines have seen their first year-to-date ad page gain in three years.

Behind the gain are ad page increases for three of the first five months this year, according to Publishers Information Bureau.

MEDIA WORKS

Ad pages rose 5.6% in May to 14,186.5, the strongest monthly increase this year. The gain reflects a particularly weak performance last May, when ad pages fell 13.7% from the same month in 1990.

Year-to-date pages for 1992 are up 0.4% to 64,933.2, indicating a true recovery could be under way.

May saw increases in eight of the top 10 ad categories as ranked by revenues, with seven up more than 10%. Seven of the top 10 categories rose in year-to-date revenues, with only toiletries, food and tobacco still falling.

The greatest ad page increases continued to come from the largest titles. Eighteen of the top 25 magazines were up through May, with *People, TV Guide, Fortune, Cosmopolitan, Time, Glamour* and *Elle* still registering losses.

Of the 176 magazines tracked by PIB, about half—87—were up in pages for the period.

"In relative terms, it is getting better," said Thomas Evans, publisher of *U.S. News & World Report*. "It's not all seashells and balloons yet, but unless the economy takes another dip, I think the worst is behind us."

The 10 magazines with the biggest percentage increases are *Traditional Home*, up 128.3% to 109.7 ad pages; *Financial World*, up 77% to 460.9; *Allure*, up 70.6% to 205.9; *Golf for Women*, up 53.8% to 79.1; *American Health*, up 52.3% to 189.9; *Northwest Airlines WorldTraveler*, up 43.3% to 285.9; *Endless Vacation*, up 41.3% to 144.1; *Inc.*, up 34% to 454.2; *Movies USA*, up 33.3% to 48; and *Consumers Digest*, up 30% to 88.7.

But some titles aren't seeing recovery yet. Of the 10 magazines with the steepest percentage declines through May, *Corporate Finance's* pages fell 56.3% to 64.4; *The Practical Homeowner* down 46.6% to 103.4; *American Heritage*, down 35.5% to 113; *Art & Antiques*, down 34.4% to 192.5; *Discover*, down 33.9% to 104.9; *Town & Country*, down 29.3% to 270.2; *Sport*, down 26.9% to 120.6; *HG*, down 25.2% to 284.1; *Success*, down 23.6% to 147.8; and *Harper's Bazaar*, down 23.3% to 360.7.

The four Sunday magazines tracked by PIB showed increases through May. Among local titles, *The New York Times Magazine's* 1,203.3 pages were up 1.4%, and the *Los Angeles Times'* Sunday magazine saw pages rise a hefty 58% to 491.2. On the national level, *Parade's* 371.9 pages were up 21.7% and *USA Weekend's* 325.9 pages marked a 21.9% gain.

Results are mixed in the travel field. *European Travel & Life*, which ceased publication with its May issue after an unsuccessful sale attempt, finished its journey with 155.5 pages, down 26%. *Travel & Leisure's* 467 ad pages were down 17.3%, while *Gourmet's* 447.8 pages fell 4.6%.

Conde Nast Traveler saw pages rise 7.5% to 432.1. *Travel Holiday* was flat with 237.6 pages. And *National Geographic Traveler's* 162.1 pages rose 11.6%. □

Top 10 magazine ad categories by revenue

Category	1992 revenue	% chg	1992 pages	% chg
Automotive*	$422,836,412	14.2	7,395.8	12.32
Toiletries	$264,367,040	−2.66	5,260.8	−8.93
Direct response cos.	$249,022,944	4.27	7,811.4	−1.08
Business & consmer svcs.	$185,773,195	21.8	5,079.4	17.94
Food	$183,477,419	−0.96	2,606.8	−13.49
Apparel**	$181,241,999	9.10	5,939.2	−1.25
Travel, hotels & resorts	$175,074,311	4.13	5,202.8	−0.87
Computers & office equip.	$121,746,766	16.62	2,392.4	8.02
Drugs	$96,839,274	33.41	1,806.3	20.35
Cigarettes & tobacco	$90,793,605	−20.62	1,451.6	−20.21

Revenue and page figures are from January-May 1992. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

Magazine ad page leaders

Publishers Information Bureau figures for January through May 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	1,408.55	11.5	82,657,638	8.9
2	Forbes	1,325.79	5.2	60,617,913	9.1
3	Bride's & Your New Home	1,277.21	2.1	24,321,774	5.1
4	The Economist	1,229.35	27.9	13,707,678	51.1
5	People	1,151.39	−6.2	127,954,256	0.3
6	Vogue	1,097.02	0.9	46,208,183	5.2
7	Modern Bride	1,041.81	3.4	18,546,498	11.9
8	TV Guide	1,034.90	−3.3	114,787,376	−8.9
9	Sports Illustrated	915.78	8.0	127,336,342	10.8
10	Entrepreneur	900.90	5.3	11,349,714	22.6
11	Bridal Guide	867.92	21.9	8,660,208	70.6
12	Fortune	865.38	−3.6	47,297,064	−2.1
13	Golf World	864.42	13.6	8,057,352	20.9
14	New York Magazine	858.08	0.3	15,398,489	4.9
15	Newsweek	811.83	12.0	96,923,551	13.3
16	Cosmopolitan	786.90	−4.9	54,221,094	2.9
17	Time	786.65	−3.6	130,328,438	5.3
18	U.S. News & World Report	759.47	9.8	68,316,111	15.6
19	Good Housekeeping	676.93	3.4	74,824,310	10.9
20	The New Yorker	673.38	5.1	19,572,004	7.3
21	American Way	667.24	11.8	9,844,752	9.5
22	Family Circle	638.55	5.1	59,533,123	13.1
23	Glamour	635.56	−13.5	37,146,375	−5.8
24	Golf Digest	624.52	17.3	36,275,460	18.7
25	Elle	623.36	−11.8	22,109,554	−6.1
26	Yachting	621.39	7.0	4,329,167	12.9
27	Muscle & Fitness	595.24	−0.6	11,343,429	3.8
28	Rolling Stone	584.07	−5.2	25,461,709	3.0
29	Parents	573.67	0.2	26,994,124	5.8
30	Woman's Day	562.64	17.7	46,371,463	25.7
31	Golf Magazine	550.23	0.8	21,303,043	8.3
32	Vanity Fair	544.61	10.3	23,021,399	31.0
33	Ladies' Home Journal	542.80	−12.9	44,564,305	−6.2
34	Skin Diver	537.87	−10.4	5,842,046	−4.6
35	Texas Monthly	537.74	−2.2	6,831,113	8.1
36	Better Homes & Gardens	536.56	−1.1	70,452,846	6.6
37	Southern Living	528.86	5.0	31,104,141	16.6
38	Popular Photography	525.80	1.1	13,331,036	12.2
39	Sunset	521.11	−16.6	20,056,332	7.4
40	GQ	501.87	−18.0	15,723,855	−5.5
41	Money	498.94	3.6	34,924,230	6.3
42	Car & Driver	490.52	−4.7	21,356,845	5.7
43	Architectural Digest	480.30	−7.9	13,746,964	−4.9
44	Mademoiselle	473.99	−14.9	18,266,587	−3.9
45	Travel & Leisure	466.96	−17.3	23,089,880	−3.1
46	Financial World	460.89	77.0	11,718,132	89.9
47	Inc.	454.19	34.0	19,310,602	22.4
48	Salt Water Sportsman	449.02	−2.9	3,117,716	−8.2
49	W Magazine	448.00	−2.0	12,181,765	9.3
50	Gourmet	447.84	−4.6	13,800,090	−1.3
51	Road & Track	445.32	2.3	14,141,788	8.4
52	Redbook	437.26	−6.1	26,601,043	−13.7
53	Conde Nast Traveler	432.10	7.5	13,381,046	12.1
54	Country Living	431.32	9.3	20,434,336	16.3
55	Jet	422.46	0.4	7,582,402	2.3
56	McCall's	420.20	1.7	33,221,020	0.6
57	Bicycling	409.85	−11.0	7,422,095	5.3
58	Outside Magazine	402.86	11.6	9,439,747	34.2
59	Seventeen	382.97	−8.3	13,124,940	−9.5
60	Parenting	382.45	26.8	10,301,078	48.8
61	Ebony	378.40	−8.3	14,783,386	−6.3
62	Parade*	371.94	21.7	198,977,829	25.6
63	Self	371.59	−7.3	15,789,634	−4.5
64	Reader's Digest	365.30	−1.5	46,126,519	15.6
65	Bon Appetit	363.92	−7.0	12,935,188	3.5
66	Delta Sky	363.16	10.4	11,111,400	17.6
67	Harper's Bazaar	360.67	−23.3	10,854,778	−20.4
68	Black Enterprise	356.26	14.8	5,743,958	25.4
69	Entertainment Weekly	353.36	11.9	10,960,093	48.4
70	Four Wheeler	347.93	−9.9	2,871,887	−19.1
71	Shape Magazine	344.86	25.9	6,322,260	31.6
72	Esquire	341.85	3.0	12,212,343	14.0
73	Essence	341.30	9.7	10,925,972	26.2
74	San Francisco Focus	334.39	−0.8	2,408,049	2.3
75	Bassmaster	333.42	−7.6	7,249,775	−3.3
76	Automobile Magazine	330.10	2.2	8,795,174	3.9
77	Metropolitan Home	330.07	−8.6	12,491,742	−5.1
78	Motor Trend	329.48	−6.1	13,585,542	−1.3
79	USA Weekend*	325.91	21.9	73,623,125	41.7
80	Mirabella	318.82	−20.0	9,370,561	14.9
81	Smithsonian	318.16	−13.2	15,432,818	−4.8
82	Tennis	312.33	7.3	11,354,225	11.4
83	Popular Science	306.19	4.4	10,933,783	21.8
84	Sports Afield	305.09	−6.8	6,480,010	−1.5
85	New Woman	304.90	−6.2	8,284,918	−8.7
86	House Beautiful	303.58	0.4	12,661,201	0.6
87	Compute	303.02	−13.5	2,665,392	−13.9
88	Penthouse	301.24	2.7	12,022,118	0.6
89	Working Woman	297.59	−16.3	10,474,146	−9.9
90	Omni	297.35	5.1	8,042,958	4.7
91	Field & Stream	296.98	−9.3	13,820,007	−9.1
92	Kiplinger's Personal Finance	294.06	22.4	8,705,328	25.7
93	Popular Mechanics	288.91	−3.6	11,660,400	7.8
94	Northwest Airlines WorldTraveler	285.87	43.3	5,630,125	10.5
95	HG	284.13	−25.2	8,621,342	−18.4
96	Ski	282.97	−6.2	6,064,852	2.1
97	Outdoor Life	281.63	−16.3	9,629,820	−14.6
98	Child	279.07	25.4	5,579,567	37.1
99	Yankee	273.69	−6.1	2,938,500	−26.6
100	The Atlantic	272.27	7.0	5,531,547	19.1

Percent change compares January-May in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

Character developments

NBC's lineup loses popular players; CBS may rule

By Joe Mandese

The fall TV season might be character-building for CBS.

Dramatic shifts in networks' prime-time schedules will significantly alter the ranking of viewers' favorite TV characters, with CBS replacing NBC at the top.

Many of NBC's most popular series—and their characters—will leave the network this fall, making the network third in character appeal, predicted David Poltrack, senior VP-research and planning of the CBS Broadcast Group. The projections are based on periodic research conducted by CBS.

In CBS' March 13-15 phone survey of 1,000 adult TV viewers, 49% named NBC characters as their favorites, 30% named ABC characters and 21% named CBS'.

Among NBC favorites is Cliff Huxtable, played by Bill Cosby on "The Cosby Show." He ranked No. 1, with 10% of respondents calling the character their favorite—but he won't be back this fall.

Murphy Brown may replace Cliff Huxtable as TV's favorite character.

Other popularly populated shows dropping off NBC's schedule are "Matlock" (Andy Griffith's character, Ben Matlock, is the No. 2 favorite overall, according to CBS' survey), picked up by ABC; and "The Golden Girls" and "In the Heat of the Night," both picked up by CBS.

The loss of those shows and the growing popularity of CBS characters bode well for CBS, Mr. Poltrack said.

"NBC will lose programs from its schedule that accounted for 60% of its favorite-character mentions," he said. "CBS will pick up characters from 'In the Heat of the Night' and 'The Golden Girls.' . . . This net gain will move CBS from third place to first in favorite returning characters."

NBC couldn't be reached for comment.

ABC will be hurt by its loss of "Who's the Boss?" "Columbo" and "Perfect Strangers," Mr. Poltrack said.

Another factor in CBS' projected improvement are new series featuring familiar and well-liked actors, including Bob Newhart in "Bob," John Ritter and Markie Post in "Hearts Afire" and Susan Dey in "Love and War."

"Our program development efforts have been character-focused," Mr. Poltrack said. "We believe the key to a strong, enduring prime-time schedule is strong characters."

Who will succeed Cliff Huxtable as America's favorite? Four likely candidates are CBS' "Murphy Brown," NBC's Sam Malone of "Cheers" and ABC's Roseanne Connor from "Roseanne" and Tim Taylor of "Home Improvement," all named by 4% of respondents to CBS' survey.

Since the survey preceded Vice President Dan Quayle's highly publicized comments about Murphy Brown, "We believe Murphy may already have moved up to No. 1," Mr. Poltrack said. □

Joe Mandese coordinates MediaWorks.

'Times' cuts ad time

NEW YORK—*The New York Times Magazine* with its Aug. 9 issue shortens closing dates for color ads to 38 days from 45. The move was made to improve customer service.

Record number joining hunt for Cannes Lions

CANNES—Despite a slowdown in the ad business in many countries, the number of commercials entered in the 39th International Advertising Film Festival here this week hit a record 3,809, up 0.82% from 3,778 in 1991.

Delegates are gathering in this southern French resort town to view the entries during the week-long festival and await the announcement of the winners at a gala dinner June 27.

The entries come from 44 countries, with the greatest number—770—from the U.S., followed by 331 each from Japan and the U.K. and 330 from Germany.

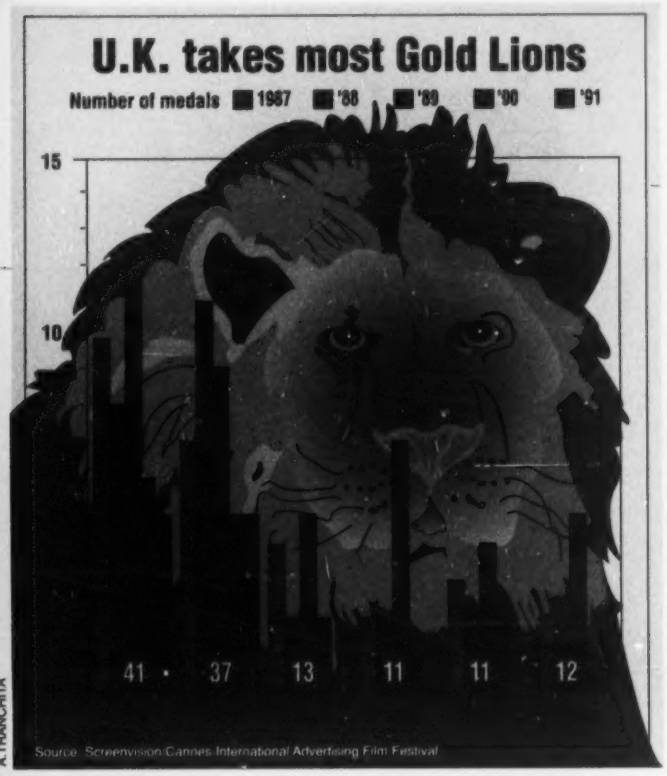
Other countries submitting a significant number of entries are Spain (281), Italy (254), France (210), the Netherlands (148), Australia (121), Brazil (115), Norway (105) and Sweden (103).

Countries new to the competition this year include Zimbabwe, which submitted one entry, and Slovenia, with 10 entries. Countries represented last year but absent this year include Bahrain, Cyprus, Czechoslovakia, Kenya and Venezuela.

In the print and poster competition, introduced this year, more than 2,100 entries have been submitted. Also new this year is a series of four seminars, including one on "Global Advertising," presented by *Advertising Age* June 24. Others are being presented by Dentsu, Saatchi & Saatchi Advertising and production house Ex-Machina June 23 to 25.

In recent years, the winner of the most Gold Lions has shifted back and forth between the U.S. and the U.K. Over the past five years, the U.K. has edged ahead, holding a total of 41 Gold Lions, followed by the U.S. with 37. Growing creativity in Spain is reflected in that country's increasing number of winning entries.

For total awards, last year's big winner was the U.K. with 20, followed by the U.S. with 14, and Spain and Australia with nine each. □



Cars

(Continued from Page 3)

Recchia, exec VP-chief operating officer at Mitsubishi Motor Sales of America. "But now they realize that high quality only gets you into the ballpark."

Mr. Recchia, who's emerged as a leading spokesman defending the Japanese import industry, expects Detroit to continue to focus on the growing patriotism.

"People are looking at domestics," he says. "In some areas of the country, it's no longer fashionable to be seen driving an import car."

The Japanese imports have been addressing the issue in different ways. American Honda Motor Co., for example, is promoting itself as a U.S. company.

"One way or the other, 'Made in America' is part of customers' perception of the difference between brands," says Gerry Rubin, president of Rubin Postaer & Associates, Santa Monica, Calif., Honda's agency. "It's not a temporary issue or fad."

While the easing of the recession may expand the low end of the market, the usually insulated luxury end is becoming a more contested area. Toyota Motor Sales USA's Lexus and Nissan Motor Corp. USA's Infiniti upscale divisions continued to grow during the recession, but now the domestics and Europeans are starting to fight back in earnest.

Japanese brands surged in market share during recession-plagued 1991, picking up 1.7 share points to reach 25.7% of the combined car and light-truck market. Most of that came at the expense of the domestic Big 3, which lost 1.1 share points, to 70.5%.

But U.S.-based automakers are winning back what they lost last year. Through the first five months of 1992, they held 72.5% of the U.S. market, up 1.7 share points from the same period a year ago. Japanese brands fell 1.3 share points to 24%, says *Automotive News*.

On average, a share point is worth about $2 billion a year in sales, though some of the imports' share loss is mitigated by their move into higher-price territory.

"In some areas of the country, it's no longer fashionable to be seen driving an import car."

Domestic marketers attribute their resurgence both to improvements in their quality image and to a price advantage.

"There's been some 'Buy American' sentiment, but that hasn't been a major factor," says Jay Qualman Jr., general director of advertising for General Motors Corp.'s Buick division. Two years ago, Buick began making quality the central theme of its advertising via McCann-Erickson Worldwide, Troy, Mich.

Advertising that broke last week illustrates the tactic. The TV and print effort touts the "Best American Car Value" ranking given to the Buick Park Avenue in "The Complete Car Cost Guide," a publication by researcher IntelliChoice.

"There was a general perception among consumers that the Japanese had the low price, but that's not the case anymore," says Steve Lyons, general marketing manager at Ford Motor Co.'s Lincoln-Mercury Division.

"The Japanese are paying for their recent price increases, and add to that there's some pretty good domestic product out there," says Jim Wangers, senior managing partner of Automotive Marketing Consultants.

Consumers are "buying smartly," Mr. Wangers says, one reason why there's a big differentiation in how specific brands are doing.

On the domestic side, all the gain in market share this year is attributable to Chrysler Corp. and Ford Motor Co.

Chrysler's big gains have been on the truck side, with hot sales of its high-profit minivans and Jeep sport-utility vehicles.

Ford is trying to capitalize on its broad sales strength with new national and regional advertising from J. Walter Thompson USA, Detroit, touting the five Ford Division vehicles that are on the list of the 10 top-selling vehicles this year. The F-Series pickup is the top overall seller, while the Taurus is running a close second to the Honda Accord in car sales.

Although GM, as a whole, has lost 0.2 of a share point this year, Saturn Corp. and Pontiac Division are turning in strong performances. Saturn has gained a full point of share, to 1.4%.

Pontiac is up to 4.8%, from 4.3% in the first five months last year, led by two models redesigned for the 1992 model year, the Grand Am and Bonneville. □

AD REVIEW

Party aliens see the Lite, even if Miller doesn't

By Bob Garfield

Garfield

The Ad Review staff has just turned 37 years old, and what a birthday surprise was in store! Stuffed inside a new pair of trousers and lovely knit shirt: an abdomen approximately the size of Milwaukee County Stadium.

It wasn't there a year ago. It just sort of appeared, like the Perot candidacy, only with less media attention and a better navel record. But its discovery immediately resulted in a serious, dramatic, painful, self-denying lifestyle adjustment.

A switch to light beer.

This, we are reminded, is what light beer is *for*: that crucial moment, that watershed, that rite of passage when a person chooses between flavor and exercise, and opts for the path less panted on. Light beer is barely beer, but it's better than Stairmaster, and *that* is why Miller Lite is the second best-selling brand in America.

But Miller Brewing Co. chooses to read the data differently, to attribute Lite's ranking to its beerness rather than to its lessness, and is entirely forsaking the above-mentioned Natural Evolution of Man in favor of what it calls the "best beer" strategy. A better term would be the Pepsification of Miller Lite.

The past nine months have given us an increasingly charming and spirited series of commercials positioning Lite as the choice of a new generation, which is either wishful thinking or the proof, once and for all, that advertising *is* black magic capable of coaxing people to buy what they don't really want or need.

Rating: ★ ★

So far, with Lite volume declining, the wizardry is not apparent.

But Miller and Leo Burnett USA, Chicago, are committed to their quixotic goal, and they are tinkering with the campaign to find the elusive combination of image and sell. The latest incarnation—minus the "It's it and that's that" tagline—is an ultraproduced vignette in which an eerie, rural calm is turned into a rock 'n' roll commotion by restless aliens looking for a beer party.

Miller Brewing Co. uses a close encounter of the light kind in its latest attempt to sell young people Lite beer.

In 30- and 60-second versions directed by Joe Pytka, cans of cold Lite go flying mysteriously from a farm refrigerator to a wheat field, where dozens of phosphorescent extraterrestrials boogie down to the Lite theme, "I like it like that." (They look awfully young. What's the drinking age on the Planet Eflown-hoJ?)

Then, after the now-conventional burst of static, a TV "news" clip cuts in with the kicker: a reporter at the site of "another unexplained crop formation," which, of course, is the Lite logo carved into the wheat field.

"It's a universal truth," says the voice-over. "Miller Lite's brewed from the start to be the one great-tasting beer that's less filling. It's everything you want a beer to be."

The dancing aliens make this a reasonably funny and entertaining spot, considering the hackneyed "Close Encounters" premise, the clumsy interjection of the bogus-looking "news" spot, the bad matting job on the flying cans and the generally awkward pacing. The music is buoyant and catchy, and the spot—like its recent predecessors—is apt to give the brand a more inviting, contemporary image.

But of what? Resting the annoying slogan and being youthful and burying a "less filling" in the voice-over copy all beg the central question of why anybody would buy the stuff if they don't have to. What good is a brand image without a brand purpose?

Maybe Miller and Burnett didn't want to depict, say, a suddenly paunchy birthday boy shuffling around to "I'm Beginning to See the Light," but if they wanted to just tinker, they were quite close to the heart of the matter with the tagline they dropped. *Here's* why to drink the stuff: "It's fat and that's it." □

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INSIDE

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Doug Goodman

Adios: Jerry Della Femina tells why he left his agency. **Page 16.**

Ken Viargo

Environmental marketing: Green market sure has changed. **After Page 28.**

LAST MINUTE NEWS

MasterCard repitches

NEW YORK—MasterCard International, apparently unhappy with earlier creative presentations, has asked the three finalists in its $60 million review to repitch the account next week. MasterCard also plans to split off the media portion of the account and has begun contacting shops through a consultant. Lintas:New York now has the entire account and is competing with Ammirati & Puris here and Fallon McElligott, Minneapolis, for the creative portion.

Best Western fires shop

PHOENIX, Ariz.—Best Western International's board terminated Karsh & Hagan, Englewood, Colo., on its $15 million North American account. The lodging chain is likely to look for a multinational lead agency to handle or assist on its worldwide advertising, estimated

(Continued on Page 8)

Coke closes in on new theme

Diet Coke sales in all outlets slipping 'dramatically'

By Pat Sloan and Melanie Wells

Coca-Cola Co. is feverishly working on a new global campaign for Coca-Cola Classic and considering a new slogan for its troubled Diet Coke.

Coca-Cola Classic agency McCann-Erickson Worldwide, New York, is narrowing down theme lines to meet an October deadline for campaign approval and a January break date for the new global effort.

As many as 10 to 20 themes may be in contention to replace Classic's 5-year-old slogan "Can't beat the real thing," but some say that number has been cut to a handful. McCann is expected to go to Coca-Cola within the next two weeks for the nod on the short list.

In an internal, confidential memo dated June 17 to Coca-Cola creative staffers at McCann, Gordon Bowen, exec VP-chief creative officer, noted: "We are proceeding with development of the line 'The spark is real' for Coca-Cola. I would like each of you to meet with Mark Frankel ASAP so we can develop their campaign for further recommendation to come. This takes precedent over all other creative assignments." Mr. Frankel is associate creative director at McCann.

A Coca-Cola spokeswoman said: "We do not comment on speculation on our advertising, which is always in development." McCann executives declined comment.

Executives close to the assignment said the slogan referred to in Mr. Bowen's memo is no longer in the running but that another slogan that uses the word "spark" remains in contention. Another

(Continued on Page 50)

Spain scores at Cannes

'Nuns' brings home Grand Prix for year-old shop; Wieden & Kennedy takes 2 of only 3 U.S. Golds

By Laurel Wentz

CANNES—Spain carried off the top prize virtually unopposed at the International Advertising Film Festival here last week with a commercial that wouldn't make it past U.S. network censors.

And a humiliating U.S. performance mustered only three out of 27 Gold Lions awarded.

One-year-old Barcelona agency Casadevall Pedreno SPR won Spain's second Grand Prix in four years with "Nuns," the sweetly innocent tale of nuns giving an unforgettable demonstration of the use of Talens rubber cement.

The Cannes jury finished hours early because for the first time in years, there was no argument over rival Grand Prix candidates.

" 'Nuns' was the clear winner," said festi-

(Continued on Page 52)

Photos by Laurel Wentz

At the awards ceremony for the Press & Poster Festival: Sean Fitzpatrick with Bill Tragos (l.); Akio Fukuoka of Dentsu, Kazuko Totiumi of Fuji Television and Hiroshi Sasaki of Dentsu (above). A group of 50 young Dutch creatives (r.) hired a bus to drive to Cannes and stay at a campground.

Rain didn't keep Patricia Viotti and Washington Olivetto of W/Brasil from the beach.

Long-distance ouster stuns McElligott

By Bob Geiger and Laurel Wentz

While Tom McElligott was judging last week's International Advertising Film Festival in Cannes, partners at the agency he co-founded attempted a "palace coup."

Partner John Morrison assumed creative control of McElligott Wright Morrison White, and the agency announced that Mr. McElligott would soon be leaving the 2-year-old Minneapolis shop he's headed as chairman, ceo and creative director.

McElligott

"I'm just sitting here absolutely appalled and shocked," Mr. McElligott said in a phone interview from his room at the Majestic Hotel in Cannes.

But he vowed to fight his ouster.

"They can't oust a guy who owns the company," he said. "I'm the ceo and the chairman and the creative director of that company, and I will be until they are in a position to buy it."

Mr. McElligott said he's been planning to leave the agency gradually, beginning this fall, due to differences with his three partners but expected a long transition period to avoid alarming clients and staff.

"It's like a palace coup," he said. "Apparently, as soon as I got on a plane, they started firing people."

Tony Wright, McElligott Wright president, said the three other partners plan to buy Mr. McElligott's agency stock, rename the shop and possibly seek a merger or acquisition by another agency.

Mr. Wright said they've been approached by potential partners, in the Twin Cities and in other markets, but he declined to name any.

"Tom wasn't fired, and there wasn't a coup. He wanted to leave. We wanted him to leave, and unfortunately, the news leaked out before we were all

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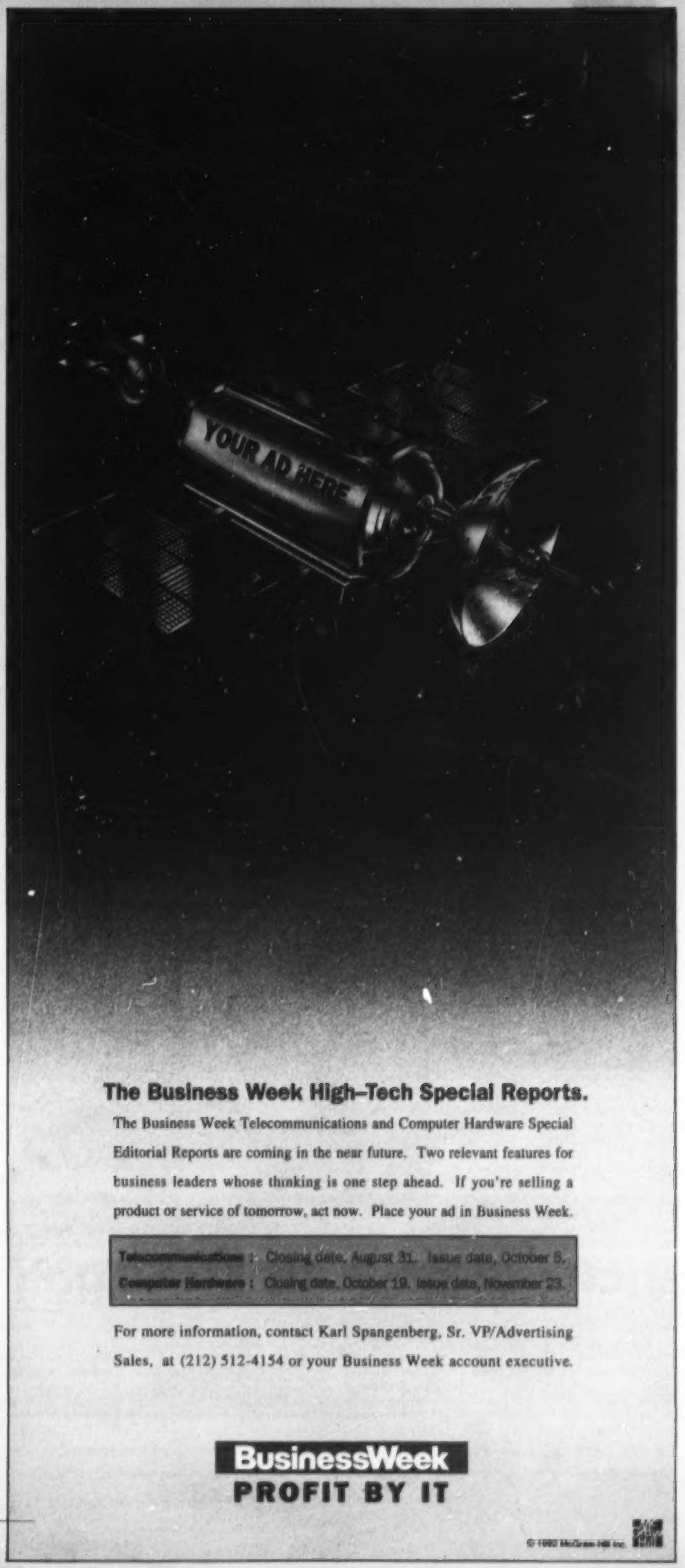

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NEWS SUMMARY

■ **Coca-Cola Co.** is developing a new global campaign for Coca-Cola Classic to break in January. **1**

■ **Cannes ad film fest** awarded its Grand Prix to Barcelona agency Casadevall Pedreno SPR for a TV spot titled "Nuns" for Talens rubber cement. **1**

■ **Tom McElligott** said he will fight his ouster as chairman of McElligott Wright Morrison White. **1**

■ **Cigarette advertising** is generally not grounds for lawsuits against tobacco marketers, the Supreme Court said. **3**

■ **W/Brasil,** a Sao Paulo agency, will expand to the U.S. with W/USA in Chicago; Laurence Klinger is president. **4**

■ **Long John Silver's** will sell space on table cards in its 1,000 company-owned restaurants to outside advertisers. **4**

■ **Nicotine patch** marketers spent $18.5 million in magazine advertising in the first four months of 1992, almost one-third the size of the declining tobacco category. **12**

■ **Procter & Gamble's** value pricing plan offers rewards for retailers that exceed agreed-upon goals for products, says Exec VP Durk Jager. **13**

■ **Ad spending** and promotion spending will grow at similar rates in the future, predicts Veronis, Suhler & Associates. . **16**

■ **Hyundai** is relaunching its U.S. computer business with a $10 million-plus ad campaign. **33**

■ **AT&T** says there's great consumer interest in its VideoPhone, which it will start marketing next month. **33**

■ **Next season's TV shows** get generally poor marks from agencies, with only two seen as hits. **36**

■ **Dannon and Yoplait** are adding new yogurt flavors. **48**

■ **Time Warner's** Television Consortium, a network of independent stations, will start programming in January. **49**

■ **Stouffer Hotel Co.** is emphasizing quality rather than price-cutting in its new newspaper ad campaign. **54**

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Perot leads AA poll; women hurt Bush

By Adrienne Ward

If the presidential election were left to the marketing community, Ross Perot could start packing his bags for the White House now.

An *Advertising Age* survey of 470 agency, client and media people found that 31.7% of respondents would vote for Mr. Perot, 28% would support President Bush and 18% would cast their ballot for Arkansas Gov. Bill Clinton, the likely Democratic nominee.

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Those undecided accounted for 17.2%; 5.5% said they'd vote for none of the above.

The random survey of *Ad Age* subscribers—representing the U.S. marketing universe—was conducted by telephone June 15 to 26.

Mr. Perot, who hasn't officially declared his candidacy yet, gets the most support from ad agencies: 35.7% of agency respondents said that they'd vote for him compared with 30.9% of advertisers and 29.8% of media people.

"Agency people are not seeing much reason to vote for four more years of what they already have," said John O'Toole, president-ceo of the American Association of Advertising Agencies. "Gov. Clinton hasn't offered any idea of how to make the economy better. There's a desperate yearning for something totally different, which Perot has exploited."

Mr. O'Toole said agency people are more likely than advertisers to identify with the Texas billionaire's iconoclasm, independence and impatience with bureaucracy.

Among media respondents, 29.8% said they'd support Mr. Perot, 26.9% favored the president and 15.4% favored Gov. Clinton. But 19.2% were undecided, and 8.7% said they'd vote for someone else.

President Bush did the best among advertisers: 30.9% of client company respondents said they'd vote for the Republican incumbent, the same number that supported Mr. Perot, while Gov. Clinton trailed with 15.4%.

The president got a lot more support from men than women: 32.8% of the men surveyed favored Mr. Bush, 32.1% supported Mr. Perot and 17.2% backed Gov. Clinton. The others said they didn't know or would vote for someone else.

A June 12-14 Gallup Organization poll of 1,000 registered voters found 37% of men surveyed said they supported Mr. Perot, 30% were for the president, 22% favored Gov. Clinton and 11% were undecided.

Among women in the *Ad Age* poll, the president and Gov. Clinton were major losers, tying for third place behind Mr. Perot and undecided. Mr. Perot was backed

(Continued on Page 54)

How industry would vote

If the presidential elections were held tomorrow, who would you vote for? (Percent of total surveyed.)

Candidate	Ad agency	Media company	Advertiser	Total
George Bush	24.0%	26.9%	30.9%	28.0%
Bill Clinton	20.1%	15.4%	15.4%	18.0%
Ross Perot	35.7%	29.8%	30.9%	31.7%
None	3.9%	8.7%	4.7%	5.5%
Don't know	16.2%	19.2%	18.1%	17.2%

Source: *Advertising Age*

Kimberly, P&G rev up to market latest twist in disposable diapers

By Jennifer Lawrence

The race to market the most innovative diaper is about to begin.

Kimberly-Clark Corp. next month starts shipping technologically improved Huggies UltraTrim in the Northwest—three months ahead of Procter & Gamble Co.'s launch of Ultra Dry Pampers Phases and Ultra Dry Luvs Phases.

Private-label maker Weyerhaeuser Co. plans to quickly match the improvements.

Kimberly-Clark initially will add Huggies UltraTrim to its existing line. The redesigned diaper will offer increased absorbency and an improved design that's 50% thinner than regular Huggies.

In contrast, P&G will replace its Pampers Phases and Luvs Phases with their Ultra Dry counterparts in the Northwest this October. National and international expansion will follow.

P&G is likely to position the diapers as the "driest diapers ever," a claim based on a pro-

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What high court ruling means for tobacco ads

By Steven W. Colford

WASHINGTON—Tobacco advertising fared better than tobacco advertisers last week before the U.S. Supreme Court.

In a ruling that opens the door to a wave of liability claims against tobacco marketers, the justices said fraud, misrepresentations and deception are legitimate causes of action for state court suits against the companies. But tobacco advertising and the implied claims contained in it, by and large, aren't grounds for lawsuits, the court said.

That knocked the wind out of anti-tobacco forces' argument that image ads—from the Marlboro Man to the Winston eagle—fail to inform consumers about or play down health problems linked to smoking.

"Advertising fared pretty well in the decision," said David Versfelt, general counsel to the American Association of Advertising Agencies. "The focus of the court was on fraud [by tobacco marketers], not on the implied messages of cigarette ads."

Even a leading opponent of the tobacco industry and its marketing practices acknowledged the ruling protected lifestyle ads.

"It's true that with something like the Marlboro Man, a smoker can't say that an ad like that influenced him to smoke," said Scott Balin, spokesman for the Coalition on Smoking OR Health. "That kind of ad is protected. But where an ad claim is false, it is not protected."

That layer of protection was withheld from ads touting some brands' low-tar, low-nicotine or no-nicotine attributes. The court said such ads might provide smokers with grounds for legal action.

That distinction could make tobacco marketers reconsider such ads, said Matt Myers, counsel for the coalition.

"We might see tobacco companies take a closer look at ads . . . that make those kinds of health

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Euro RSCG studies how to pair Della Femina, Messner

By Melanie Wells

Euro RSCG, having abandoned talks to acquire N W Ayer for the time being, is trying to align its three U.S. agencies and decide who will head up the company's overall operations here.

The Paris-based communication giant, the sixth-largest global agency network, is angling to pair up New York shops Della Femina, McNamee and Messner Vetere Berger Carey Schmetterer.

But the question is, who among the companies' six formidable principals will oversee a merged agency? In addition, Euro RSCG might also want to place an executive in charge of all its U.S. holdings, which also include Tatham/RSCG, Chicago.

The likelihood of combining Della Femina with Messner Vetere emerged earlier this month when Della Femina Chairman-CEO Jerry Della Femina resigned after Euro RSCG agreed to buy out his employment contract *(see related story on Page 16)*.

Mr. Della Femina had frequently clashed with the French parent over his management role, and his presence effectively pro-

(Continued on Page 50)

The players

McNamee

DELLA FEMINA, MCNAMEE

Founded: 1967

Headquarters: New York; branches in Chicago, Los Angeles and Pittsburgh, as well as Lawner Reingold Britton & Partners, Boston.

1991 billings: $713 million

Top clients: Stouffer Foods Corp.; A&W Brands; Beck & Co.; Hiram Walker Gooderham & Worts; G. Heileman Brewing Co.

Key exec: Louise McNamee, president-ceo

Schmetterer

MESSNER VETERE BERGER CAREY SCHMETTERER

Founded: 1986

Headquarters: New York; no branches

1991 billings: $206 million

Top clients: Regina Co.; MCI Communications Corp.; Volvo Cars of North America; New Balance Athletic Shoes

Key execs: Thomas Messner, partner; Barry Vetere, partner; Ron Berger, partner; Wally Carey, partner; Robert Schmetterer, partner, president

TATHAM/RSCG

Founded: 1946

Headquarters: Chicago; no branches

1991 billings: $325 million

Top clients: Procter & Gamble; Ameritech; Ralston Purina; Stouffer Foods; Miles; Zenith Data Systems

Key execs: Ralph Rydholm, chairman-ceo, chief creative officer; Ian Miller, president, managing partner; Robert Hietscher, chief operating officer, managing partner

Rydholm

EURO RSCG

Founded: 1991

Headquarters: Paris

1991 billings: $6.95 billion worldwide

Top clients: BSN; Cadbury Schweppes; Parker Pen; L'Oreal; NV Philips; Nestle; Peugeot; Procter & Gamble

Key executives: Alain de Pouzilhac, chairman-ceo; Jacquss Seguela, VP; Jean-Michel Goudard, Euro RSCG international president-ceo

Goudard

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Nicotine patch eases cig ad retreat

By Scott Donaton

Magazine publishers trying to break their addiction to tobacco advertising are finding relief from an ironic source—nicotine patches.

The popular smoking cessation aids could be the new ad category publishers have been seeking to help offset a continuing decline in cigarette and tobacco ad spending.

In the first four months of 1992, the companies marketing the three nicotine patches spent a combined $18.5 million in magazines, according to LNA/Arbitron Multi-Media Service.

That's a little less than one-third the $66.3 million spent by the entire cigarette and tobacco category through April, a 28% decline in spending for that category from the same period last year.

The nicotine patch "is an important product that, obviously, since it's come into print has been a boost for publishers," said Thomas Evans, publisher of *U.S. News & World Report*.

"Tobacco has been declining and deteriorating for a number of years. I wouldn't say [nicotine patches] will take the place of cigarette advertising, but it's awfully nice to have the business," Mr. Evans said.

"It's an interesting development given the decline of tobacco advertising," said *Newsweek* Publisher Peter Eldredge. The nicotine patch "is a big, growing category for *Newsweek* and for other magazines. This is obviously a product that has caught on."

The importance of tobacco advertising to magazine publishers has waned in recent years in the face of legislative threats and as tobacco marketers shifted more money to trade and consumer promotions and regional efforts.

Ten years ago, tobacco ranked as the largest magazine ad category in terms of revenue. Last year, it ranked ninth with revenues of $264.4 million, a 12% drop from 1990 figures. Through May of this year, it ranked 10th, according to Publishers Information Bureau, and it's dropped out of the top 10 several times during the recession.

Nicotine patches are one part of a bigger story: the growth in recent years of the drugs and remedies ad category, said James Guthrie, exec VP-marketing at the Magazine Publishers of America.

"I've been watching tobacco go from first place to 10th place, and at the same time drugs and remedies go from 14th place to ninth place," he said. "Drugs and remedies is the category I have thought for years was going to burst into the top 10, probably at tobacco's expense. We as a culture are focusing much more on selfcare.

"It is an irony that [nicotine patches] are part of that growth," Mr. Guthrie said, adding that prescription medications represent the largest subclass of the drugs and remedies category.

The nicotine patch is a prescription drug applied to the upper torso that releases controlled doses of nicotine over a three-month period. There are currently three on the market: Marion Merrell Dow USA's Nicoderm, Ciba-Geigy Corp.'s Habitrol and American Cyanamid Co.'s ProStep. A fourth is expected from Warner-Lambert Co. later this year.

Sales of the products have been soaring, with shortages reported in some parts of the country. To encourage brand loyalty, industry executives have estimated that Marion Merrell Dow and Ciba-Geigy alone could spend as much as $35 million each to market their products to consumers in the next year (AA, March 23).

If early spending patterns are any indication, that could be a major boon to magazines, particularly mass-market weeklies. The nicotine patch marketers have spent the bulk of their magazine budgets to date in such titles as *Time, Newsweek, U.S. News, People, Sports Illustrated, Business Week* and *Parade*.

Habitrol spent $9.9 million in magazines through April, according to LNA. Nicoderm spent $7 million for the same period, while ProStep, introduced in March, spent $1.6 million. ❑

Magazines inhale patches

Nicotine patch spending in magazines, January-April.

Patch (Marketer)	Ad pages	Ad dollars
Habitrol (Ciba-Geigy)	109.0	$9.9 million
Nicoderm (Marion Merrell Dow)	39.0	$7.0 million
ProStep (American Cyanamid)	16.0	$1.6 million

Source: LNA/Arbitron Multi-Media Service

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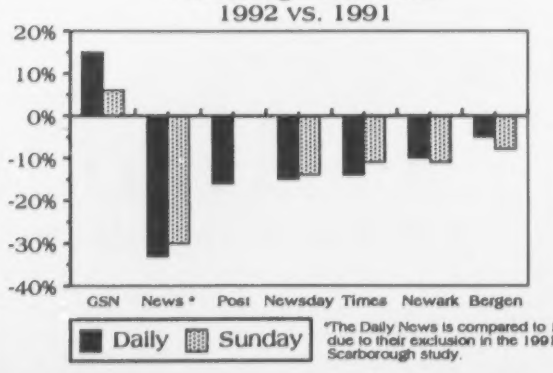

*The Daily News is compared to 1990 due to their exclusion in the 1991 Scarborough study.

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June 29, 1992

Crain's International Newspaper of Marketing ♻ Section printed on recycled paper

IS GREEN MARKETING DEAD?

NO But it sure has changed. After leaping to label and advertise any and every environmental benefit, some marketers got burned—

environmental and regulatory groups cried foul, and consumers got skeptical. Faced with an onslaught of regulations, marketers are forced to take a closer look.

Matter of semantics —or of survival?

Is green marketing dead? No, certainly not. Despite what may appear to have been a false start, the need for environmentally friendly products and the need to communicate those important attributes to an eager, sensitive consumer is still there, and extremely strong.

This Special Report focuses on why and how the marketing world must forge ahead with Environmental Marketing, offering opinions and outlooks from marketers themselves, regulators and other experts in the field.

One aspect of this subject, however, may indeed be dead: the term "green marketing." The following story explains why.

By Melanie Rigney

While marketers wrestle with changing regulations and concerns about the environment, there's less uncertainty about the term "green marketing."

Overuse has made the term a perjorative, say some experts in the field. Others say it simply means nothing to a consumer who has become more sophisticated about environmental claims for products.

"We don't know how to define recycled and recyclable," says consultant Dennis Farrier, referring to the ongoing problems of settling upon correct terminology for the marketing of environmentally friendly products.

He calls "green marketing" another "message we haven't bothered to define."

"Within the environmental community, [we] see the use of the term by the advertising industry as an effort to exploit," says Jon Lear, VP of the Center for Resource Management. "I think in some way we need to search for some alternative moniker . . . that implies a level of credibility, thoughtfulness and thoroughness. We ought to call something what it is—it's environmental marketing. [That's] a more accurate definition."

"I just think [green marketing] was an inappropriate way of talking about this right from the beginning," says Bob Viney, VP-marketing for Church & Dwight Co.'s Arm & Hammer Household Products.

Mr. Viney prefers to use the term "environmental communication," because "green" implies an end result and "marketing" oversimplifies what's being done.

"You are never going to be 'green' enough; there's always going to be something you can do next year, you get new ideas, find new technologies," he says. ". . . So what is that, 'darker green'?"

Walter Coddington, founder and president of Persuasion Environmental Marketing, agrees "it should be environmental marketing. 'Green' is just as bad as saying 'biodegradable' out of context. It's just as non-meaningful."

"Those of us who are very close to it think [green marketing] tends to [imply] . . . marketers jumping on the bandwagon," says Jacquelyn Ottman, president of J. Ottman Consulting. "But there's a broad spectrum of marketers to whom saying green marketing is like saying sports marketing or Hispanic marketing, there's no positive or negative. Then there are those who haven't even heard of green marketing."

Carl Frankel, editor-publisher of the *Green MarketAlert*, a newsletter, says he uses the term "to explain the type of marketing that's been so roundly criticized . . .

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Ad Age council urges skittish marketers to be precise.
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Edited by Therese Kauchak Smith

Consumers keen on green but marketers don't deliver

Survey quizzes end-users about environmentally responsible companies but comes up empty

By Dennis Chase and Therese Kauchak Smith

After close to two years of what used to be called "green marketing," a cross-section of the U.S. population can identify no single product marketer as the most environmentally responsible, according to a second annual *Advertising Age* consumer survey.

Yet, at the same time, the 1992 poll found that consumer concern about the environment is growing, rather than abating.

The *Ad Age* poll, conducted by Yankelovich Clancy Shulman, asked consumers to rate marketers and brand categories on environmental concern. The survey was conducted by telephone in April among 1,004 adults age 18 and older; sampling error is plus or minus 3.0.

When asked the unaided question, "Which one company comes to mind as being the most environmentally responsible in its behavior," 57% said they didn't know, while 8% said "none."

The general categories of oil companies and chemical companies were named by 2% as environmentally responsible, while Dow Chemical Corp., Du Pont Co., Exxon Corp., General Motors Corp., McDonald's Corp., Procter & Gamble Co., and the paper and steel industries each took 1%.

Similarly, in the 1991 survey done by the Gallup Organization, 66% said "don't know" or "none" when asked, "Overall, which one company comes to mind as being the most environmentally conscious?"

Given consumers' lack of ability to single out a top green marketer, there's definitely room for an advertiser to claim that title as his own, says Gale Muller, senior VP-director of analysts for Gallup.

Nothing "has happened in the last year of the magnitude necessary to get the American consumer to *see* companies differently than a year ago.

"Marketers have to have advertising and promotional vehicles that allow them to do that," he says. "You can't just say 'I'm going to be an environmentally conscious marketer.' "

In the previous Gallup survey, 6% of respondents selected P&G and 4% selected McDonald's as the most environmentally conscious company, but these totals were dwarfed by those who couldn't name a single company.

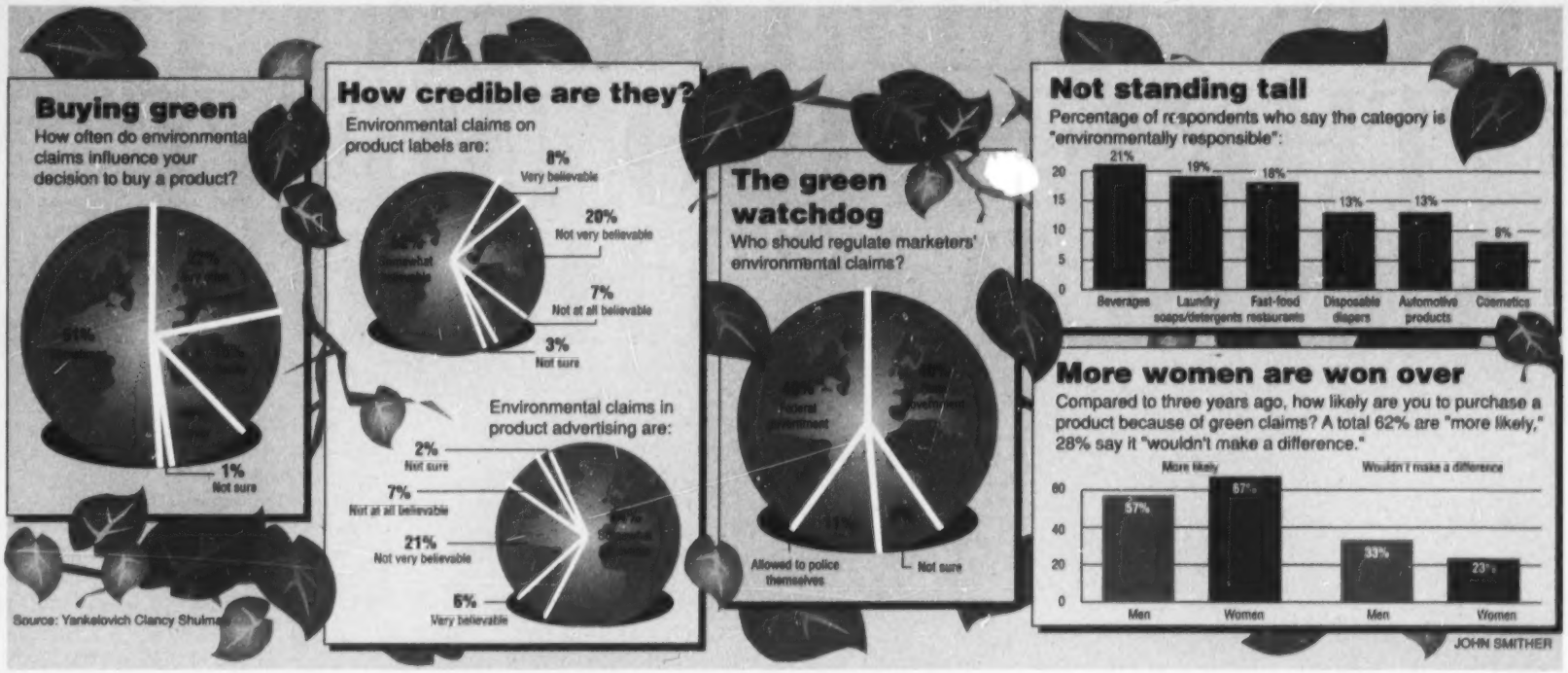
In the latest survey, respondents were also ambiguous about which companies were "least environmentally responsible": More than half the respondents said "don't know" or "none."

About 10% named Exxon, while 4% said oil companies in general, 3% said chemical companies and 2%, the U.S. government. Six companies appeared on both "best" and "worst" lists.

When asked to rate which "product categories" are

(Continued on Page S-4)

Concern grows
Compared to three years ago, how likely are you to purchase a product because of its environmental claims?
Wouldn't make a difference
Not sure/-depends
Less likely
Source: Yankelovich Clancy Shulman



Buyers keen on green

(Continued from Page S-2)
most environmentally responsible, respondents gave top grades to "beverages" at 21%, "laundry soaps and detergents" at 19% and "fast-food restaurants" at 18%.

Lowest grades went to "disposable diapers" and "automotive products" at 13% each.

Compared with the previous survey, fast-food has dramatically improved its green ranking, while "disposable diapers" and "cosmetics" have made no progress at all.

When it comes to solving the problem of regulating environmental messages, consumers definitely don't think marketers should be left to their own devices.

Only 11% think marketers should be allowed to police themselves; 80% think the state and/or federal governments should take charge of regulating environmental claims in advertising.

"We're in a twilight zone right now," says Jon Lear, VP of the Center for Resource Management. "If consumers are abused on a regular basis, they will push to get government regulation on some regard . . . There will have to be some level of definition of acceptable parameters, whether it has to be done by government or . . . industry. Someone needs to act."

The majority of respondents want marketers to continue proving their commitment: 85% think American companies should be doing more to become environmentally responsible.

While many consumers admit to being jaded because of the number of environmental-marketing efforts they see, they say green ads and labeling still *do* affect their purchase decisions.

In fact, 60% of respondents are more likely to purchase a product because of its green claims today than they were three years ago.

The 1992 survey asked: "Compared with the recent past, how concerned are you with what you yourself can do to protect our environment and natural resources?" About 70% said they are "more concerned," 27% said "about the same" and only 3% are "less concerned" or "not sure."

The *Ad Age* research seems to confirm what one consumer products company is finding privately in its own surveys: Concern for the environment is moving at glacierlike speed into the mainstream, which means less noise about it but greater impact on buying decisions.

More than 70% of respondents said environmental messages in labeling or advertising "sometimes" or "very often" influence their purchase decision.

Only 10% said environmental claims "never" affect purchase decisions, while 16% said they "rarely" do.

Women are somewhat more influenced by environmental advertising than are men: 67% of women said they are more apt than they were three years ago to purchase a product because of environmental claims, while 57% of male respondents answered the same.

But marketers are faced with skepticism, as consumers admit to being jaded by "green overkill."

About 52% of those polled said so many companies are making environmental claims about their products that they find themselves paying less attention to the messages.

Consumers admit to being jaded but say green ads do affect purchases.

This affects youngest consumers the least: only 45% of those ages 18 to 34, compared with 60% of those over age 50 and 51% of those ages 35 to 49.

The younger consumer is also more trusting that marketers are telling the truth in green messages.

About 77% found claims on product labels "very" or "somewhat believable," while 76% felt the same way about green claims in advertising. Again, the 50-and-older consumer appears to be most distrustful of advertising and labeling.

"This shows that youth are a very environmentally sensitive and aware group, and important to marketers," says Deborah Cross, manager-environmental affairs, Coca-Cola USA.

Respondents also were questioned specifically on the magazine industry.

When asked if there were two magazines covering the same subject on the newsstand, one of which was printed on recycled paper, which magazine they would buy, 63% said they are "more likely" to buy the one on recycled print.

Thirty percent said it wouldn't make a difference.

"Consumers are becoming more discriminating," says Mr. Lear. "As advertising proliferates, consumers become inured to it and [then] become more sophisticated. I don't see it as an awful thing . . . It's people maturing from the public side of the issues and the marketing side. That's all part of the process." □

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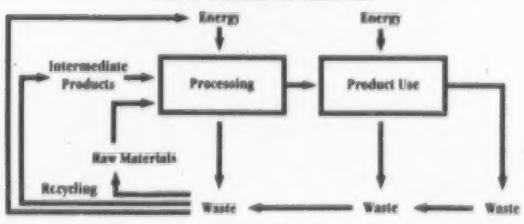

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Be precise; don't overstate claims

Agency execs offer tips to skittish, environmentally concerned marketers

By Debra Aho

Because of slap-dash regulation and the absence of national guidelines, product marketers are gun-shy about using such terms as "recycled" and "recyclable" in advertising.

Many are hesitant to make any environmental claims at all.

But that's exactly the wrong attitude, say ad agency executives interested in environmental marketing. There's a right way to make such claims in ads and on labels, they say, and there's a need to do it.

"Marketers that back off are missing an opportunity in the long term," says Bob Rehak, senior VP-creative director at Ogilvy & Mather, Houston. "If companies perceive a slackening of environmental concern on the part of the public, it's probably a temporary thing due to the economy and the election . . .

> "An advertiser that acts will realize tremendous long-term benefits."

"The [environmental] problems are there; they're going to persist and get nothing but more important over the long term. An advertiser that recognizes that fact and acts now to build an environmental image based on solid environmental contributions will realize tremendous long-term benefits."

The myriad state rules and lack of federal help have obviously discouraged marketers from pursuing environmental marketing as a way to effect long-term changes. And short-term sales goals have taken precedence in the recession.

But that means giving consumers fewer choices and denying them useful information, says Glenda Goehrs, VP-environmental affairs at GSD&M, an Austin, Texas, ad agency.

"The advantage of environmental marketing in the first place is giving consumers choice," she says. "If you don't advertise and label [environmental benefits], you give them no choice, and in effect you're handicapping them."

Ruth Stec, environmental director at agency Robert Michael Ellen & Co., Birmingham, Mich., thinks "most of those guys backing away were using those vague and overblown claims, so they were abusing the environment to start with. When they got called on it . . . they would rather back away and blame it on the industry, the lack of standards or somebody else."

The bigger marketers are going to stay away from such issues until federal guidelines come out, Ms. Stec says.

Agency executives say doing environmental advertising correctly means using precise, accurate language; explaining and defining new terms; and, most importantly, involving the consumer.

This Budweiser spot, showing Terry Bradshaw cleaning up a Texas highway as a way to win Texans' favor, involves the consumer in both the problem and solution.

Specifically, members of the *Advertising Age* Environmental Marketing and Advertising Council, and others involved in environmental advertising, say:

- Give precise information about the product or package, using phrases like, "This product contains 70% recycled content, 40% of that from post-consumer waste." Include a toll-free number that consumers can call to get more information.
- Involve the consumer in the problem and solution, and offer hope. Help the consumer realize his contribution to an environmental problem, and help him find ways to solve it.

As an example, Tim Love, senior VP-managing partner at D'Arcy Masius Benton & Bowles, New York, gives an Anheuser-Busch TV spot for its Budweiser beer. It shows Terry Bradshaw, the former football player, picking up beer cans along a Texas highway, part of the "Don't mess with Texas" campaign, and attempts to encourage consumers to help clean up the state.

- Avoid gratuitous use of fuzzy, feel-good images. Rather than appealing to "Mother Nature," focus on specific products and their attributes.
- Understate your message rather than overstate. Present a balanced point of view, acknowledging the other side of the issue.
- Balance a product's environmental benefits with performance benefits. It's rare a consumer will purchase a product based solely on its environmental benefits.
- Use a full approach. A 30-second spot isn't enough; it takes a combination of PR, direct marketing, advertising and third-party reports to change consumer behavior.
- Admit the company and the product aren't perfect. It's more important to show you're working toward a solution. □

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Council sets ad guidelines

Environmental advertising is a powerful tool, and done correctly, it can both educate consumers and bolster sales.

Done improperly, it can lead to lawsuits, government investigations and boycotts.

The *Advertising Age* Environmental Marketing and Advertising Council has formulated a list of guidelines of environmental marketing, designed to help marketers use mainstream product advertising to educate consumers about the environment.

The idea is to show how agencies and marketers can "include in their advertising environmentally sensitive values that reflect . . . or lead the thinking of [consumers]," says Zeke Swift, environmental marketing manager at Procter & Gamble Co. and a member of the council's steering committee.

This is what the council recommends:

- Integrate environmental considerations as part of the message. Acknowledge environmental issues and suggest solutions in the context of the product sale.
- Make sure environmental claims are completely honest. Claims should be specific, factual and reflect a thorough understanding of the environmental problems and solutions associated with the product.

> Offer consumers hope for solutions and invite participation.

- Don't overpromise. Say what the advertiser or product is doing to solve or prevent environmental problems, but do so without hype. Even the best effort is only a small part of the total solution.
- Offer consumers hope for solutions and invite their participation.
- Shoot for leadership creative. The best environmental advertising stands out in its ability to sell and, at the same time, inspire fresh perspective and better environmental choices.
- Produce the advertising in a way that demonstrates environmental responsibility. Take materials, processes, placement and eventual disposal of the advertising into account. Using videotape instead of film, and recycled paper, are examples of this.

The council's next step will be a competition for ads that best reflect the principles.

The competition, which will be open to U.S. and possibly international ad agencies, will solicit "advertising done for real products with real budgets behind them [that's] sensitive to environmental issues . . . Advertising for cars, toys, soaps, healthcare products, industrial products," Mr. Swift says.

The competition will be announced this fall. □

—Debra Aho

This is not niche marketing: Coke exec

As with diet soft drinks, product must fit within a consumer change of attitude, values

Criticism of how marketers have handled environmental issues has many companies rethinking their positions and plans for the future. Advertising Age asked John C. Reid, director of corporate environmental affairs for Coca-Cola Co., for his views on the environment and where marketers need to go from here.

Mr. Reid is a former senior VP-marketing for Coca-Cola USA and sits on the Georgia Conservancy board.

By John C. Reid

Maybe I'm not shopping in the right places, but I haven't seen a lot of consumers taking home a box of Environment lately.

While a look around shows us some marketers are trying to sell just that, a recent news article bemoaned, "Green product sales seem to be wilting."

From a marketing standpoint, the burgeoning environmental conscience presents a challenge to be met not with some new product but a new set of rules for our profession's mission: Fulfilling consumers' needs and desires.

> "It's a new way of delivering products the consumer does want."

Consumers are not going to buy a box of Environment. The new environmental conscience presents small entrepreneurs with myriad opportunities; the biodegradable golf tee, for instance, seems to be selling.

But for the major players, the companies that serve millions of consumers every day, trying to fashion something to fill "the environmental niche" is a mistake.

An obsession with whether to call something "green" or not misses the point. This is no niche. It's a mandate for marketers to do exactly what consumers around the world are already doing: living, every day, with real concerns about the environment. We have to build it into everything we do.

John C. Reid is director of corporate environmental affairs for Coca-Cola Co.

Twenty years ago, only 20% of the U.S. population thought environmental activists were "reasonable." Now, it's 60% and climbing. A recent Gallup survey found better than half the population in a dozen countries rating environmental problems "very serious."

We have seen this same lesson before. It is the same type of attitudinal change that drove the emergence of the diet soft-drink business.

Thirty years ago, only occasionally did you hear people admit to jogging, dieting, watching what they ate. Tab, our first diet soft drink, helped drive a movement. But then something happened: not a fad, but a genuine change in attitudes.

The code of conduct for living—values, if you will—changed. Being healthy went from a hobby for a few to the way most of us try to live.

Similarly, what was once an "environmental movement" is now something more powerful and fundamental. It affects everything; core values have changed. People worldwide aspire to reflect these new values in their lives, and feel guilty when they fall short.

Feelings like that are not something that can be spun off into a line of "green" products. In marketing, we've been trained for years to touch consumers' hot but-

'Environmentally safe . . . can enhance sales'

'Green-collar fraud' fighter touts attorneys general report, says manufacturers have discouraged Federal guides

Mark Green, consumer affairs commissioner for New York City, has been a vocal opponent of marketers perpetrating what he calls "green-collar fraud."

His office has investigated 16 cases of allegedly misleading or false environmental ad claims, against national companies including Procter & Gamble Co., Revlon and drink box company Tetra Pak International.

All settled out of court and agreed to pull the ads in question.

Mr. Green talked with free-lance writer Monte Williams about the problems that marketers are facing, including the increasing numbers of state and local regulations regarding environmental claims and what marketers need to do in the future.

Advertising Age: *Marketers are facing numerous state regulations on environmental messages. If the definition of what is recyclable is different in Indiana, from California to New York, how does a national marketer cope?*

Mr. Green: First, we have not brought any cases where the definitions were imprecise. For example, we challenged drink boxes, which made the claim in newspaper ads that "drink boxes are [as] easy to recycle as this page." That's flatly untrue however you define recyclable.

Second, manufacturers have no one to blame but themselves, because they have discouraged the federal government from promulgating common standards that everyone could follow, hence allowing states to fill the gap.

AA: *Do you think state-by-state, and even local, regulations are having a chilling effect in environmental advertising?*

Mr. Green: [They won't] if they're applied intelligently, as they have been so far. This is exactly why 11 attorneys general are working together, rather than inconsistently. And that's exactly why my office is looking to the published standards of the Green Report Number 2 [a guide issued by the attorneys general].

Mark Green is the consumer affairs commissioner for New York City.

> "We're in the business of helping companies make accurate environmental claims."

AA: *Do you think it's better that companies choose to do no environmental marketing at all, rather than try to get a message out to the consumers?*

Mr. Green: No.

I like the idea of the marketplace motivating companies to do the right thing for the environment and . . . for themselves, because they can enhance sales if they produce environmentally safe products.

We only want to chill deception. We're in the business of helping companies make accurate environmental claims.

So long as too many companies are making untrue claims, consumers won't know to believe the honest claims when they appear on the shelves.

AA: *Are you in favor of federal legislation?*

Mr. Green: Sure. The ideal remedy is for a federal regulatory agency to promulgate common standards that companies, advertisers and law enforcers could look to.

[But in the absence of that,] companies have to expect state and local governments [to] stick up for consumers and prosecute false environmental ads.

AA: *When do you think we will see federal legislation?*

Mr. Green: My guess is that there will be federal legislation or regulatory standards [sometime], but I'm not willing to hold my breath until it happens . . .

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tons: family, friends, fun. Now we all know—or we should—the planet, too, matters.

The environmental aspects of marketing offer a great new tool, not a new bag of tricks.

The environmental conscience doesn't mean a windfall for niche-oriented health-food boutiques. It means that everywhere consumers shop, every product they consider must have environmental concerns, not environmental gimmicks, built in as best we can.

For instance, recycled plastic PET bottles for soft drinks [are] not a new "green" product the consumer might want; it's a new way of delivering products the consumer does want.

We know narrow environmental concerns alone won't drive a consumer to buy a product. A bad product in a recyclable package won't sell.

We have to keep our compasses pointed north. We are still in the business of pleasing the customers, the people we work for, whether we want to call them "green" consumers or "environmentalist" citizens.

The good news is that for responsible marketers, the new environmental conscience poses more of an opportunity than a problem.

What it poses is not always easy, but it is what we've always faced: the imperative to focus, genuinely, on consumers and the values they share, and the chance for us to thrive when we do.

It's not done by finding something "green" to sell. It's more fundamental. It comes when we live by the same values our consumers do. □

Matter of semantics

(Continued from Page S-2)

[The term represents] a combination of overly aggressive marketing by a number of companies and overpublicity.

"It's a code word for yet another corporate hypocrisy," he says. "Environmental marketing doesn't carry the same negative taint."

The term green marketing has its good side, some experts say.

"The term refers to the birth of a needed way to design, manufacture and market products," notes Martin Wolf, president of consultancy Giessen Wolf Associates. However, "like all new terms [it] has been abused in the past year to 18 months."

> "We try to use 'environmentally sound' and 'environmentally accurate.' "

It's become through use "too broad . . . and consequently vague and unsubstantiable."

"We try to use 'environmentally sound' and 'environmentally accurate,' " says Harvey Hartman, chairman-ceo, Hartman Group, another consultancy.

"What we need is to dig deeper and figure out the issues," he says. "It's not just marketing, it's R&D, distribution, manufacturing, health and safety."

But to green marketing's credit, he adds, "People know what you're talking about" now. □

we will continue to monitor even national ads if they appear or are aired in the New York jurisdiction.

AA: *What needs to happen in the future on this issue?*

Mr. Green: We need a nonprofit referee announcing clear common standards for honest ads, which means basically two entities.

The government should define recycle, biodegradable, compostable, so that companies know what is legitimate and what is illegitimate.

Non-profit groups like Green Seal who are credible to consumers and business alike should allow their seal to be used for products that pass their life-cycle analysis.

AA: *What do you think marketers need to do as far as the environment is concerned? What is their responsibility?*

Mr. Green: If nothing else, don't deceptively advertise environmental properties.

Second, concentrate more on good, environmentally benevolent manufacturing rather than environmentally self-serving ads.

Too many companies were more interested in environmental ads than in environmentally safe products. Too often the most degrading aspects of these products were their ads.

Companies have to reverse their thinking. □

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Advisers seek to make environmental sell

When you educate audience 'in the right way, you're a leader, and it's a tremendous opportunity'

From the Smithsonian Institution to the Silicon Valley, today's environmental marketing consultants have spent some time in the trenches. Advertising Age's *Melanie Rigney profiles some of the major consultants—those that have worked with top marketers of package goods, beverages, pharmaceuticals, household and consumer products—on environmental issues.*

Dennis Farrier
West Hollywood, Calif.

Background: Mr. Farrier went into environmental consulting in 1988; previously, he was director of the Smithsonian Institution's Mariculture Institute, which studied techniques for turning ocean resources into business opportunities.

He's a senior adviser to the U.N. Environmental Program and Institute for Environmental Policy.

Clients: Neutrogena Corp., Safety-Kleen Corp., Toro Co. and 3M Co.

Typically, Mr. Farrier conducts a half-day roundtable or two-day sessions with 10 to 15 top executives at a company, addressing regulatory issues and other environmental concerns.

During the two-day agenda, he meets individually with executives of marketing, manufacturing, purchasing and other departments, then brings everyone together to discuss what he's learned.

In one case, a manufacturing company's chairman was reluctant to move forward on environmental issues. Mr. Farrier asked people to bring their environmental files the next day.

"Every one of them had 2 feet of files," he says. "It turns out the wealth of . . . research they had already done in their areas was vast. They were shocked they had that much knowledge in-house."

Top concerns in environmental marketing: "There's this regulatory feeding frenzy, where local, state and federal regulators . . . haven't been able to come up with a definition for a term like 'recycled' for three years," Mr. Farrier says on his top worry.

Secondly, marketers are "taking the poetry out of environmentalism too soon . . . Let's keep a little of the Henry David Thoreau in . . . They should use corporate communications to give customers a reason inside [themselves] to want to buy, and to protect the environment."

Walter Coddington
Founder and president, Persuasion Environmental Marketing, New York.

Background: In 1976, founded Coddington, Chadwick & Meyerson, a marketing communications agency. In 1990, he left to form Persuasion, a full-service environmental consultancy.

He is author of "Environmental Marketing: Positive Strategies for Reaching the Green Consumer," a textbook on environmental marketing to be published by McGraw-Hill.

Clients: Arm & Hammer, Bristol-Myers Squibb Co., Glidden Paint Co., House of Seagram, McGraw-Hill, Miller Brewing Co., United Media and Young & Rubicam.

Services include government and advocacy group relations, public education and strategic planning.

Persuasion created "Caring for the Earth: Educating for a Sustainable Future," a multimedia exhibit shown at the Earth Summit in Rio de Janiero, which contains guidelines for developing technologies that don't deplete the earth's resources.

Top concerns in environmental marketing: "Claims [in advertising are] definitely one of the top concerns," Mr. Coddington says. "Do we promote them or don't we?"

He notes that many marketers are awaiting Federal Trade Commission guidelines before moving forward.

But "the biggest question on the management and marketing front is how to anticipate or design green products. How do you prioritize resources and the product's impact on the environment?

"In a nutshell, manufacturers can be designing products for reusability, they can be designing recyclable materials. It's a question of determining what's the best direction so we don't have to keep redoing this project over and over again based on environmental priorities."

Martin Wolf
President, Giessen Wolf Associates, New Hope, Pa.

Background: Master's degree in chemistry and background in engineering.

From 1969 to 1979, he worked for a variety of industrial chemical companies, including Ciba-Geigy. In 1980, he helped found Cambridge Analytical Associates, which primarily handled environmental chemical analysis but did some consulting work. Cambridge was sold in 1989 "and I fell into a consulting role" with the start-up of Giessen Wolf.

Clients: Include Seventh Generation and Good Housekeeping Institute.

For Seventh Generation "we review their products, make sure they contain nothing more harmful than the products they're claiming to replace," Mr. Wolf says.

For Good Housekeeping Institute, the consultancy assesses the quality of products getting the Good Housekeeping seal, helps set product evaluation standards and reviews ad claims made by the products that have the seal.

Top concerns in environmental marketing: "From the consumer standpoint, the major concern is that claims being offered are not meaningful," he says. "We're seeing a hesitancy to buy because consumers don't trust the claims . . .

"People doing brand marketing and advertising copy don't have the technological knowledge to position an [environmental] product properly. Those in the technological department don't understand . . . what consumers want. There's a real need for someone who can bridge the gap."

For marketers, "the biggest concern is making a meaningful claim without violating consumer trust or state or environmental sensibilities."

Harvey Hartman, chairman-ceo, Hartman Group, Newport Beach, Calif.

Background: Worked in sales and marketing for IBM Corp., Xerox Corp. and some Silicon Valley companies. Three years ago, he left Wang Laboratories as general manager for southern California to start Hartman Group.

Clients: Companies in aerospace, consumer products, automotive, pharmaceutical and chemical manufacturing industries, says Mr. Hartman, who wouldn't provide names of clients.

The consultancy offers information services, environmental engineering, marketing, strategic planning, new-product assessments and consumer research.

With Unocal Corp., Hartman developed a series of educational seminars for the auto industry on environmental compliance.

Top concerns in environmental marketing:

He disputes the view that consumers are turning away from the environmental movement, though he says they've grown cynical.

"A lot of [marketers] think, 'This is easy, we don't have to do much work.' But [consumers] are looking for real changes. You have an opportunity to educate the audience. When you do that in the right way, you're a leader, and it's a tremendous opportunity."

Jacquelyn Ottman
President, J. Ottman Consulting, New York.

Background: Worked in research and account management at Wells, Rich, Greene; Scali, McCabe, Sloves; and Backer Spielvogel Bates until early 1988, when she went out on her own.

She has a book on environmental marketing due out this fall and is a member of the *Advertising Age* Environmental Marketing and Advertising Council.

Clients: "The same types I worked for at the agencies, blue-chip package-goods companies," she says.

Ms. Ottman recently advised a marketer that had reformulated a home product on whether to focus on its environmental or health aspects. Though the new product was better for the environment, it was decided the point of difference was better made for health claims.

Top concerns in environmental marketing: "The whole issue of green is a moving target," Ms. Ottman says. "Changing information, regulations and changes in consumer attitudes . . . make it difficult to do long-range planning."

For example, McDonald's Corp. didn't know of problems with polystyrene when its boxes were designed, she says. The boxes were replaced with paper and quilt-wraps, and even those have been criticized by others because they use coated paper.

"I advise people to integrate environmental issues into their overall business strategy; it can't be handled only by your environmental department."

Secondly, marketers are increasingly held responsible for the ultimate after-use of their products, she says.

"Basically, manufacturers are getting into the garbage business."

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Execs bring back views of Rio

Earth Summit trip teaches marketers about emerging nations' positions

By Jeanne Whalen

The world's leaders gathered in Rio de Janiero this month for the U.N. Earth Summit, producing two treaties and more non-binding statements on critical environmental and developmental issues facing the global community.

While heads of state battled it out over such issues as plans for environmentally sustainable economic development, other leaders—from the business world, science, the arts, religion—held their own meetings to coincide with the summit.

Here are some observations brought back by U.S. marketing executives:

James MacKenzie, director-environmental health and safety, Xerox Corp.:

While controversy stirred around positions taken by President Bush, "I don't think his position influenced industry [groups that attended]. It may have had a negative effect on the American delegation at the summit, but industry's mood was positive.

"I wouldn't classify Bush's stance as negative. I would say it was poorly communicated. [One of] President Bush's points, and I agree, was that there is very little evidence to show that carbon dioxide is the cause of earth warming.

"A number of people were surprised that none of the green [special interest] groups sat in on [industry] meetings. I expected they'd come in and raise a little hell . . . Maybe they were just too busy with their own agendas, or maybe they don't expect much of us anyway, so they thought, 'Why bother?' That's one interpretation."

"The wisdom of indigenous people must be preserved by politicians, scientists, educators and businesses."

Horst Rechelbacher, chairman, Aveda Corp., which makes plant-and-flower-based toiletries and beauty aids:

"Discussions I attended made it apparent several things must happen: For one, the wisdom of the indigenous people and their lands must be preserved by politicians, scientists, educators and businesses.

"We met with the chiefs and leaders of the Amazon and started a dialogue of neutral exchange where we help them with technology, research equipment and training of their chemists to obtain sustainable resources from the Amazon.

"Aveda will be involved in setting up portable labs and working with [people there] to purchase goods and products. It is in everyone's best interest to support their work, their lives and learn from it. American businesses will only thrive."

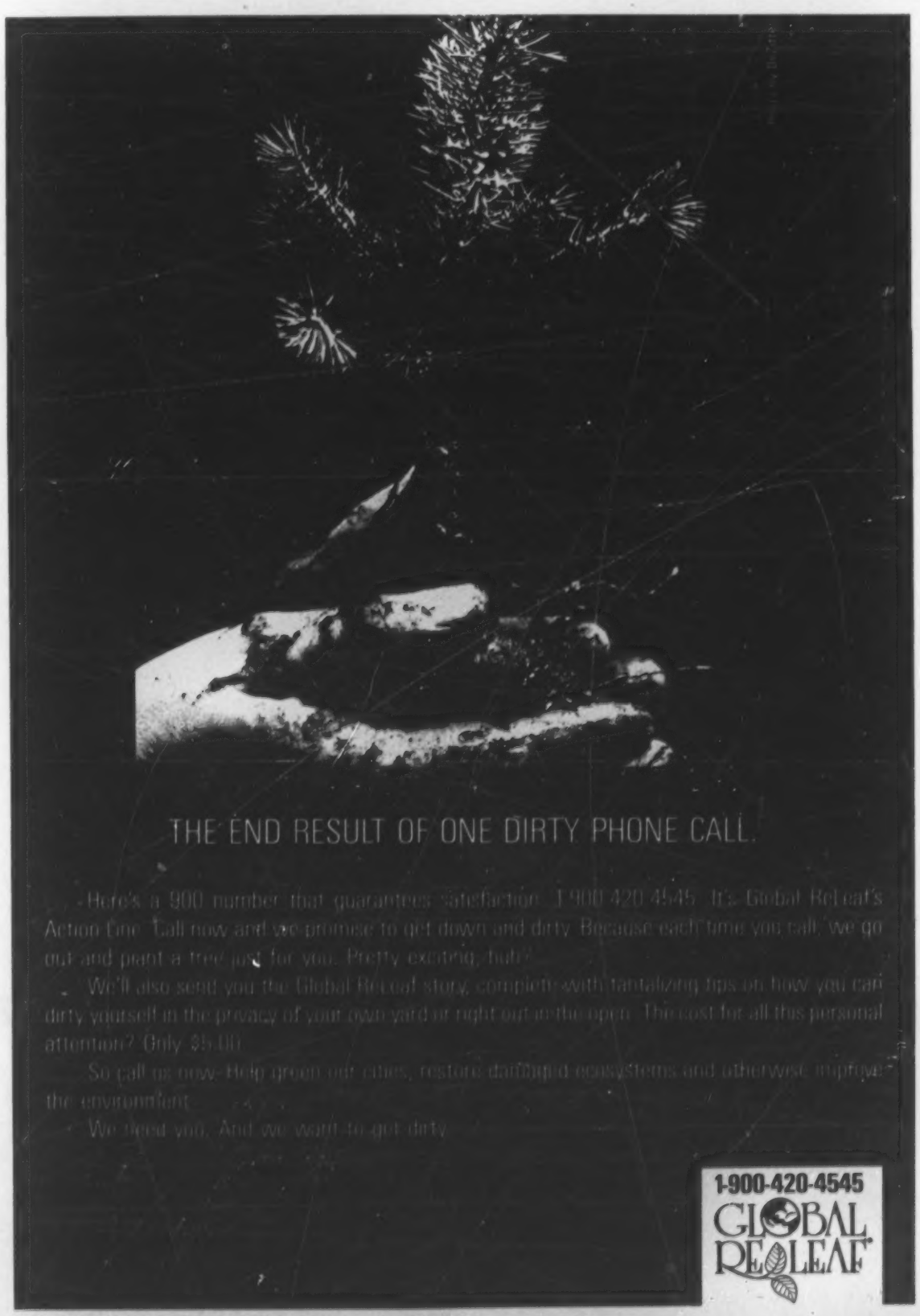
"American businesses will only thrive."

W. Ross Stevens III, environmental affairs manager, Du Pont Co.:

"Representatives from developing countries were very keen to be sure that developed countries understood . . . what issues are most important [to them].

"A businessman from Zimbabwe gave a very moving presentation . . . He acknowledged that we are all very right to be concerned about global warming, but a lack of sanitation, nutrition and health[care], all of which are environmentally damaging, are Zimbabwe's immediate concerns.

"I don't want to say he brought us back to reality, but he showed us not to ignore the present as we look to the future." □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AD REVIEW

Certs brings comic relief to victims of bad breath

Garfield

By Bob Garfield

Certs is on the air making fun of bad breath, so, as Ad Review has lately noted, we'll soon hear a complaint from the Society for the Exhalation Challenged:

"By putting value judgments on breath, based solely on its alleged fragrance deficiency, Warner-Lambert Co. and the advertising industry again are shamelessly exploiting the breath-impaired public, provoking breathers' innermost insecurities and generating needless anxiety for millions, all to sell a product . . ." Count on it.

True, in its earliest days, advertising did foster embarrassment over such varied and dubious shortcomings as comedones, graceless social coughing and even the shame of piano non-virtuosity. But this is 1992. After nearly a century of social change, cultural sophistication and advancements in the science of marketing, today's consumers hear not a word about comedones.

They hear about zits. They hear about bladder incontinence. They hear about women's never-ending quest for gynecological "freshness." Dandruff. Foot odor. Liver spots. Damp armpits. Gray hair. Yellow teeth. Hairy legs. Loose dentures. Baldness. Bifocal lines. Cellulite. Wrinkles. The heartbreak of psoriasis.

OK, so maybe advertisers do constantly worry us about the shameful repercussions of having body parts. Maybe they do exploit people's anxieties. But that's not to say they aren't occasionally doing us a favor. The fact is, in an ever-shrinking world bringing people increasingly at close quarters, some of these body parts genuinely demand attention. Speaking as a sometime victim and sometime carrier, the Ad Review staff is prepared to applaud a frank and honest look at bad breath.

Rating: ★ ★ ★

WHOOAAA! It's coarse, it's juvenile, but a Certs commercial, featuring comedian Bobby Collins, is funny and effective.

The best of eight new Certs spots opens with a close-harmony doo-wop riff in the background as an oscillating, hand-lettered title announces, "Certs presents comedian Bobby Collins." Then we see Collins in his stand-up comic uniform (T-shirt and sport coat) saying, "You ever notice you can't really smell your own breath?"

Cut to an office interior, near the water cooler, with Collins in an office uniform (dress shirt and necktie) approaching a co-worker. "Hiiiii, Tim," he says, with such an aspirated "h" that Tim is hit by cloud of ugly breath.

"WHOOAAA!" Tim says, grabbing his nose and pointing at Bobby. And so on, as by turns three guys gross each other out with their breath. "WHOOAAA!!!

"Want fresh, clean breath?" the voice-over eventually asks. "Get the only mint with Retsyn. And be certain with Certs."

All right, so it's a bit coarse. A bit broad. Lowbrow. Juvenile. It also happens to be funny, because the vignette crystallizes the revulsion so often felt, but never uttered.

This is not about dingy dishes, panty lines, static cling or some other non-embarrassment Madison Avenue is equating with genocide in order to relieve you of your discretionary income. This is about stench, bigtime—something others actually do want you to take care of right away. So good for Young & Rubicam, New York. (Whether Certs is a bona fide remedy is another question altogether.)

The animated oscillation of both the title lettering and the Retsyn flecks—apparently a trademark of director Charles Wittenmeier—is a charming touch throughout the campaign. Collins and comic Richard Jeni, who each appear in four spots, are flawless in their delivery, and the music is appealing throughout. But only "Whooaa!" is silly and irresistible. The other spots are victimized by . . . they suffer for the want of . . . the writing is awkwardly . . . Whoooaa. They stink. □

Stouffer hotels push quality, not low price

By Ira Teinowitz

Stouffer Hotel Co. last week launched a newspaper campaign seeking to distance itself from the rampant price cutting in the hotel industry.

Stouffer says it's emphasizing quality, not low prices.

The first of three ads, all of which feature Stouffer President William N. Hulett, asks: "Can a hotel really cut its rates without cutting corners?"

Another ad suggests: "Tourist class is one thing on an airplane but another in a hotel." Wyse Advertising, Cleveland, handles the hotel chain.

Stouffer's ads come less than two months after ITT-Sheraton Corp. intensified price cutting in the hotel industry by launching its SureSaver simplified pricing in advertising emulating American Airlines' success in the airline industry.

Hilton Hotels Corp. took a similar position last month.

"Our point is that with all the firestorm about airline rates and hotel rates, be sure you understand what you are buying before you buy it," Stouffer's Mr. Hulett said.

Can A Hotel Really Cut Its Rates Without Cutting Corners?

Stouffer Hotel Co. President William Hulett makes a personal appeal in new print ads.

"It isn't like an airline seat that you spend 2, 4 or 6 hours in," he said. "A hotel is a far longer experience."

Noting major staff cuts at both Sheraton and Hyatt Hotels Corp. in the past nine months, Mr. Hulett argued that price cutting leads to service cuts. Hotel security and service cost something, he said.

"Most people aren't foolish enough to think there are free lunches," he said. "For families traveling on vacation, we're trying to say, 'Let's be sure that to save $150 over a week, you don't end up with a lousy experience.' "

Mr. Hulett said he doesn't expect to sway rivals away from price cutting but is looking to reach consumers with the ads.

Tom O'Toole, Stouffer senior director of advertising, said his company's hotels compete in the luxury market, where quality is important.

"We are in the upscale, top tier of target markets," he said. "People come to us because of our quality." □

Perot wins in poll

(Continued from Page 3)

by 31.2% and 20.6% said they were undecided, while 19.4% supported Gov. Clinton and 20% supported President Bush; 8.8% said they'd vote for someone else.

Among women in the Gallup poll, 34% supported President Bush, 25% backed Gov. Clinton, 31% would vote for Mr. Perot and 9% were undecided.

Pat Cafferatta, president-ceo of Young & Rubicam, Chicago, said many women in the ad industry could be choosing their candidate on one issue: abortion.

"Statistics show that women more than men tend to make their decision on a single issue, and abortion is a real big issue with women," she said. "And the fact that there are so many women who are undecided indicates [they are] dissatisfied with the status quo."

Mr. Perot and Gov. Clinton describe themselves as "pro-choice" while the president supports allowing abortions only in certain cases.

The ad industry as a whole came down hardest on Gov. Clinton, who also trails in polls of the general population but not by as wide a margin. In the Gallup poll, 24% of respondents supported Gov. Clinton, 32% were for President Bush, 34% backed Mr. Perot and 10% were undecided.

Gov. Clinton's poor showing in the survey can be partly attributed to the fact that he tends to get more support in rural areas and Southern states than in large, Northern cities, where *Ad Age* readership is concentrated.

Ms. Cafferatta, a former research director at DDB Needham Worldwide, Chicago, said allegations of marital infidelity against Gov. Clinton may be turning off many working women.

Another factor hurting Gov. Clinton is that the ad industry appears to be moving to the right. The *Ad Age* poll found there are more Republicans in agency, client and media companies than Democrats or independents.

At ad agencies, 32.1% of survey respondents are Democrats; 45.5%, Republican; 19.9%, independent; and 2.6% said they "don't know." The advertiser breakdown is 52.3% Republicans vs. 31.5% Democrats, and the media industry is closer, with 40.6% Republicans and 36.8% Democrats.

Gallup found 39% of those surveyed called themselves Democrats, 30% Republicans and 31% independent.

"My experience with agencies in election years is that account management people tend to be Republican, creatives have more Democrats and media people are somewhere in between," Mr. O'Toole said.

Mr. Perot also finished first in all three age categories in the *Ad Age* survey, with 31.4% support among those 18-34; 31.6% in the 35-54 age group; and 34% support among those 55 and older. □

Even cat litter inspires more loyalty than '92 presidential hopefuls

By Scott Hume

Consumers are more strongly committed to their brand of cat litter than they are to any of three major presidential candidates.

Chicago researcher Market Facts combined a national telephone poll of 1,000 adults with its Conversion Model, a system originally developed to understand religious conversion and subsequently applied to consumer brand-switching. Market Facts used the survey to determine how strongly committed the electorate is to President Bush, Gov. Bill Clinton or Ross Perot.

The answer: Not very strongly at all. Nearly half the respondents displayed a shallow sense of commitment to the candidates they said they now favor, setting the stage for a share battle in politics that could put package-goods to shame.

Market Facts said the levels of commitment are lower than those registered for every single product category in two years of using the Conversion Model.

Mr. Perot fared best: 34% of his support was considered strong, 16% of his supporters were considered on the verge of change.

One third of those who said they favor Arkansas Gov. Clinton are on the threshold of changing their support, according to the study; only 25% are firm in their support.

Among supporters of President Bush, 30% are strong and 24% are on the verge of change.

This is the first time Market Facts has applied the Conversion Model to political research. The levels of firm support it revealed for all three are low compared with results of similar studies for consumer goods.

For example, 37% of cat litter buyers are strongly in favor of their brand choice. Among soft-drink users, 60% are firm in their choice. Among smokers, 65% aren't likely to change brands. □

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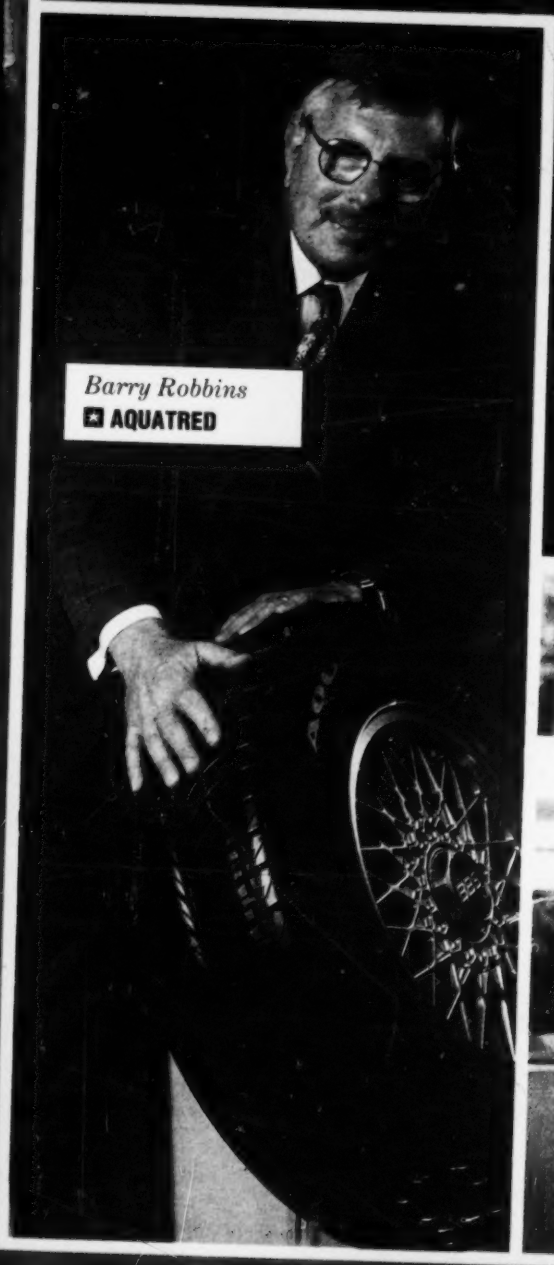

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P&G plotting major push for Citrus Hill with calcium

'New England Journal' report due out this week

By Jennifer Lawrence and Pat Sloan

Procter & Gamble Co. is poised to relaunch Citrus Hill Plus Calcium orange juice using breakthrough findings of a medical study that could provide a marketing platform for health claims.

Results of the three-year study conducted by the Indiana University School of Medicine will be published in this week's issue of the *New England Journal of Medicine.* A news conference is planned for midweek.

"I can only confirm that we are working in partnership with Indiana University on a three-year study to measure the beneficial effects of our form of calcium in children," a P&G spokesman said.

P&G Chairman-CEO Edwin Artzt is said to be behind the Citrus Hill Plus Calcium push—possibly as a result of the success of similar fortified beverages in Japan.

Until now, P&G appears to have been reluctant to leverage the product's health benefits. It's still unclear whether P&G is willing to make health claims in advertising or simply rely on the media to raise the issue of calcium benefits.

Citrus Hill Plus Calcium, which rolled out nationally in 1987, uses CCM, a highly absorbable form of calcium found only in P&G beverages. CCM, or calcium citrate malate, is known to be more "bio-available"—more readily absorbed by the body—than regular calcium and, unlike regular calcium, doesn't block iron absorption.

Researchers familiar with the Indiana University study say that P&G's calcium delivery system will be shown to be superior to regular calcium in building bone density in young children.

P&G is said to be readying a major marketing push for Citrus Hill Plus Calcium, and it may be based on results of the study. A print campaign will test in a Midwestern city, possibly to assess consumer response to the brand's health benefits before national ad rollout. N W Ayer, New York, is the agency.

Citrus Hill Plus Calcium is expected to get a major marketing push.

The Indiana University study, partially funded by P&G, is likely to show that CCM calcium benefits the whole family. Dubbed the "twins study," the project involved 60 sets of identical twins. One twin received CCM in tablet form and the other received the Recommended Dietary Allowance for calcium. Bones in the twins who got CCM appeared to be denser and, therefore, possibly stronger than the twins who got regular calcium.

The significance of the study revolves around mounting evidence that by developing stronger bones in childhood through increased calcium intake, the risk of fragile bones, or osteoporosis, later in life may be reduced.

The study could help P&G position Citrus Hill Plus Calcium as a drink that benefits the whole family, with a patented ingredient not found in any other brand of orange juice.

The anticipated marketing push behind the product could help revive the Citrus Hill brand.

Citrus Hill, the No. 3 orange juice, took a severe hit in April 1991 when the Food & Drug Administration seized Citrus Hill Fresh Choice, as it was then called, from a Minneapolis warehouse.

The FDA and P&G had been arguing for months over the use of the term "fresh" on the product's label because the orange juice was made from concentrate. P&G refused to budge until the seizure. The brand name was changed back to Citrus Hill, but the company suffered embarrassment and the brand has been languishing.

In 1990, Citrus Hill had a 9.8% share of the total orange juice market for the 52 weeks ending May 19. By March 1991, the brand had slipped to an 8% share,

(Continued on Page 36)

O&M taps ad veteran O'Brien to service Ford in Europe

By Laurel Wentz

LONDON—Veteran ad executive Wally O'Brien is joining Ogilvy & Mather to give the agency more firepower for its biggest account in Europe.

Mr. O'Brien takes the new post of executive client service director in charge of Ford of Europe.

The appointment signals O&M's intention to step up service on Ford, which provides an estimated $250 million in European billings for the agency.

At the same time, O&M is setting up a Strategic Action Group to offer strategic advice and business-building ideas that go beyond traditional advertising. Initially, the group will work only for Ford.

Charlotte Beers, O&M's recently named chairman-ceo, introduced Mr. O'Brien to the agency. The two previously worked together at J. Walter Thompson USA, Chicago.

"I'd already been casting the net out inside and outside the company for this job," said G. Kelly O'Dea, O&M executive director of worldwide client service, to whom Mr. O'Brien will report. "During a meeting, Charlotte said, 'Wait a minute, I think I know a guy,' and she introduced me to Wally."

Mr. O'Dea has had primary responsibility for the Ford account until now.

Asked why he accepted the post, Mr. O'Brien said: "A lot of things seemed to come together. It was a chance to rejoin Charlotte, who has a very special kind of leadership, and cars are a passion of mine along with advertising."

O'Brien

Mr. O'Brien worked most recently as a consultant in the U.S. Although his office was in New York, he described his base of operations as "roving."

He was chief operating officer of the Dallas-based Promotion Network in 1990 and '91; before that, Mr. O'Brien was president of Hill, Holliday, Connors, Cosmopulos' New York office. Earlier, Mr. O'Brien was a founder and ceo of the RSCG-backed agency O'Reilly, O'Brien & Clow in New York.

During his 24 years earlier at JWT, Mr. O'Brien was president-U.S. and vice chairman-multinational service at J. Walter Thompson Worldwide, where he worked on Ford, Nestle, Unilever, Kraft and IBM Corp.

He will also be involved in the new Strategic Action Group, to be headed by Mark Hider, who becomes worldwide director. Mr. Hider, previously head of the planning department at O&M's London office and worldwide head of planning on Ford, has spent the past two years setting up a Dealer Advertising Association for Ford in the U.K.

The new group will offer more long-term thinking beyond advertising, Mr. O'Dea said.

O&M will get no additional compensation from Ford for the Strategic Action Group, Mr. O'Brien said, explaining, "This is part of our commitment to Ford."

"More clients are asking for more help from their agencies, realizing the world doesn't revolve around just ads anymore," Mr. O'Dea said. "What we're trying to do is not only respond to client needs but anticipate them. We think they will increasingly ask agencies to become reinvolved in the total process of their business."

For example, when Ford introduces a new car, instead of just doing the launch ads, O&M would also get involved in how to sell the old models first, he said.

If the group is successful, Mr. O'Dea said, O&M will look at using it for other clients next year. □

ConAgra, Kraft start cheese war

By Julie Liesse

ConAgra is arming for another head-to-head battle with Kraft General Foods, this time striking at the heart of Kraft's business: its $2 billion cheese franchise.

ConAgra's Beatrice Cheese unit is churning the waters with a new 30-item line of Healthy Choice fat-free cheeses. But the nation's top food companies will soon be at war, as industry insiders say No. 1 Kraft won't be far behind with an expanded line of fat-free cheeses.

The Healthy Choice line includes virtually all of the nation's most popular cheese products, from American cheese slices to chunk cheese, shredded cheese, string cheese and loaf cheese.

"It's a very aggressive product line," said Julie O'Malley, product manager. "But the important thing is that these are the mainstream American cheese items—not specialty items or flavored items. And all categories are represented."

ConAgra has just started selling the Healthy Choice products to retailers and expects the line will be national by the fall.

The introductory campaign for the cheese line, breaking by fall, will go under Healthy Choice's "The choice is yours" umbrella campaign and will include network TV, network radio, magazine ads, free standing inserts, couponing and consumer promotions. Campbell-Mithun-Esty, Minneapolis, handles Healthy Choice.

The cheese products join a burgeoning Healthy Choice lineup that also includes frozen dinners, entrees, breakfasts, an egg substitute, ground beef, canned soups, spaghetti sauce, ice cream, lunch meats and hot dogs.

Spending for the cheese products will boost total Healthy Choice marketing spending to more than $100 million in the coming year, Ms. O'Malley said, though she wouldn't specify what portion of that would be spent specifically on cheese.

ConAgra's 30 Healthy Choice cheese items may beat Kraft to market.

The $5 billion cheese category has been in decline for the past few years, with chunk and American cheeses suffering the most.

"This is a massive introduction for the cheese category and certainly for us," Ms. O'Malley said. Beatrice Cheese is a relatively small player in branded cheeses, primarily with its County Line brand in the Midwest, and is a major producer of private-label cheeses.

"We don't think fat-free cheeses

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LAST MINUTE NEWS

Audi may review $25M account

WOLFSBURG, Germany—Volkswagen-owned Audi is considering a review of its $25 million German account, now at BBDO, Duesseldorf. No agency has been invited to pitch, but Audi has spoken to Saatchi & Saatchi Advertising, Frankfurt, and several other shops.

McElligott to show up for work

PARIS—Tom McElligott said he's returning to work July 7 at the Minneapolis agency he co-founded two years ago, despite his partners' efforts to oust him while he was a judge at the International Advertising Film Festival in Cannes two weeks ago. Mr. McElligott emphasized he's still chairman, ceo and creative director of McElligott Wright Morrison White, and owns, with partner Claire Canavan, 58% of the agency. Mr. McElligott was already planning to leave the agency gradually but didn't expect his partners to try to get rid of him while he was overseas. "It's like Mom

(Continued on Page 8)

Automakers focus on service

Customer care comes to forefront of marketing efforts

By Raymond Serafin and Cleveland Horton

Building a good product and strong image are no longer enough to win the automotive wars. With product quality close to parity, customer service is emerging fast as a key marketing battleground.

"This is going to be a make-or-break issue for a lot of automakers," said Ray Ketchledge, president of Sandy Corp., a consultancy that developed a weeklong training program for Nissan Motor Corp. USA's Infiniti dealers and their staffs.

Infiniti and Toyota Motor Sales USA's Lexus division have established new industry benchmarks for coddling luxury car buyers, who've traditionally received out-of-the-ordinary attention anyway.

Now, General Motors Corp.'s Saturn subsidiary and other companies are redefining the standard for treating buyers of lower-price, mass-volume vehicles.

Saturn finished third, behind first-place Lexus and No. 2 Infiniti, on the 1992 Customer Satisfaction Index put together by J.D. Power & Associates. Power surveyed car buyers on both product quality and dealer service.

"It costs you five times as much to get a new customer as to keep an old one."

The high finish, just above No. 4 American Honda Motor Co.'s Acura division and No. 5 Mercedes-Benz of North America, gives credibility to Saturn's efforts, which include an attempt to eliminate price haggling and the unusual step of replacing 1,800 cars after a coolant mix-up.

Chrysler Corp., whose brands all finished below industry average on the Power index, is putting $30 million behind a massive training effort to improve the way its dealerships handle shoppers and owners.

Chrysler's Customer One program is an attempt to "change the entire dealership culture" in preparation for the company's most important new-product launch in a decade, the midsize Chrysler Concorde, Dodge Intrepid and Eagle Vision sedans making their debut this fall, said Theodor Cunningham, Chrysler's exec VP-sales and marketing.

"If we can't deliver the kind of service today's automotive customers are looking for, the best cars in the world won't make a

(Continued on Page 33)

'The New Yorker' enters Tina Brown era

New editor must keep alive title's reputation while adding new flair

By Scott Donaton

It was a move that shocked the publishing world, and the aftershocks are not over.

Tina Brown, named editor-in-chief of *The New Yorker* last week, is expected to respect the magazine's traditions but may be less in awe of its past than her predecessor. And that could help ensure the venerable weekly's future growth.

The 38-year-old Ms. Brown, who takes over Advance Publications' staid, 67-year-old literary institution, leaves the same post at its glitzy pop culture sister magazine, *Vanity Fair*, effective this fall.

■ **James Brady was at the Four Seasons when *The New Yorker* news broke—Page 23.**

The British-born editor succeeds Robert Gottlieb, who resigned after five years at *The New Yorker's* editorial helm, following clashes with Advance Chairman S.I. Newhouse Jr. over the magazine's direction.

While Mr. Newhouse believes *The New Yorker* must evolve to survive, Mr. Gottlieb has made only minimal changes during his tenure and balked at taking the next step.

Ms. Brown is often credited with bringing *Vanity Fair* back from its deathbed to become one of the industry's hottest magazines. She's now charged with an even more difficult task: revitalizing *The*

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Illustration by Chris Tuscan in the manner of Rea Irvin

Brown's mission: 'Some new blood, some new thoughts'

Tina Brown was named editor in chief of The New Yorker *last week, becoming the fourth person ever to hold that title. She replaces Robert Gottlieb, who resigned, citing differences with S.I. Newhouse Jr., chairman of parent Advance Publications. Ms. Brown spoke with* Advertising Age *Reporter Scott Donaton about the challenges and opportunities that lie ahead as she prepares to take the reins at one of the U.S.' most-watched publications.*

Brown

Advertising Age: *Robert Gottlieb not only wouldn't go on sales calls, he didn't meet once in five years with advertisers to explain his editorial vision of* The New Yorker. [New Yorker *President] Steve Florio has indicated you may do more of that.*

Ms. Brown: Well, Steve hopes I will. Basically, I won't have the time. I will probably have an occasional lunch, as I have with *Vanity Fair* advertisers. But I have in him a very good president and in Lynn Heiler an excellent publisher. *Vanity Fair* only needed me to do those things because it was in so dire a predicament and nobody really understood what it was trying to be, whereas everybody's quite clear what *The New Yorker* is. I don't meet [now] with advertisers on any kind of a

(Continued on Page 34)

How Casadevall won at Cannes

'Nuns' culminates whirlwind first year as hot Spanish shop racks up $100M in billings

By Laurel Wentz

A year after opening its doors, Barcelona agency Casadevall Pedreno & SPR has built up a formidable new-business and creative reputation that culminated in winning the Grand Prix at the International Advertising Film Festival at Cannes last month.

The winning commercial for Talens rubber cement, titled "Nuns," is a sweetly innocent tale of nuns giving an unforgettable demonstration. The agency also picked up a Gold Lion and two Bronze Lions.

Talens, a Dutch company, is now considering running the award-winning spot in other European markets besides Spain, said Luis Casadevall, president and creative director of the agency.

"It's a possibility," he said. "The client has to decide. Maybe in July."

"Nuns" combines a striking idea with an execution that makes a potentially sleazy scenario tenderly innocent. In the spot, two nuns in a convent pass a stone statue of a cherub and note with consternation that his tiny penis has broken off. They take the bit of stone, wrapped carefully in a handkerchief, to their reverend mother. She solemnly glues it back on—upside down. After she departs, a younger nun reattaches it correctly.

The commercial illustrates that rubber cement is flexible, allowing for correction if something isn't glued properly the first time.

Talens initially had reservations about running the commercial in staunchly Catholic Spain but was persuaded by testing that Spaniards wouldn't be offended.

Only one of Spain's TV channels, Antena 3 in southern Spain, refused to run the spot. In fact, Mr. Casadevall pointed out, other TV channels and networks liked "Nuns"; Spain's state network Radio Television Espanola awarded the spot its Grand Prize for a TV commercial earlier this year.

"This year has surprised us because we have grown so fast."

Casadevall Pedreno opened with an advantage last year. Mr. Casadevall, 42, and Salvador Pedreno, 47, general manager and marketing director, were already well-known in Spain for founding RCP in 1977.

They sold the agency to Saatchi & Saatchi Advertising in 1987 but became increasingly unhappy at being part of a multinational agency group and dealing with Saatchi's international management. They left in 1990 and took a one-year enforced sabbatical until their non-compete agreement ended.

During the year off, the two men wrote a book about their work in advertising, worked on the script for the opening and closing ceremonies of the upcoming Summer Olympics in Barcelona and traveled, Mr. Casadevall said.

After opening their new agency, they quickly picked up accounts for the Cruz Verde subsidiary of Sara Lee Corp., Nabisco, Spanish department store chain Galerias Preciados, Spain's Fagor appliance company, Fujitsu and others. Some clients, such as Cruz Verde, were previously at the RCP Saatchi & Saatchi agency.

"This year has surprised us because we have grown so fast," Mr. Casadevall said. The agency opened a 15-person Madrid office in June, much earlier than originally planned, in addition to the 35-person agency in Barcelona, he said. Billings are about $100 million.

Casadevall Pedreno sent eight people from the agency to Cannes last month. As soon as Messrs. Casadevall and Pedreno knew they were going to win the Grand Prix, they phoned home, and the rest of the staff rushed to southern France in time for the awards ceremony and all-night fiesta.

In addition to the Grand Prix, the agency picked up a Gold Lion for a Galerias department store campaign depicting a silkworm inching across the TV screen as a variety of products made of silk are displayed; a Bronze Lion for a spot featuring a Fagor washing machine and a huge stack of laundry representing all the dirty clothes of a Spanish family for five years; and another Bronze for a spot for the Red Cross.

Traditionally, most Spanish agencies have been based in Madrid, but Barcelona is growing in importance.

Another Barcelona agency, Pongiluppi & Guimaraes, picked up a Gold Lion at Cannes for the low-budget spot "Espana '92" for Isdol, a headache remedy.

The commercial opens with the voice-over that many events are taking place in Spain this year. Several are then shown, including footage of a pavilion burning down at Expo '92 in Seville, and of an event commemorating the 500th anniversary of Columbus' voyage to the New World, in which a huge boat sank. The spot then explains that there are still many more events to come in Spain this year and recommends Isdol. □

Laurel Wentz

Casadevall Pedreno & SPR's Luis Casadevall, Salvador Pedreno and Jose Maria Piera celebrate their agency's Grand Prix win at Cannes. The award was given for "Nuns," at right, a spot for Talens rubber cement.

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DDB Needham snares most Lions

By Nancy Giges

Chairing the jury at the International Advertising Film Festival at Cannes apparently doesn't hurt an agency's chances of winning.

This year, with DDB Needham Worldwide President-International Bernard Brochand as president of the film jury, his agency network garnered 22, or 12.9% of the 171 awards at the festival June 22 to 27. A total of 127 Gold, Silver and Bronze Lions plus the Grand Prix were awarded for commercials, and 42 Lions plus a Grand Prix in the first print contest.

Second-highest winner was Saatchi & Saatchi Advertising, with 11 Lions, followed by McCann-Erickson Worldwide and Young & Rubicam with 10 each.

Because of how the voting works, it's coincidental that the biggest winner was DDB Needham, said Anne Marie Marcus, senior VP, Screenvision, the U.S. representative of the festival.

"We make a point of having all [major] networks represented and no more than one juror from a network," she said.

This year, the most Gold Lions awarded to one agency went to TBWA, which won three. The most Silvers went to DDB Needham, with five; that agency also won the most Bronzes, with 10. McCann and DDB Needham won the most print awards with five each. Only one level of print awards was given.

Neither BBDO, Euro RSCG, nor Leo Burnett Co. recaptured their spot among the top award winners from last year. Taking their places on the list were TBWA, with nine Lions; Dentsu with six Lions, and Ogilvy & Mather Worldwide with five Lions. □

Top Lion winners by agency network

Network	TV/CINEMA COMMERCIALS Gold	Silver	Bronze	PRINT —	Total
DDB Needham	2	5	10	5	22
Saatchi & Saatchi	2	2	6	1	11
McCann-Erickson	2	1	2	5	10
Young & Rubicam	2	3	2	3	10
Backer Spielvogel Bates	1	2	4	2	9
TBWA	3	2	1	3	9
Dentsu	2	2	2		6
Lowe International	1		3	2	6
Ogilvy & Mather	2		2	1	5

Source: Advertising Age and International Advertising Film Festival

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Dead's Garcia designs tie collection

NEW YORK—Jerry Garcia, lead guitarist and vocalist for the Grateful Dead, has tied up a deal with Stonehenge Inc., a marketer of men's neckwear.

Mr. Garcia, who's also known for his limited-edition artwork (he was a student at the San Francisco Art Institute before rocking onward), has translated his sketches into a tie collection.

Garcia

Stonehenge executives saw Mr. Garcia's artwork last year at a showing in SoHo and came up with the idea. The ties, about $28.50 each, will be launched in Bloomingdale's New York on July 11.

Advertising will take the form of blurbs in the Bloomies Diary that tops the store's newspaper ads. Mr. Garcia's artwork will go on sale July 9 through Bloomingdale's corporate gift service.

"A generation of people knows and loves Jerry Garcia and his music but are not as aware of his extraordinary talent as an artist," said Michael Gould, Bloomingdale's chairman-ceo. "With the introduction of his tie collection, his fans can appreciate Jerry's visual talent as well as his music." □

Satisfaction

(Continued from Page 3)

bit of difference," Mr. Cunningham said.

Chrysler's program to train 100,000 people, which began last week, was developed by Ross Roy Communications, Bloomfield Hills, Mich., which in January hired Luis Martinez as VP-group account supervisor to direct the training process. Mr. Martinez had been senior VP at Sandy Corp. and was involved in the Infiniti customer-care program.

The major obstacle to overcome is an attitude by dealership employees "that customers are sort of the enemy, the people who are going to make [their] day kind of difficult," Mr. Martinez said.

Sandy's Mr. Ketchledge said automakers that pay more attention to customer service realize it makes good economic sense.

"It costs you five times as much to get a new customer as to keep an old one," he said. "A lot of companies are looking at the effort to take care of customers as a marketing program, every bit as much as advertising."

Saturn has used advertising to convey its concern for customers, notably in a TV spot that detailed how a customer service representative traveled with a new front seat to an Alaskan fishing village to repair a customer's car. Hal Riney & Partners, San Francisco, is Saturn's agency.

Infiniti regards customer service as "an additional part of our product line," said Bill Bruce, VP-general manager. In its summer campaign, Infiniti recently began pushing such benefits as a roadside assistance program and loaner cars for service appointments.

One commercial from Hill, Holliday, Connors, Cosmopulos, Marina del Rey, Calif., shows the lengths Infiniti will go to to guarantee customer satisfaction. It follows a couple whose car runs out of gas while driving through the desert. After placing a call on the cellular phone, standard with the car, a helicopter comes out to rescue them.

How Power ranks car companies

Results of the 1992 J.D. Power & Associates Consumer Satisfaction Index. Power surveyed customers about product quality and service.

Rank		CSI score
1	Lexus	179
2	Infiniti	167
3	Saturn	160
4	Acura	148
5	Mercedes-Benz	145
6	Toyota	144
7	Audi	139
8	Cadillac	138
8	Honda	138
10	Jaguar	137

Source: J.D. Power & Associates

GM's Chevrolet division recently began providing a 24-hour roadside assistance program to new car buyers and is advertising it for the first time in a West Coast regional campaign from Lintas:Campbell-Ewald, Los Angeles.

A 30-second spot for the Chevrolet Lumina sedan shows the car traveling on a desert road past typical tourist traps as the voice-over mentions the "protection" of the warranty, anti-lock brakes and roadside assistance program.

Chrysler is trying to decide how much to tout its customer service. Corporate agency Bozell, New York, has been working on developing a theme that conveys the stepped-up commitment to service.

"We don't know if we want to blow our horns about this," Mr. Cunningham said. "The one thing we see today is that customers like to have their expectations exceeded."

Corporate advertising will discuss the customer service program "to some degree," Mr. Cunningham said, but he added, "We're not going to yell about this thing. To the doubting Thomas who had a bad experience, I don't know if it's believable."

Good word-of-mouth would be more convincing than advertising, he said.

"Younger buyers are a lot less willing to put up with quality or service that isn't up to snuff," said Gun Dukes, a J.D. Power researcher. "Anything that impacts on time," such as a lengthy wait in a service department or a need to return a second time for a repair, causes an especially negative reaction from time-stressed baby boomers and younger buyers, she said.

A new spot featuring Infiniti owners receiving assistance by helicopter illustrates the company's customer-service bent.

"There's more of a difference between nameplates in customer service than in product quality, Ms. Dukes said.

"Having a good, solid car is just the price of entry," she said.

Saturn's strategy of aggressively pricing its models, and then encouraging its retailers to stick with the established price, has done a lot to "take the hassle out of the car buying experience," said Thomas Shaver, Saturn's director of consumer marketing.

Manufacturers can't legally force dealers to follow a no-haggling policy, but they're developing more programs that encourage it.

Ford Motor Co.'s Ford and Lincoln-Mercury divisions are running a one-price strategy on the entry-level Ford Escort and Mercury Tracer. Ford equips the cars with option packages including items such as air conditioning and rear window defrosters, and sells the cars for the same price across different body styles.

Implementing better customer care is a challenge for a company like Chrysler, with nearly 5,000 existing dealers.

One incentive Chrysler is using is hard cash. Since April 1, the company has linked vehicle incentive payments to customer surveys on dealership performance. Previously, sales results determined those payments. Chrysler paid out $14 million to dealers last month under the program, one executive said.

Chrysler is also telling dealers that the retailers with the highest customer satisfaction scores need to spend much less on advertising —$220 per car vs. $647 per car.

"People will pay more today to get good service without a hassle," Mr. Cunningham said. □

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Advertising Age

July 13, 1992

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Beer prices spring a leak

Discounts abound as fight for share becomes fierce

By Ira Teinowitz

The battle for beer sales has turned into an unprecedented price war.

In markets across the country, price levels are falling dramatically and consumers are being treated to a slew of discounts, instant discount coupons and mail-in rebates.

The promotions aren't everywhere or uniform, but the number of markets seeing price cuts and the extent of the promotions appear to be up sharply from last year, wholesalers say.

"Everyone is fighting and clawing for business, trying to figure out a new way to get their shares up," said Hal Perry, VP-sales and marketing for Phoenix Distributing Co., a Phoenix, Ariz., distributor of Stroh Brewery Co. and S&P Co. products (Pabst Blue Ribbon and Hamm's).

"They are doing crazy things," added Mike Doyle, general sales manager for Louis Glunz Beer, a Chicago area Stroh and S&P distributor.

Some distributors speculate that brewers are willing to trim profits because they've fallen short of sales goals and are trying to recover.

Others suggest brewers are using the cuts to woo chains in the growing number of distribution channels—supermarkets, drugstores, discounters, convenience stores and warehouse clubs—into advertising their products.

Some analysts argue that the recession isn't over and price is still a driving force behind purchase decisions for many products, beer included.

Whatever the reasons, Nielsen Marketing Research's ScanTrak data on grocery stores show that while sales of all premium-price beers (such as Budweiser) rose 7.6% for the 52 weeks ended June 13, sales of retailer-advertised premium beers rose 10%.

Wholesalers say beer pricing in some markets this summer has begun to resemble

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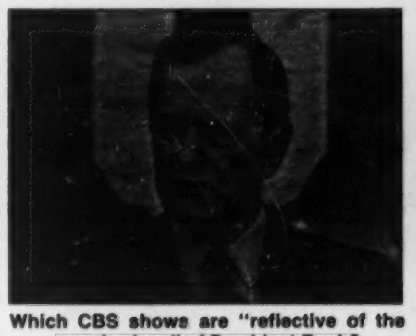

Which CBS shows are "reflective of the moral values" of President Bush?

Bush buy becomes morality play at CBS

By Joe Mandese

The Bush-Quayle re-election campaign is battling CBS over the moral values of the TV programs its political ads will interrupt, in what could be billed as "Murphy Brown vs. Dan Quayle—the Sequel."

CBS is objecting to requests from the Bush-Quayle ad team that the network determine which programs are "in good taste" and "reflective of the moral values of the president" before ad buys are made.

The written requests were made by Mark McLaughlin, media director for the ad team, known as the November Co. Mr. McLaughlin said he only wanted information on programs "whose subject matter is in good taste and reflective of the moral values of the president."

In mid-June Mr. McLaughlin also requested information from the Big 3 TV networks on the availability and pricing of commercial units intended to run between mid-July and mid-August.

His requests followed Vice President Quayle's garnering headlines nationwide for singling out the CBS hit "Murphy Brown" as contributing to a decline in family values.

Possibly as a result of that incident, CBS objected to Mr. McLaughlin's request and argued that it wasn't the network's responsibility to determine which of its shows were acceptable to President Bush.

"We cannot and will not take responsibility for determining which of our shows you might consider 'reflective' or non-reflective of the president's moral values," CBS VP-Administration Mary Lou Jennerjahn wrote in a letter to Mr. McLaughlin.

She added that such determinations must be made by the campaign committee and asked Mr. McLaughlin to advise CBS of the campaign's criteria for programming that

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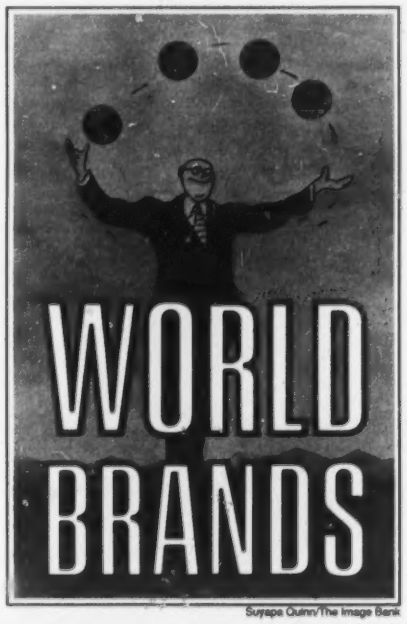

Suyapa Quinn/The Image Bank

LAST MINUTE NEWS

Wieden not on way out: Subaru

CHERRY HILL, N.J.—Subaru agency Wieden & Kennedy and its unconventional ad approach are in no immediate danger despite the departure last week of Thomas Gibson as president-chief operating officer of Subaru of America. Mr. Gibson's duties are temporarily being taken over by Takeshi Higurachi, chairman-ceo, who was already on board when the importer hired the Portland, Ore.-based agency last year for its $60 million account. "I honestly don't see [Mr. Gibson's departure] having an effect on our agency relationship," said Chris Wackman, VP-marketing at Subaru. Mr. Gibson took the new post of president-ceo at SMG, a Philadelphia facilities management company. For the first five months of 1992, Subaru car sales of 41,235 units represented a 6.6% drop from the same period in 1991.

Mexicana drops JWT, embraces D'Arcy

MEXICO CITY—Mexicana Airlines last week fired J. Walter Thompson USA, Los Angeles, and hired D'Arcy Masius Benton & Bowles, New York, to handle its $20 million U.S. account. People close to Mexicana said the account switch was a belated reaction by new CEO Ricardo Garcia Sainz and Pedro Dornheim, the airline's

(Continued on Page 8)

P&G enters new toothpaste war

Crest muscles into growing baking soda segment with first 'satisfaction guaranteed' test in Arizona

By Jennifer Lawrence and Riccardo A. Davis

Procter & Gamble Co. is about to move into high gear with an all-out assault on the baking soda segment of the toothpaste category.

This week, P&G starts the first market test of Baking Soda Crest toothpaste in Arizona, as the company tries to make up lost ground in the $1.1 billion toothpaste market by moving into its fastest growing segment.

Details of the marketing plan, which P&G confirmed, indicate the consumer products giant will focus advertising on the baking soda-clean feeling and mint taste after brushing.

Advertising from D'Arcy Masius Benton & Bowles, New York, will also stress the cavity prevention qualities of the Crest formula in an attempt to leverage the Crest name. P&G's plans for the test hinge on using Crest's overall leadership position as a unique selling proposition for its baking soda extension.

The TV campaign will probably start in August and call for P&G to reach 84% of households more than six times a month.

Plans call for Baking Soda Crest to be sold in "clean mint flavor" in 6.2-ounce, 4.4-ounce and 0.85-ounce tubes.

A free standing insert will drop in Arizona markets on July 26, which could tie in with Crest's Olympic sponsorship.

P&G will face Church & Dwight Co.'s Arm & Hammer Dental Care and its new Tartar Control Dental Care, the leading baking soda toothpaste products. Colgate Baking Soda toothpaste rolled national earlier in the year, and Chesebrough-Pond's, a Unilever subsidiary, has Mentadent, a baking soda and hydrogen peroxide toothpaste.

Toothpaste shares in Arizona

Arm & Hammer's share grew dramatically in 1991.

Brand	'91 share	% chg vs. '90
Crest	35.5	+12
Colgate	20.7	+1
Aqua Fresh	13.0	+18
Arm & Hammer	8.4	+87

Source: A.C. Nielsen Co.

This makes P&G the fourth major marketer to enter the fray, and the battle is likely to be fought tooth and nail.

A key element in generating trial will be a

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Hal Riney says Perot work is over for now

By Steven W. Colford and Alice Z. Cuneo

The dream union of independent presidential candidate Ross Perot and adman Hal Riney is off, at least temporarily.

And, so too, is the likelihood that TV screens in the near future will be blasting out "Perot for president" ads, Mr. Riney said.

Mr. Riney last week said he and others from his San Francisco-based agency had completed their political film work for the Texas billionaire and had no assurances that Mr. Perot or his team would ask them back for more campaign work.

Contradicting several printed reports, Mr. Riney, the chairman of Hal Riney & Partners, denied having agreed to be the campaign's agency of record until Election Day, Nov. 3.

"I'm tired of these stories," he said, at the same time conceding the agency had "enjoyed all the free publicity."

Mr. Riney and a partner, Jim Travis, were among a handful of agency officials who, at the request of campaign manager Ed Rollins, filmed several Perot rallies, speeches and appearances in California, Dallas and Boston. Both have known Mr. Rollins at least since 1984, when all three worked for President Reagan.

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The Riney footage was expected to be used for campaign commercials; some, in 60-second and 5-minute formats, was previewed last week in Dallas for campaign workers, who came away raving about what they'd seen.

As for Perot ads, whether by Riney or anyone else, Mr. Riney said he didn't expect to see any soon.

"There's nothing else to shoot that I know of," he said. "Ed Rollins would like to have us involved, but I got the very distinct sense Perot has no plans for advertising in the near future. [Perot] certainly has been getting enough free [airtime] on TV. I'm not sure he needs advertising at the moment."

If and when Mr. Perot is ready for advertising, however, Mr. Riney said he will at least be willing to listen.

"We'd talk about it," he said.

Mr. Perot is believed to prefer waiting until as late as possible in the campaign before unleashing his barrage of campaign spots. That would maintain his image as a non-politician who needs neither handlers nor sound bites to reach the American voter.

That conflicts, however, with the view of some high-level campaign aides who believe Mr. Perot needs to start advertising soon to deflect the spate of critical news stories that have cost him points in recent popularity polls.

Mr. Riney said he and his crews

(Continued on Page 36)

Publicis nabs $40M Club Med account

By Bruce Crumley

PARIS—Club Mediterranee, the worldwide vacation operator, awarded its $40 million European ad account without competition to Publicis after pulling the account from RSCG.

Despite indications the move was made over a conflict issue (RSCG handles Air France's European account), an agency executive said Club Med simply felt it was time for change.

RSCG's latest campaign was themed "The good life if I want it."

Publicis, which lost the Air France account to RSCG this spring, has been in contact with Club Med since the agency pitched the account against RSCG in 1986 and repitched it in 1990.

"We have been talking to Club Med since the very close competition in 1986," Publicis President Maurice Levy said. "We have continually shown them what we've been doing, how we can serve clients' needs and how we've been developing. We made certain we were never really out of the running—even after they had selected another agency."

While Mr. Levy said he can't comment on why Club Med made the switch, he did confirm that the 15-country European campaign will kick off early next year. □

Top Yankelovich execs ousted

Clancy, Shulman out as Saatchi sells researcher

By Gary Levin

New owners are in control at Yankelovich Clancy Shulman, and they've abruptly dismissed Messrs. Clancy and Shulman as the research company's two top executives.

The ousted executives last week said they will soon form a noncompetitive marketing consultancy.

Chairman Kevin J. Clancy and President-CEO Robert S. Shulman, both well-known figures in the research industry, were fired immediately after Saatchi & Saatchi Co.'s sale of the Westport, Conn.-based company late last month to Wand Partners, a New York investment company, for $10.6 million.

They were replaced by Richard M. Clarke, 60, the new chairman, who also remains chairman of Akzo America, a diversified manufacturer, and by James A. Taylor, 44, as president-ceo, from national director of marketing for Ernst & Young, an accounting firm. Both are members of the Wand investor group.

Mr. Clancy denied a report he was escorted out of Yankelovich offices by security guards, saying he and Mr. Shulman were visiting a client when the new owners announced the management shake-up.

Clancy

Shulman

He said Wand allowed the two to return to their offices and reclaim personal possessions.

Mr. Shulman couldn't be reached for comment.

Mr. Taylor labeled "completely untrue" the report that Messrs. Clancy and Shulman were escorted off the premises, saying Saatchi officials informed them of the sale and new management.

Mr. Clancy acknowledged circumstances surrounding the takeover were "unusual" but described relations with Wand as cordial. He said Wand is honoring his and Mr. Shulman's employment contracts, although neither executive will provide any services to Yankelovich.

Mr. Taylor said a name change for the company, now operated as a partnership, is "under serious discussion," but he added that the name of Daniel Yankelovich, a co-founder who left several years ago, will continue to be used.

The company, which operates as Yankelovich Clancy Shulman though its legal name is Yankelovich, Skelly & White/Clancy Shulman, was sold to London-based Saatchi in 1986. Since 1988, it's de-emphasized conventional research while increasing its focus on marketing consulting, Mr. Clancy said.

Mr. Taylor said he expects Yankelovich to expand its basic research operation by coordinating it with database and strategic marketing initiatives. He said Yankelovich will add new elements to its Monitor series and will further develop its consumer polling operation.

The company gave the research industry somewhat of a black eye in 1987, when Beecham Group filed a $24 million lawsuit against Yankelovich charging negligence, professional malpractice and breach of contract.

The suit could have had broad implications for a research company's liability if it had come to trial, but the case was settled the next year. □

Big ad $ boosts seen in leisure

LINCOLNSHIRE, Ill.—Many industries concerned with leisure-time activities will record double-digit percentage increases in ad spending this year, according to forecasts by Schonfeld & Associates.

Schonfeld has issued the 16th edition of its annual study, "Advertising Ratios & Budgets," covering more than 5,600 companies and more than 400 industry sectors.

The accompanying table shows estimated 1992 ratios for 200 industries, grouped by the government's Standard Industrial Classification codes.

Schonfeld forecasts 31.2% growth in ad spending for the videotape rental category; 20.6% for album, tape and compact disc marketers; 13.1% for movie and video production companies; 12.8% in the amusement and recreation services category; 12.1% for games and toys; 11.8% for dolls and stuffed toys; and 9.2% for cable and pay TV services.

Other categories seen heading for major percentage increases in ad expenditures are: canned fruit and vegetable and jams and jellies category, up 45%; periodical publishers, up 26.2%; and 10.6% for catalog and mail-order houses.

The study also forecasts 10% or better increases in several computer categories, including a 16% jump for prepackaged software marketers. Health-related industries and many retail categories likewise will show significant ad spending growth, Schonfeld predicts.

Besides advertising-to-sale ratios, the study forecasts 1993 ad spending for each company and industry. It also includes sales growth rates as well as advertising growth rates by company.

Industries to watch in 1993, Schonfeld says, include airlines and hotels, where ad spending will grow less than in past years, only 6.8% and 3%, respectively. But many health service providers will continue double-digit growth rates.

Department store chains will spend $4.3 billion in 1993, according to the Schonfeld forecasts. Variety store chains will show stronger advertising growth of 6.4% and increase spending to $2.9 billion.

In the study, budgets are grouped to show all competitors within an industry. The study is compiled from sources including the 10-K reports of publicly held companies. Since reporting may vary from company to company, careful use of the findings is advised.

Eugene P. Schonfeld, author of the study, urges caution because: financial events such as mergers, acquisitions and divestitures may distort spending patterns; private ownership of very large companies in specific industries may mean that some advertisers are omitted; and multi-industry companies are reported only in their primary industry, based on sales in their dominant line of business.

Data from the study are also available on diskette for personal computers and on computer tape. Copies of the 203-page study are available for $325 from Schonfeld & Associates, 1 Sherwood Drive, 60069. Phone: (708) 948-8080. □

Advertising-to-sales ratios, 1992

Computed by industry.

Industry	SIC no.	Ad dollars as percent of sales	Ad dollars as percent of margin	Annual growth rate (%)
Adhesives & sealants	2891	2.7	5.8	5.8
Advertising	7310	0.3	3.3	6.6
Advertising agencies	7311	0.2	1.5	9.6
Agriculture chemicals	2870	0.9	4.3	1.1
Agriculture production-crops	100	2.4	7.3	5.4
Air cond, heating, refrig equip	3585	1.8	6.7	-3.2
Air courier services	4513	1.3	11.4	10.6
Aircraft & parts	3720	0.6	3.2	3.1
Amusement & recreation svcs	7900	4.4	14.0	12.8
Apparel & accessory stores	5600	1.9	5.0	8.8
Apparel & other finished prods	2300	4.5	12.4	9.4
Auto & home supply stores	5531	1.7	5.8	6.7
Auto rent & lease, no drivers	7510	2.4	3.6	4.2
Bakery products	2050	8.2	19.6	1.2
Beverages	2080	9.5	14.1	7.0
Biological pds, ex diagnstics	2836	1.2	1.9	26.4
Blankbooks, binders, bookbind	2780	2.0	3.8	6.7
Bldg matl, hardwr, garden-retail	5200	3.0	8.4	-11.6
Books: pubg, pubg & printing	2731	3.2	5.8	6.3
Brdwoven fabric mill, cotton	2211	3.0	15.0	-0.8
Brdwovn fabric manmade, silk	2221	2.6	6.0	-48.7
Btld & can soft drinks, water	2086	3.1	6.7	7.6
Cable & other pay TV svcs	4841	1.7	3.1	9.2
Calculate, acct mach, ex comp	3578	1.8	4.2	7.3
Can fruit, veg, preserv, jam, jel	2033	3.0	11.6	45.0
Can, frozen presrv fruit & veg	2030	7.3	19.0	7.4
Catalog, mail-order houses	5961	6.9	17.6	10.6
Chemicals & allied pds-whsl	5160	1.8	7.0	8.5
Chemicals & allied prods	2800	2.6	6.6	11.7
Cigarettes	2111	3.5	6.1	2.4
Comput integrated sys design	7373	1.2	3.8	1.7
Comput processing, data prep svc	7374	1.6	3.1	6.6
Communications equip, NEC	3669	2.4	5.6	8.3
Computer communication equip	3576	2.0	3.7	10.8
Computer peripheral eq, NEC	3577	2.9	6.1	15.4
Computer storage devices	3572	1.2	4.7	17.6
Computer terminals	3575	4.3	13.7	-16.9
Computer & office equipment	3570	1.5	3.4	5.9
Computer & software-whsl	5045	0.9	6.4	17.6
Construction-special trade	1700	2.2	6.6	14.0
Convert paper, pprbrd, ex boxes	2670	2.3	5.3	4.7
Cutlery, hand tools, gen hrdwr	3420	10.1	19.4	6.2
Department stores	5311	2.8	14.3	4.0
Dolls & stuffed toys	3942	15.5	29.8	11.8
Drug & proprietary stores	5912	1.4	5.2	2.8
Drugs & proprietary-whsl	5122	0.1	0.7	6.7
Eating places	5812	3.4	17.4	6.2
Educational services	8200	6.1	15.3	4.6
Elec measure & test instruments	3825	2.3	4.5	-0.8
Electric housewares & fans	3634	4.9	15.0	-3.3
Electric lighting, wiring equip	3640	2.4	7.6	-1.1
Electromedical apparatus	3845	1.3	2.2	14.7
Electronic components, NEC	3679	0.9	3.0	8.4
Electronic computers	3571	2.8	5.9	-1.9
Electronic parts, eq-whsl, NEC	5065	2.2	8.7	3.3
Electr, other elec eq, ex comput	3600	2.0	6.7	6.7
Engines & turbines	3510	1.1	6.8	-0.1
Engr, acct, resh, mgmt, rel svcs	8700	0.9	4.2	4.9
Equip rental & leasing, NEC	7359	3.3	5.3	6.2
Fabricated rubber prods, NEC	3060	0.7	3.1	4.9
Fabricated structural metal	3440	0.7	3.3	-3.3
Family clothing stores	5651	2.3	6.7	11.5
Farm machinery & equipment	3523	0.7	3.7	2.1
Finance-services	6199	0.7	7.2	4.9
Food & kindred products	2000	4.7	15.0	6.8
Footwear, except rubber	3140	4.1	11.0	7.0
Furniture stores	5712	8.6	18.7	6.1
Games, toys, child veh, ex dolls	3944	14.6	31.1	12.1
Gen med & surgical hospitals	8062	0.9	6.0	4.6
Gen industrial mach & eq, NEC	3569	0.4	1.4	0.8
General industrial mach & eq	3560	2.0	6.7	4.4
Glass, glassware-pressed, blown	3220	1.2	2.7	-6.6
Grain mill products	2040	8.9	17.6	6.4
Greeting cards	2771	3.3	5.2	9.4
Groceries & related prods-whsl	5140	1.3	9.2	2.3
Grocery stores	5411	1.3	5.0	4.4
Gaskets, hose, bldng-rubr, plstc	3050	1.6	4.3	10.7
Guided missiles & space vehicles	3760	1.5	8.8	1.3
Hardware, plumb, heat eq-whsl	5070	5.6	63.6	-4.8
Help supply services	7363	1.9	9.5	1.2
Hobby, toy & game shops	5945	1.6	5.5	7.4
Home furniture & equip stores	5700	4.9	15.3	11.6
Home healthcare services	8082	0.8	1.7	21.6
Hospital & medical svc plans	6324	1.2	6.2	21.7
Hospitals	8060	4.8	21.1	2.6
Hotels, motels, tourist courts	7011	3.2	11.8	3.0
Household appliances	3630	2.5	8.4	11.6
Household audio & video equip	3651	4.9	13.0	13.7
Household furniture	2510	4.3	15.8	-5.8
Ice cream & frozen desserts	2024	3.0	10.5	14.9
In vitro, in vivo diagnostics	2835	2.1	4.8	14.6
Indl inorganic chemicals	2810	0.4	1.0	-1.9
Indl trucks, tractors, trailers	3537	1.0	5.1	3.3
Industrial measurement instr	3823	1.2	3.2	3.1
Industrial organic chemicals	2860	0.5	3.5	-13.4
Ins agents, brokers & service	6411	0.3	1.4	7.8
Investment advice	6282	7.3	19.0	8.5
Jewelry stores	5944	3.2	11.3	12.4
Jewelry, precious metals	3911	4.3	10.4	10.0
Knit outerwear mills	2253	1.6	5.3	12.5
Knitting mills	2250	5.0	15.5	5.2
Lab analytical instruments	3826	2.0	3.5	7.2
Lawn, garden tractors, equip	3524	1.3	4.9	8.5
Lumber & other bldg matl-retail	5211	1.6	6.0	4.3
Machine tools, metal cutting	3541	1.1	4.4	1.3
Magnetic, optic recording media	3695	3.2	7.8	5.1
Malt beverages	2082	5.0	15.7	4.9
Management services	8741	1.1	5.7	12.9
Meas & controlling dev, NEC	3829	1.2	3.4	11.9
Meat packing plants	2011	1.6	11.9	9.6
Men, youth, boys frnsh, work clthg	2320	3.0	9.0	5.5
Metal forgings & stampings	3460	1.1	3.7	1.2
Metalworking machinery & equip	3540	3.3	8.1	12.4
Misc amusement & rec services	7990	6.3	18.6	10.0
Misc business services	7380	1.5	2.7	7.4
Misc chemical products	2890	8.2	18.5	8.0
Misc elec machine, equip, supplies	3690	2.9	5.9	11.7
Misc fabricated metal products	3490	0.8	2.9	-4.5
Misc food preps, kindred prods	2090	2.5	6.0	4.3
Misc furniture & fixtures	2590	1.2	2.2	4.7
Misc general merch stores	5399	3.9	15.6	2.1
Misc indl, coml, machine & equip	3590	1.4	3.1	6.1
Misc manufacturing industries	3990	3.3	8.5	8.5
Misc shopping goods stores	5940	4.0	9.4	4.7
Misc transportation equipment	3790	5.3	24.5	16.8
Motion picture theaters	7830	3.2	15.2	-12.4
Motion pict, videotape distrib	7822	6.0	14.9	18.9
Motion pict, videotape production	7812	13.8	20.6	13.1
Motor homes	3716	1.3	7.1	-5.8
Motor veh parts, supply-whsl	5010	1.0	6.4	-8.2
Motor vehicle parts, accessories	3714	0.9	3.7	-2.2
Motor vehicles & car bodies	3711	2.5	25.4	9.3
Motorcycles, bicycles & parts	3751	1.3	5.4	8.3
Motors & generators	3621	0.6	2.0	2.9
Newspaper: pubg, pubg & print	2711	4.3	12.4	7.2
Office furniture	2520	1.1	2.9	0.0
Office machines, NEC	3579	1.5	5.1	9.5
Offices of medical doctors	8011	1.3	5.7	13.7
Operative builders	1531	1.2	14.2	-7.8
Operators-non-res buildings	6512	2.4	6.7	3.0
Ophthalmic goods	3851	9.1	15.0	12.5
Ordnance & accessories	3480	1.1	4.9	-2.1
Ortho, prosth, surg appl, supply	3842	2.4	4.5	8.3
Paints, varnishes, lacquers	2851	2.6	6.9	11.8
Paper mills	2621	1.7	6.3	6.5
Paper & paper products-whsl	5110	2.4	10.8	18.5
Patent owners & lessors	6794	2.1	10.4	6.0
Pens, pencils, other office matl	3950	6.6	14.5	6.4
Perfume, cosmetic, toilet preps	2844	10.7	17.1	2.2
Periodical: pubg, pubg & print	2721	6.4	14.5	26.2
Personal credit institutions	6141	1.2	3.1	3.5
Personal services	7200	1.8	7.6	4.2
Petroleum refining	2911	0.9	4.6	3.4
Pharmaceutical preparations	2834	5.8	8.3	7.1
Phone comm ex radiotelephone	4813	1.9	4.1	8.0
Phono records, audiotape, disc	3652	11.9	25.4	20.6
Photofinishing laboratories	7384	6.0	14.4	1.4
Photographic equip & supply	3861	3.9	9.1	8.0
Plastic matl, synthetic resin	2820	1.4	4.9	5.7
Plastics products, NEC	3089	2.4	6.1	5.7
Plastics, resins, elastomers	2821	1.0	3.5	1.9
Pottery & related products	3260	3.8	8.0	-1.6
Poultry slaughter & processing	2015	2.2	13.4	9.9
Prepackaged software	7372	3.6	5.4	16.0
Printing trades machy, equipment	3555	1.8	4.2	16.8
Prof & coml equip & supply-whsl	5040	2.1	6.8	6.6
Pumps & pumping equipment	3561	1.1	3.7	4.6
Radiotelephone communication	4812	2.8	5.9	18.3
Radio, TV broadcast, comm equip	3663	1.1	3.2	7.4
Radio, TV, cons electronic stores	5731	4.7	18.9	4.5
Real estate investment trust	6798	0.5	0.7	5.3
Refrig & service ind machine	3580	1.9	5.2	1.6
Retail stores	5990	5.9	26.4	7.2
Rubber & plastics footwear	3021	7.8	20.2	15.1
Sausage, other prepared meat prods	2013	8.2	23.3	7.9
Savings institns, fed chartered	6035	0.8	3.3	-3.3
Security brokers & dealers	6211	2.7	14.9	-0.1
Semiconductors, related devices	3674	1.3	3.1	10.9
Shoe stores	5661	4.0	10.8	7.7
Skilled nursing care facilities	8051	1.6	17.0	-0.9
Soap, detergent, toilet preps	2840	8.7	20.1	9.9
Special cleaning, polish preps	2842	14.7	26.0	7.9
Special industry machinery	3550	4.8	19.9	5.2
Special industry machinery, NEC	3559	1.1	2.6	2.7
Sporting & athletic goods, NEC	3949	3.4	9.4	-10.4
Search, detect, nav, guide, aero sys	3812	0.4	1.9	1.3
Sugar & confectionery products	2060	11.2	27.7	9.6
Surgical, med, instr, apparatus	3841	1.4	2.6	15.8
Svcs to dwellings, other bldgs	7340	1.7	6.1	5.7
Tele & telegraph apparatus	3661	1.2	2.3	16.8
Television broadcast station	4833	3.2	11.2	8.9
Tires & inner tubes	3011	3.3	12.2	0.3
Unsupp plastics film & sheet	3081	2.9	8.9	-2.8
Variety stores	5331	1.6	7.1	6.4
Videotape rental	7841	4.2	8.3	31.2
Water transportation	4400	7.6	19.7	9.2
Women, miss, child, infant undergmnt	2340	5.3	12.3	5.0
Women's clothing stores	5621	3.7	9.7	9.5
Women, misses, jrs outerwear	2330	2.8	9.3	15.1
Wood hshold furn, ex upholstered	2511	4.2	13.0	10.9

Source: Schonfeld & Associates, 1 Sherwood Drive, Lincolnshire, Ill. 60069. (708) 948-8080. Legend: SIC – Standard industrial classification. NEC – Not elsewhere classified. Ad dollars as percent of sales: Ad expenditures/net sales. Ad dollars as percent of margin: Ad expenditures/(net sales – cost of goods sold). Annual growth rate of advertising dollars.

AGENCIES WITH OFFICES IN MORE THAN 31 COUNTRIES

BACKER SPIELVOGEL BATES WORLDWIDE

Clients:	The Americas: U.S.	Canada	Argentina*	Brazil*	Chile*	Colombia*	Mexico	Peru*	Uruguay*	Venezuela*	Europe: Austria	Belgium	Central Europe**	Denmark	Finland	France	Germany	Greece	Ireland	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland*	U.K.	Nigeria*	South Africa	Asia/Pacific: Australia	China	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	South Korea	Taiwan	Thailand
Air New Zealand																																					●	●	●		
Alberto Culver						●																										●			●			●		●	
Alamis																●	●			●				●			●														
Avis	●	●																												●						●	●			
B.A.T.		●										●	●			●		●		●				●			●		●			●	●	●		●	●		●	●	●
Campbell Soup	●			●	●				●	●																														
Carter-Wallace	●	●																						●						●											
Caterpillar			●									●	●		●	●	●	●		●	●	●	●	●	●	●	●													
Ceretoos																																●	●		●		●				
CPC Intl.	●	●					●						●	●	●			●	●					●																	
DHL						●					●		●		●		●			●								●				●						●	●		
Electrolux													●	●			●			●				●			●														
Eveready Batteries		●	●	●	●	●			●																						●			●	●	●		●		
Fisher-Price		●							●				●		●	●		●	●								●														
Hattori Seiko	●					●			●																										●						
HongkongBank																																	●			●		●	●		
Hyundai	●	●																																			●	●		●	
IBM/Lexmark												●	●		●	●	●	●			●	●	●		●	●	●														
Italian Tourist Board												●	●		●	●	●	●			●	●	●		●	●	●														
Johnson & Johnson															●	●				●				●																	
Estee Lauder	●																●																●	●	●						
LM Ericsson	●	●		●	●	●		●	●		●				●	●		●			●		●		●	●	●											●	●		
Mars Confectionery	●	●									●	●	●	●	●	●	●	●			●	●	●	●	●	●	●				●		●	●	●	●			●	●	
Pet food	●	●									●	●	●	●	●	●	●	●			●	●	●	●	●	●	●				●		●	●	●	●			●	●	
Other	●	●									●	●	●	●	●	●	●	●			●	●	●	●	●	●	●				●		●	●	●	●			●	●	
New Zealand Kiwi												●				●					●	●		●			●								●						
NV Philips	●	●																			●													●							
Omega												●	●		●	●	●	●			●	●	●		●	●	●														
Roche Nicholas												●	●			●	●		●	●	●			●		●		●													
Rover													●				●		●	●	●			●		●														
Spanish Tourism												●	●		●	●	●	●	●	●	●			●		●	●	●													
Tambrands									●																									●		●					
3M						●	●	●				●			●	●	●	●			●	●	●		●	●	●														
UNICEF												●	●		●	●	●	●			●	●	●		●	●	●														
Uniroyal												●			●	●	●		●		●		●	●		●															
Warner-Lambert		●				●																							●							●					
Wellcome	●															●	●	●	●			●			●									●	●				●		

*Non-equity affiliation. **Central Europe includes Czechoslovakia, Poland, Hungary and Yugoslavia. Source: Backer Spielvogel Bates Worldwide

BBDO WORLDWIDE

Clients:	The Americas: U.S.	Canada	Argentina	Brazil	Chile	Colombia*	Costa Rica	Ecuador*	El Salvador	Guatemala	Honduras	Mexico	Nicaragua	Panama	Peru*	Puerto Rico	Venezuela	Europe: Austria	Belgium	C.I.S.	Croatia	Czechoslovakia	Denmark	Finland	France	Germany	Greece	Hungary	Ireland*	Italy	Netherlands	Norway	Poland*	Portugal	Romania*	Spain	Sweden	Switzerland	Turkey	U.K.	Middle East: Cyprus	Egypt	Kuwait	Saudi Arabia	U.A.E.	Asia/Pacific: Australia	China	Hong Kong	India	Indonesia*	Japan*	Malaysia	New Zealand	Pakistan*	Philippines	Singapore	South Korea*	Taiwan	Thailand*
Alfa Romeo																							●	●																●	●																				
Apple Computer	●	●						●										●	●			●	●	●	●	●			●	●						●		●		●						●	●		●			●								●							
Austria Tabak																		●								●												●																									
Bayer/Miles																●	●								●											●																									
Campbell Soup	●	●															●																			●																									
Ciga Hotels																									●	●			●							●																									
CPC International	●	●				●										●						●						●								●																									
Delta Air Lines	●	●										●				●			●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●						●	●		●			●								●							
Eveready/Ralston									●		●	●				●			●	●		●	●	●		●		●								●				●						●	●																			
Federal Express	●	●										●				●																				●																									
General Electric	●	●							●												●																																								
Gillette	●	●		●	●	●	●	●	●	●	●	●				●			●	●			●	●	●	●		●	●	●					●	●	●		●						●																			
Grand Metropolitan	●																			●					●	●			●	●						●																									
Henkel																				●					●	●			●	●						●																									
Hyatt Hotels																																																																			
Intl. Wool Secretariat																				●	●				●	●	●	●	●	●	●					●																									
Johnson & Johnson						●														●					●					●																															
Lucky Goldstar																														●																															
Meridiana																														●	●																														
Mont Blanc																														●	●																													
Nestle		●																												●	●																													
Oral-B	●	●		●	●				●			●				●	●														●																															
PepsiCo Foods	●	●																												●																															
Pepsi-Cola	●		●	●	●	●	●	●	●	●	●	●	●	●		●		●	●	●	●	●	●	●	●	●		●	●	●						●	●	●		●						●	●	●	●			●		●	●							
NV Philips																														●																															
Pizza Hut	●						●			●			●																	●																															
Polaroid	●	●						●																																																						
Rhone-Poulenc	●	●		●																										●																															
Rothmans International																																																															
Sara Lee																														●																															
Scott Paper																														●																															
Tambrands	●								●																					●																															
Total Petroleum Preds.																																																													
Unilever	●	●																												●																															
Visa International	●					●	●	●																																																							
Wella					●																																																										
Wm. Wrigley Jr.	●	●																																																										

*Non-equity affiliation. BBDO Marketing, Moscow, Russia, handles all the agency's clients listed under C.I.S. in the chart. Source: BBDO Worldwide

BOZELL

Clients:	The Americas: U.S.	Canada	Argentina*	Brazil*	Chile*	Colombia*	Mexico	Panama*	Puerto Rico	Venezuela*	Europe: Austria*	Belgium	Denmark*	Finland*	France	Germany	Greece	Hungary*	Iceland*	Ireland*	Italy	Netherlands	Poland*	Portugal	Spain	Sweden*	Switzerland*	Turkey*	U.K.	Middle East: Kuwait*	Lebanon*	Oman*	Qatar*	Saudi Arabia*	U.A.E.*	Asia/Pacific: Australia	Hong Kong	India*	Indonesia*	Japan	Malaysia	New Zealand*	Philippines*	Singapore	South Korea	Sri Lanka	Taiwan	Thailand*
Robert Bosch																																								●						●				
Chrysler	●						●					●	●		●	●	●				●	●			●	●			●		●		●	●	●														●		
Courvoisier																																								●										
Hong Kong Tourist Association	●	●														●	●				●			●			●		●							●	●			●	●	●		●	●			●	●	
Merrill Lynch	●	●							●			●				●	●				●			●			●		●							●	●			●				●						
Patek Philippe	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●
Samsung	●			●		●	●	●								●	●	●							●			●									●	●								●	●			●	
Seiko								●																				●									●									●	●				
Singer																●												●									●	●								●	●	●			
Sunkist																																					●									●			●		
Texas Instruments	●											●				●				●		●	●				●									●	●								●					
Unisys	●	●		●			●					●	●			●	●				●				●			●									●	●		●						●			●		

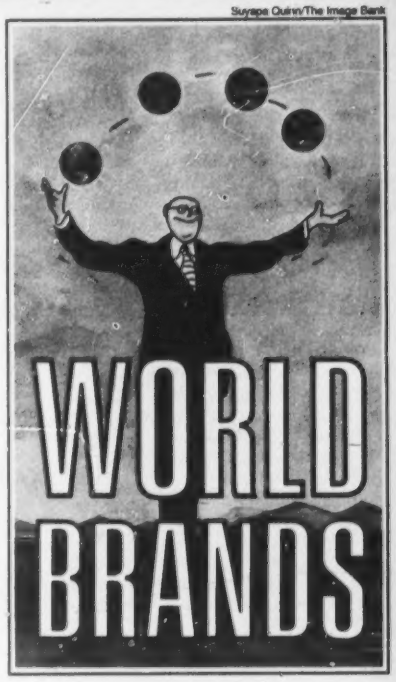
*Non-equity affiliation. Source: Bozell

LEO BURNETT CO.

Clients:	The Americas: U.S.	Canada	Argentina	Brazil	Chile	Colombia	Costa Rica	Dom. Republic	Guatemala	Mexico	Panama	Peru	Puerto Rico	Venezuela	Europe: Belgium	Czechoslovakia	Denmark	France	Germany	Greece	Hungary	Italy	Netherlands	Norway	Poland	Portugal	Spain	Sweden	Switzerland*	Turkey	U.K.	Middle East: Egypt	Kuwait	Lebanon	Saudi Arabia	U.A.E.	Asia/Pacific: Australia	Hong Kong	India*	Indonesia*	Japan	Malaysia	New Zealand	Philippines	Singapore	South Korea*	Taiwan	Thailand
BASF				●	●										●		●	●				●				●	●		●									●											
Cathay Pacific		●													●		●	●				●				●	●			●								●	●	●	●	●	●	●	●	●	●	●	●
Fiat															●		●	●			●	●			●		●			●																		
Heinz/Star-kist	●	●											●					●																				●											●
Kellogg	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●		●		●			●	●	●		●	●						●	●			●				●	●	●	●
Kraft General Foods	●	●													●		●			●							●			●			●	●	●	●					●									
McDonald's	●		●								●					●					●						●			●	●						●						●	●				
Nestle														●				●																															
Philip Morris Cos.	●		●	●	●	●	●	●	●	●	●		●	●	●		●	●	●	●		●			●	●	●	●		●		●	●	●	●	●	●		●			●		●	●	●	●	●
Pillsbury/Green Giant	●	●			●						●				●			●				●				●				●							●											
Procter & Gamble	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Semeonite	●																													●	●																		
Tropicana	●	●														●	●			●		●				●	●			●								●											
United Airlines	●		●	●	●		●			●	●	●			●	●				●									●								●	●			●	●	●			●	●	●
United Distillers	●														●	●	●	●				●				●	●			●				●				●	●			●	●	●				●	

*Non-equity affiliation. Source: Leo Burnett Co.

Suyapa Quinn/The Image Bank



Japan rethinks branding in Europe

By Laurel Wentz

"The Japanese don't know much about what a brand is," Marc Bourgery, vice chairman of FCA International in Paris, told a group of senior Japanese client and agency executives at a Tokyo seminar a month ago.

"Most Japanese companies have very few brands," he said, "and most of the time, the brand is the name of the company."

But now that's changing. The branding of Japanese products in Europe is picking up steam. As Japan steps up its European investments, Japanese marketers are focusing on building powerful brand names rather than just a strong corporate image.

"Traditionally, the company has been the brand in Japan," said Robert Wilk, managing director of Infoplan, a marketing planning, consulting and research division of McCann-Erickson Worldwide in Tokyo. "But now, many companies are at a transitional stage . . . and we're seeing more interest in branding."

Mr. Wilk, who's lived in Tokyo for 25 years, is transferring to London next month as senior VP of McCann-Erickson Europe, to head a new Euro-Japan business unit in London.

Mr. Wilk said he expects to start Japanese marketers developing more brands, and they will be less strongly identified with their companies.

"The way Toyota has developed Lexus is

(Continued on Page S-2)

What these charts show

Advertising Age's eighth World Brands report, showing which accounts agencies handle around the world, used the following criteria:

- Accounts must be served in at least four countries as of June 30, 1992.
- The combined client business must total at least $5 million.

Agencies listing offices in more than 31 countries are included in the report's first section; those in fewer countries are in the second.

Asterisks denote non-equity affiliations. □

Japanese

(Continued from Page S-1)

one instance of this change," he said.

Japanese investment in Europe has grown steadily from $3.5 billion in 1986—when 15.5% of all Japanese overseas investment was in Europe—to $14.3 billion in 1990, or 25.1%, according to Japanese trade group Jetro.

"Japanese companies aware of the upcoming EC integration felt if they didn't invest, they're going to miss the bus," said Megumi Niimura, a Dentsu executive who's also senior vice chairman of CDP Europe, London. Dentsu holds a 40% stake in the agency network.

Despite the heavy investment, Japanese companies approach pan-European marketing from a different perspective.

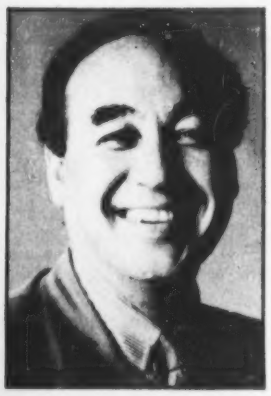
"When you talk about brand advertising, they talk about corporate advertising," FCA's Mr. Bourgery said.

European marketers use advertising to develop the strength of the brand and its name, while the Japanese focus on product innovation and not long-term, consistent brand-building campaigns.

As a result, Japanese marketers "keep changing ad campaigns all the time," Mr. Bourgery said. "You see very few brands with long-term campaigns."

Unified Europe beckons

For many marketers bewildered by Europe's checkerboard of regulations, standards and languages, a unified Europe is the ideal market.



"When you talk about brand advertising, [Japanese companies] talk about corporate advertising."
Marc Bourgery
FCA International

"1992 made companies think maybe Europe will be a market the same as the U.S.," Dentsu's Mr. Niimura said.

With their products now established, Japanese marketers are moving toward pan-European campaigns for their brands, reviewing agency arrangements and delegating more responsibility to European headquarters.

"The Japanese were great exporters," said Andy Fraser, network director of CDP Europe. "But they are making the transition to marketers."

Brands advertised locally

Many Japanese products are still advertised locally in each country, partly because consumer electronics and car marketers rely on distributors that prepare their own local advertising. The parent's lack of control over brand image, positioning and advertising is prompting many to run parallel pan-European campaigns to create a unified image for a brand, Mr. Fraser said.

For example, FCA handles a pan-European campaign for Mazda Motor Corp.'s cars, and Nissan Motor Co. and other Japanese car marketers have similar arrangements.

Brewers make move

Until now, the strongest Japanese brands in Europe have been in consumer electronics, cars, and photography and office equipment, but marketers of other products are showing interest.

A number of Japanese alcoholic beverage marketers are looking seriously at the Continent, said Jim Begg, VP-joint general manager of Eurocom International Brussels, which derives more than 60% of its billings from Japanese clients.

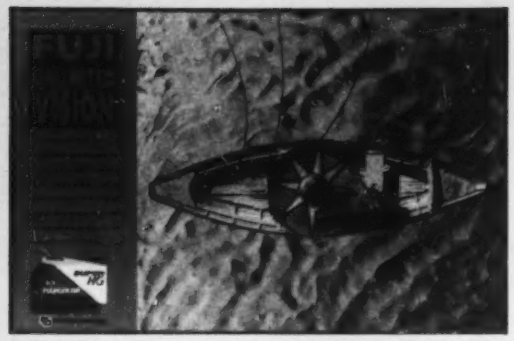
For instance, Japanese beer marketer Asahi plans to introduce Asahi Super Dry beer in the U.K. this summer via U.K. brewer Courage.

Another consumer goods marketer testing European waters is personal-care and house-

(Continued on Page S-4)

DDB NEEDHAM WORLDWIDE

| Clients: | The Americas | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Europe | | | | | | | | | | | | | | | | | | |



A Fuji Photo Film ad in France links the theme "Fuji unlimited vision" with the image of an eye.

Japanese

(Continued from Page S-2)

hold products giant Kao Corp. The marketer is selling existing brands of two German companies it owns, Guhl Ikebana and Goldwell, in small European hair-care and skincare chains to learn about the European market.

And Shiseido Co. plans its first international fragrance launch from Paris in September with a $10 million marketing budget.

Established marketers are also investing more.

"They're becoming much more brand conscious," Mr. Begg said.

Their willingness to invest and their meticulous attention to detail make them formidable competitors. Mr. Begg said one client, Pioneer Electronic Corp., prepares a 76-page catalog of its Pioneer electronics products for Europe in 17 versions in 10 languages, including separate French-language editions for France, Belgium and Switzerland.

Some marketers are using Japanese diplomacy to find a consensus among distributors about developing their pan-European brands, while a few seek control of the local organizations. Toyota Motor Corp. will gradually acquire majority control of its U.K. distributor by 1998, and last year Nissan resorted to legal action to gain control of its U.K. distributorship.

Samwell

Fuji coordinates advertising

Fuji Photo Film Co. is entering the second stage of its pan-European plan. Peter Samwell is moving to Fuji Europe's headquarters in Duesseldorf this month, in the new post of head of European strategic planning, to develop the second phase of Fuji's ad strategy.

In his previous job as director of the imaging group at Fuji Photo Film (U.K.), he led the selection last year of Saatchi & Saatchi Advertising as Fuji's first pan-European agency, initially a $10 million account for the U.K., Germany and France.

Mr. Samwell will visit Fuji film distributors around Europe and survey how the brand's positioning, marketing and advertising are handled.

"I'll see if there's any way our pan-European concept could be used, and would it benefit them," he said.

The first print work broke last month, and a TV commercial will air next year.

New print ads for France, Germany and the U.K. feature a big logo of green letters on a black background reading "Fuji unlimited vision"; the logo will appear in all print advertising.

The French ads literally link vision with the image of an eye. In one stunning ad, a boat seen from above looks like an eye, complete with eyelashes. The German ads are two pages, one page showing an unusual scene as it appears to the camera and one showing the reality.

Getting the distributors to use the Saatchi work is a little more delicate than if they were all subsidiaries, Mr. Samwell said.

"It's not an automatic rollout," he explained. "Some of them may buy into the idea but without using Saatchi as their agency."

Nissan transfers functions

Many companies are realizing that the traditional practice of directing the marketing of Japanese brands in Europe from headquarters won't work anymore.

Nissan, which spends about 25% to 30% of its $550 million worldwide ad budget in Europe, has transferred marketing, advertising and other functions from Tokyo

(Continued on Page S-5)

FCB PUBLICIS (continued)

Clients:	U.S.*	Canada	Argentina	Brazil	Colombia	Costa Rica	Dom. Republic	Ecuador	El Salvador	Guatemala	Honduras	Jamaica	Mexico	Panama*	Puerto Rico	Trinidad	Venezuela	Austria	Belgium	Cradia*	Czechoslovakia*	Denmark	Finland*	France	Germany	Greece	Hungary*	Ireland*	Italy	Netherlands	Norway	Poland	Portugal	Spain	Sweden	Switzerland	Turkey	U.K.	Israel**	Middle East**	Australia	Hong Kong	India*	Indonesia	Japan	Malaysia	New Zealand	Philippines	Singapore*	Taiwan	Thailand
Unilever (Bestfoods, Lipton)	●													●					●				●						●		●				●		●													
Whirlpool																			●				●						●		●				●		●													

*Non-equity affiliation. **Middle East includes Jordan, Kuwait, Lebanon, Saudi Arabia and United Arab Emirates. Source: FCB Publicis

GGK

Clients:	U.S.*	Canada	Austria	Belgium	C.I.S.	Czechoslovakia	Denmark*	Finland*	France	Germany	Greece*	Hungary	Ireland*	Italy	Netherlands	Norway*	Poland	Portugal*	Spain	Sweden	Switzerland	Turkey	U.K.	Congo*	Ghana*	Israel*	Kenya*	Tanzania*	South Africa*	Hong Kong*	India*	Indonesia*	Japan*	Philippines*	Singapore*	Sri Lanka*	Thailand*
Canon			●	●			●	●	●	●				●	●	●			●	●	●		●															
European Quality Alliance									●	●				●									●															
IBM			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●			●											
Messe Frankfurt	●		●						●	●				●					●		●		●							●			●				
Porsche Design**	●	●	●	●					●	●				●	●						●		●							●			●				
Skoda			●			●				●								●																			
Swissair			●	●			●	●	●	●	●	●	●	●	●			●	●	●	●	●	●			●	●		●	●	●		●	●	●	●	●
Time Magazine***									●	●													●														
Van Gils			●	●			●								●	●			●	●			●														

*Non-equity affiliation. **ABB, Porsche Design and United Distillers (Johnnie Walker Red and Black, Buchanan's) pan-regional accounts. ***Pan-European account. Source: GGK

GREY ADVERTISING

Clients:	U.S.	Canada	Argentina	Barbados*	Brazil*	Chile	Colombia*	El Salvador*	Guatemala*	Jamaica*	Mexico	Panama*	Peru	Puerto Rico	Uruguay	Venezuela	Austria	Belgium	Czechoslovakia	Denmark	Finland	France	Germany	Greece*	Hungary	Italy	Netherlands	Norway	Poland	Portugal*	Spain	Sweden	Switzerland	Turkey	U.K.	Israel**	Middle East**	South Africa	Australia	China	Hong Kong	India	Indonesia*	Japan	Malaysia	New Zealand	Pakistan*	Philippines	Singapore	South Korea*	Taiwan	Thailand
Akzo																	●	●		●	●	●	●	●		●	●	●		●	●	●		●																	
Alcoa																					●	●				●				●	●	●		●																	
Argentaria	●																●	●			●	●				●	●			●	●	●		●																	
Armor All																		●			●	●				●								●																	
Bassetti																					●	●				●				●				●																	
B.A.T.				●						●							●	●	●	●	●	●	●	●	●	●	●		●		●		●	●							●	●			●					
Bausch & Lomb	●	●																														●											●							
Bayer					●												●	●								●	●			●	●			●								●	●	●	●						
Block Drugs	●		●		●					●				●			●	●	●			●	●			●	●			●	●		●									●		●		●	●	●			
Boehringer-Ingelheim	●																					●				●	●																								
Bongrain					●													●				●					●																								
Boots																																		●								●		●	●		●			●		
Borden	●							●				●		●																																						
BP																	●	●	●	●		●	●	●	●	●	●		●	●	●	●	●	●			●															
Bristol-Myers Squibb	●						●			●				●	●								●				●															●				●	●						
Cadbury Beverages					●	●		●			●		●	●							●																															
Canon	●	●															●	●				●	●	●				●	●			●	●									●				●					
Caterpillar Overseas																		●			●	●	●	●				●	●			●	●																	
Central Point Software																							●					●	●			●																			
Ceira (Taiwan)	●																					●	●																												●	
Ciba-Geigy	●					●									●	●				●	●																														
Clairol	●									●				●																																					
Copper Association																							●			●				●				●																	
Corning	●		●							●					●			●					●			●								●																	
CPC International																							●									●																	
Digital																										●					●			●	●															
Diners Club			●																●				●															●													
EEC Linen																		●		●			●	●			●	●			●																			
Emirates Airlines																							●	●			●								●															
Ernst & Young	●													●								●																													
Eurocos	●																●	●	●				●		●	●	●		●		●	●		●															
Fruit of the Loom	●	●																					●	●			●																							
Gov't of India Tourism																					●	●	●				●		●			●		●															
GTE Sylvania																	●	●				●					●	●			●	●		●															
Hasbro	●																●					●	●																											
Hoffmann-La Roche	●	●																				●	●				●					●		●															
Hyster Europe																		●				●	●				●	●			●				●															
ICI Pharmaceuticals	●																						●				●								●															
ICL																	●			●	●	●	●				●					●																	
Indofood	●																																						●	●	●				●			●	●		
Intl. Olympic Committee	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●				●	●	●	●	●	●	●	●	●	●	●	●	●
Johnson & Johnson	●														●													●																							
Kabi	●																	●								●							●		●														
Kraft General Foods	●	●										●									●		●			●																								
Mars	●					●											●	●				●	●				●							●																
Mazda																					●																													
Melitta																	●	●	●	●	●	●	●		●		●		●		●																		
Merck Sharp & Dohme	●			●		●				●													●																											
Mitsubishi	●		●			●												●					●																											
Nike			●																			●	●																											
Nissan											●		●								●	●																											
Nokia																	●	●			●	●	●					●		●				●															
Olympic Centennial Coins	●																●	●				●	●				●	●	●			●		●															
Perstorp																					●	●				●																							
NV Philips																															●			●														
Playtex	●	●																				●									●																	
Procter & Gamble	●	●	●	●	●	●	●	●		●	●		●	●		●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●			●		●	●	●		●	●	●	●	●	●	●	●
Quincentennial Foundation	●																					●										●																	
Remington	●	●																				●	●																			●		●		●					
Rorer																					●		●																			●									
Samsonite																	●	●			●		●			●			●		●																		
Sandoz	●																	●				●																												
Schering-Plough		●	●																			●	●					●																					●
Seagram	●					●											●																																
Siemens																	●	●			●		●																											
Slim-fast Foods	●	●								●							●				●																													
SmithKline Beecham	●	●							●	●				●			●	●	●	●	●	●	●	●		●	●			●																			
Software Publishing																		●			●	●				●	●			●	●	●		●															
Texaco			●			●	●	●						●	●																																		
3M	●		●																							●	●			●																		
VF Corp.	●																●	●		●	●	●	●				●								●														
Warner Bros.	●	●														●						●	●																											
Wm Wrigley Jr.		●																																						●	●			●	●			●		

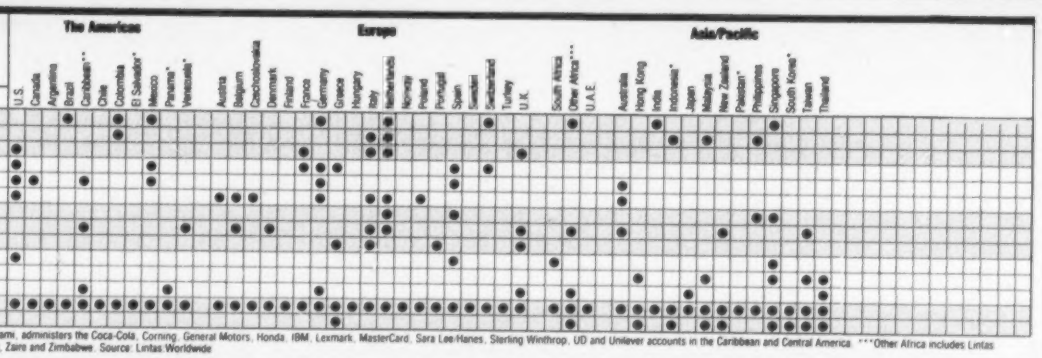
*Non-equity affiliation. **Middle East comprises affiliates in Kuwait, Saudi Arabia and United Arab Emirates. Source: Grey Advertising

LINTAS: WORLDWIDE

Clients:	U.S.	Canada	Argentina	Brazil	Caribbean**	Chile	Colombia	El Salvador*	Mexico	Panama*	Venezuela*	Austria	Belgium	Czechoslovakia	Denmark	Finland	France	Germany	Greece	Hungary	Italy	Netherlands	Norway	Poland	Portugal	Spain	Sweden	Switzerland	Turkey	U.K.	South Africa	Other Africa***	U.A.E.	Australia	Hong Kong	India	Indonesia*	Japan	Malaysia	New Zealand	Pakistan*	Philippines	Singapore	South Korea*	Taiwan	Thailand
B.A.T.				●						●					●						●										●					●												●		
Bata						●																										●						●					●							
Baulmecke															●				●				●				●			●													●								
Bayer				●	●									●					●	●			●	●					●	●													●								
Chefaro					●					●					●	●	●		●	●			●	●					●	●													●	●							
Citicorp/Diners															●	●			●				●																					●								
Coca-Cola	●	●	●	●	●	●	●		●			●	●		●	●	●	●	●		●	●	●		●	●	●	●	●	●			●			●	●	●	●	●	●	●	●	●	●			●	●	
Corning					●	●	●			●									●	●										●	●													●							
Arthur S. DeMoss					●	●		●													●	●																												
Fiat						●													●						●					●																				
General Motors, incl. components	●	●			●																●	●								●																				
Heineken															●			●	●		●	●	●				●	●		●			●																
Honda	●				●										●																																			
IBM	●				●			●		●					●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																			
ICI		●						●								●																		●	●	●		●	●	●		●	●	●	●				
InterContinental Hotels			●														●		●																●															
Johnson & Johnson	●	●		●									●		●	●		●	●	●		●	●	●			●	●	●						●	●	●		●	●	●		●	●	●	●	●			
Lexmark	●	●				●										●																			●	●					●								
MasterCard/Eurocard	●				●		●		●		●		●		●																			●			●	●		●			●		●	●	●			
Minolta													●	●		●	●			●	●	●	●						●																				
NEC													●							●								●																					
Nestle	●	●			●	●				●			●	●	●	●	●	●	●			●	●	●				●				●			●	●													
Pfizer											●																											●		●	●								

(Chart continues on next page)

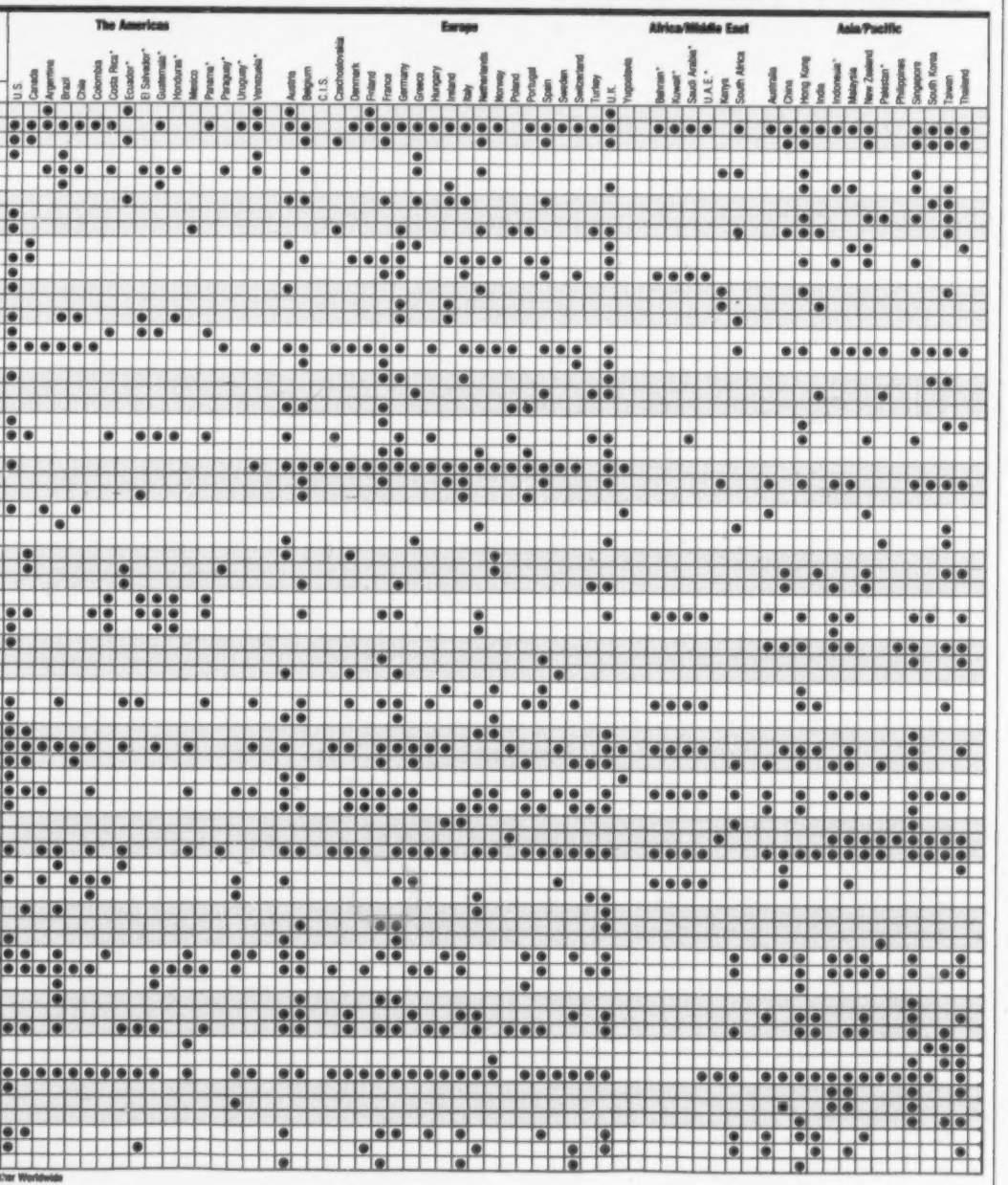
LINTAS:WORLDWIDE (continued)



*Non-equity affiliation. **GS&B Lintas, Miami, administers the Coca-Cola, Corning, General Motors, Honda, IBM, Lexmark, MasterCard, Sara Lee/Hanes, Sterling Winthrop, UD and Unilever accounts in the Caribbean and Central America. ***Other Africa includes Lintas offices in Ghana, Malawi, Namibia, Nigeria, Zaire and Zimbabwe. Source: Lintas Worldwide

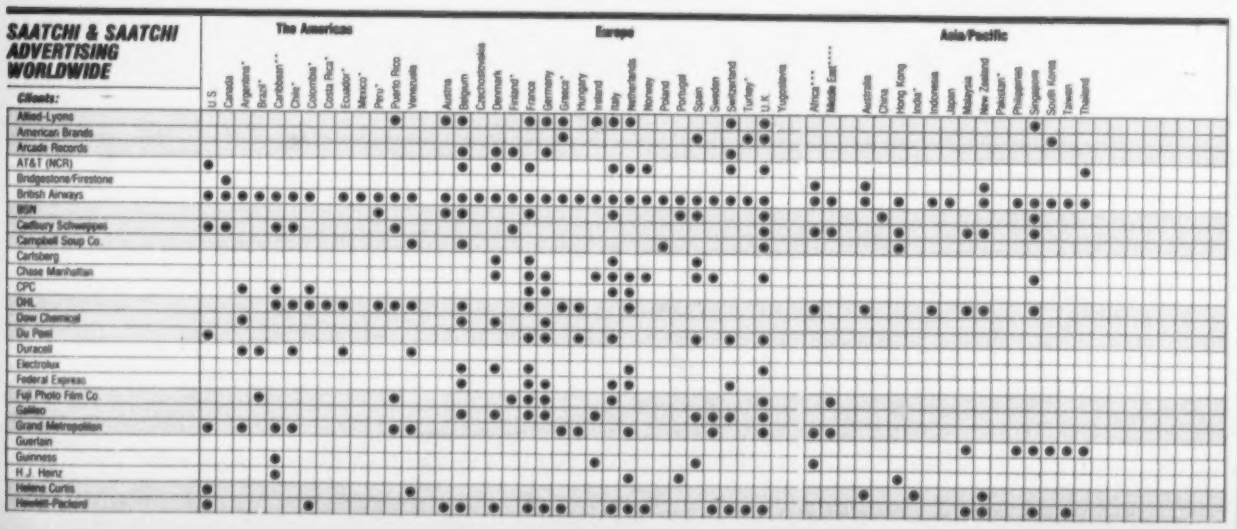
DUE TO ITS GREATER WIDTH, THE CHART FOR McCANN-ERICKSON BEGINS ON PAGE S-6.

OGILVY & MATHER WORLDWIDE



*Non-equity affiliation. Source: Ogilvy & Mather Worldwide

SAATCHI & SAATCHI ADVERTISING WORLDWIDE



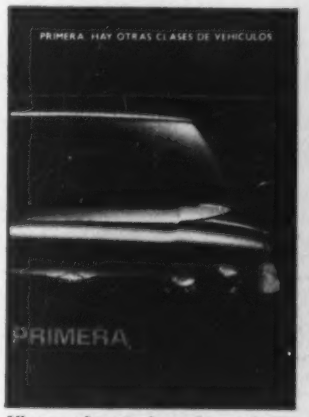
(Chart continues on Page S-6)

Japanese

(Continued from Page S-4)

to the Nissan Europe headquarters it set up two years ago in Amsterdam. TBWA has formed a joint venture with Hakuhodo, called TBWA-Neth, to handle Nissan's pan-European brand image account. Nevertheless, Nissan uses 15 different agencies for local advertising in 13 European countries.

"We want better brand awareness as a European carmaker," said Itsuro Wakatsuki, deputy general manager, European & U.S. Operations Group, Overseas Business Planning Division, at Nissan. "We are convinced that if we launch products that meet the needs of European customers and promote localization in all our operations, we will eventually be accepted as a truly European maker."



Nissan aims to launch products meeting the needs of European customers and become accepted as a European carmaker.

Mr. Wakatsuki said Nissan was the top Japanese car marketer in Europe last year, with a 3.7% market share, up from 3.4% in 1990. He predicted Nissan's European market share could be close to 5% in about 10 years.

Being accepted in Europe is important to Japanese auto marketers, which have suffered more from anti-Japanese feeling than most other marketers.

Japanese car companies have only about 12% of Europe's 14 million-unit car market, but their sales have been kept low by local quotas such as a 3% ceiling on Japanese cars' share of the French market.

Survey shows resistance

The vast majority of Europeans are willing to buy Japanese brands in product categories in which Japanese products are well-known and considered high quality, according to a recent survey by Bozell Europe of its own employees in 14 countries. Favored categories included cameras, computers, fax machines, motorcycles and audio and video equipment.

However, the survey found resistance to Japanese products in a number of categories where those goods are are almost unknown to Europeans.

For example, 89% of respondents said they wouldn't be willing to buy Japanese coffee and 80% wouldn't buy Japanese beer. Between 70% and 80% said they wouldn't buy Japanese over-the-counter medicines, liquor, cookies, laundry detergents or household cleaners,

(Continued on Page S-6)

Unpopular products

Japanese goods Europeans don't want.

Product	% unwilling to buy
Coffee	89%
Wine	85%
Beer	80%
Canned food	76%
Over-the-counter medicines	73%
Liquor	72%
Cookies, candies or confections	72%
Laundry detergent, household cleaners, soap	71%
Toothpaste, deodorant, hair spray, mouthwash	71%
Soft drinks	69%
Cosmetics or perfume	66%
Credit card services	64%
Furniture	62%
Bank or investment company	61%

Source: Bozell

Japanese

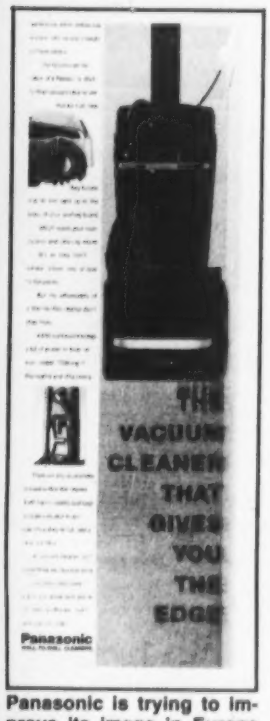
(Continued from Page S-5)

toothpastes or deodorants.

Questionnaires were distributed last fall to Bozell employees in 14 European countries, generating about 500 responses. Margin of error is plus or minus 5 percentage points.

For marketers of Japanese goods not favored by Europeans, such as package goods, developing the product takes priority over building a brand name. Many are looking into special formulas for their new customers. For example, the Kao Europe Research Institute is researching chemicals for products uniquely suited to European consumers, a Kao spokesman said.

"We need to be able to develop products that offer real benefits to European consumers and that are necessarily different from those in Japan," the spokesman said. "When we achieve this, we will initially be able to introduce improved products via our Goldwell and Guhl subsidiaries, and longer term under the Kao brand names."



Panasonic is trying to improve its image in Europe by increasing the frequency with which it exposes consumers to its name.

Matsushita Electric Industrial Co. is also looking to improve the standing of its Panasonic brand.

"Europe is rather weak for us overall in terms of the Panasonic brand image," said Toby Toyama, general manager, International Account Executive Department, Corporate Advertising Division. "We need to increase the frequency with which people are exposed to our name."

Matsushita is trying to develop the use of "Panasonic, the way ahead" as an advertising slogan across Europe and has signed sprinter Carl Lewis in connection with its sponsorship of the Olympics this year.

To project a coordinated image, Matsushita has offered to supply photos and film footage for locally created ads.

NV Philips, which used to regard Japanese competition in European consumer electronics as the biggest threat to its survival, has mellowed.

"Our policy has changed through the years," a Philips Electronics spokesman said. "In earlier years, we had problems with them, as when they tried to conquer the market through price dumping, but now we are not afraid of them at all."

Meanwhile, ad agencies see new-business opportunities developing. McCann-Erickson's new unit under Mr. Wilk is one example.

The Euro-Japan unit's mission is to develop links with Japanese companies operating in Europe and help European companies interested in doing business in Japan. The unit won't handle clients directly but will help McCann offices develop and retain business.

McCann also plans to conduct a major study

(Continued on Page S-8)

SAATCHI & SAATCHI ADVERTISING WORLDWIDE (continued)

Clients:	The Americas: U.S.	Canada	Argentina*	Brazil*	Caribbean**	Chile*	Colombia*	Costa Rica*	Ecuador*	Mexico*	Peru*	Puerto Rico	Venezuela	Europe: Austria	Belgium	Czechoslovakia	Denmark	Finland	France	Germany	Greece	Hungary	Ireland	Italy	Netherlands	Norway	Poland	Portugal	Spain	Sweden	Switzerland	Turkey	U.K.	Yugoslavia	Africa***: Kenya	South Africa	Zambia	Zimbabwe	Asia/Pacific: Australia	China	Hong Kong	India*	Indonesia*	Japan	Malaysia	New Zealand	Philippines	Singapore	South Korea	Taiwan	Thailand
Hilton Intl.				●										●				●	●				●						●			●								●		●			●	●		●			
ICI	●														●	●			●	●				●								●																		
Johnson & Johnson	●	●			●		●		●		●	●		●	●		●		●	●	●			●	●	●	●			●	●	●			●							●	●				●			
Mars												●							●				●				●					●																	
NZ Dairy Board					●																											●													●				
Oce																●		●		●					●	●					●																		
PepsiCo					●						●	●							●																														
NV Philips							●							●					●																													●		
Pirelli				●											●				●			●	●																										
Procter & Gamble	●	●			●						●			●	●	●	●	●	●	●	●	●	●	●	●	●			●	●	●	●			●	●							●	●	●	●	●	●	●	●
Reckitt & Colman					●										●		●		●		●	●			●			●																				
Red Cross			●				●																						●			●																
Samsung	●				●														●	●		●							●																				
Sandoz															●				●			●	●						●	●	●																		
Sara Lee	●											●			●				●							●				●			●			●							●				●		
Seiko															●	●														●	●			●															
Shell					●								●						●																														
SMH/Swatch	●												●						●						●																								
Stanley Tools															●	●		●							●					●	●			●															
Terumo															●			●	●						●					●				●															
Toyota	●	●		●	●							●						●	●								●						●											●		●		●		
Visa International																																	●																
Yamaha	●	●				●															●				●								●											●					

*Non-equity affiliation. **Caribbean includes Barbados, Dominican Republic, Jamaica and Trinidad. ***Africa includes Kenya, Nigeria, South Africa and Zimbabwe. ****Middle East includes Bahrain, Egypt, Morocco and Saudi Arabia
Source: Saatchi & Saatchi Advertising Worldwide

J. WALTER THOMPSON CO.

Clients:	The Americas: U.S.	Canada	Argentina	Brazil	Chile	Colombia*	Dom. Republic	Ecuador	Guatemala	Mexico	Paraguay	Peru	Puerto Rico	Uruguay*	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Ireland	Italy	Netherlands	Norway*	Portugal	Spain	Sweden	Switzerland	Turkey	U.K.	South Africa	Asia/Pacific: Australia	China	Hong Kong	India*	Indonesia*	Japan	Malaysia	New Zealand	Pakistan	Philippines	Singapore	South Korea	Sri Lanka	Taiwan	Thailand
Allstate													●					●		●	●			●						●																			
Bacardi Corp.			●														●					●			●		●	●																				
Bell Atlantic	●																			●				●					●		●																		
Citicorp	●													●									●																										
Deltaers		●		●						●							●	●	●	●	●			●	●			●	●			●																
Eastman Kodak	●	●	●	●	●	●		●		●		●	●	●	●		●		●	●	●	●	●	●	●	●		●	●	●	●	●			●	●							●	●				
Exxon**			●	●	●	●			●	●	●																				●	●																
Ford Motor Co.	●		●		●		●			●			●																					●	●			●				●						
Gerber Products Co.					●		●					●		●						●																												
Grand Metropolitan									●					●								●	●							●																		
Heineken																				●			●	●	●	●		●		●																		
IBM		●	●						●		●	●		●																																		
S.C. Johnson & Son			●	●	●	●	●		●	●		●		●																																	
Kellogg	●	●	●	●	●				●		●			●			●	●	●	●	●	●		●	●			●	●	●	●	●			●													
Kraft General Foods	●	●			●				●		●	●		●			●	●	●		●	●		●	●			●	●	●	●	●			●													
McDonnell Douglas Corp.	●	●	●		●									●			●	●	●	●	●			●				●	●	●	●																	
Nabisco Brands	●		●	●			●	●		●		●	●	●																																	
Nestle	●		●	●	●	●		●	●		●	●					●	●		●					●	●	●	●	●	●	●	●															
Northern Telecom	●	●	●	●	●				●				●	●						●	●																										
Northwest Airlines	●																			●	●																										
PepsiCo		●									●	●	●	●							●																										
NV Philips				●	●						●		●																																		
R.J. Reynolds		●								●			●																																		
Rolex Watch	●	●	●	●								●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																					
Scott Paper		●								●											●																										
Seagram																●					●																										
SmithKline Beecham					●						●																																				
Sterling Drug	●		●										●																																		
Tennessee Automotive	●									●						●	●	●		●		●					●	●	●																		
Unilever	●	●	●	●	●	●		●	●	●	●	●				●	●	●	●	●	●	●	●	●	●	●	●	●	●	●			●														
Warner-Lambert	●	●														●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●			●														

*Non-equity affiliation. **The Exxon account is also handled in 16 Caribbean countries. Source: J. Walter Thompson Co.

YOUNG & RUBICAM

Clients:	The Americas: U.S.	Canada	Argentina	Brazil	Chile	Colombia	Costa Rica*	Dom. Republic*	Ecuador*	Guatemala*	Mexico	Peru*	Puerto Rico	Trinidad*	Uruguay*	Venezuela	Europe: Austria	Belgium	C.I.S.	Czechoslovakia	Denmark	Finland	France	Germany	Greece	Hungary	Ireland*	Italy	Netherlands	Norway	Poland	Portugal	Romania*	Spain	Sweden	Switzerland	Turkey	U.K.	Africa: Kenya	South Africa	Zambia	Zimbabwe	Asia/Pacific: Australia	China	Hong Kong	India*	Indonesia*	Japan	Malaysia	New Zealand	Philippines	Singapore	South Korea	Taiwan	Thailand
Ada	●	●		●													●	●			●		●				●	●	●		●			●		●		●						●		●		●				
Adidas	●	●	●	●	●	●					●						●	●			●	●	●		●	●		●	●	●	●	●		●	●	●	●	●		●			●		●	●	●	●	●	●		
American Home Products	●	●						●			●		●			●		●						●										●	●	●	●										●					
Andersen Consulting	●	●	●																					●													●														
AT&T	●	●					●			●						●		●						●						●	●			●		●														
Bausch & Lomb/Ray-Ban		●	●	●	●	●		●	●	●	●		●			●					●	●	●	●			●		●	●		●		●	●	●	●					●		●	●		●	●	●	●	●	
Robert Bosch					●													●	●				●		●	●	●	●	●			●				●	●							●								
BSN					●						●							●		●				●	●	●	●	●			●																				
Citicorp					●	●						●		●	●																																					
Colgate-Palmolive	●	●	●	●		●		●			●		●		●	●	●	●	●	●	●	●	●			●			●		●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●
Du Pont	●	●	●	●		●					●				●		●		●			●			●					●				●		●	●						●	●	●	●	●	●	●	●	●	●
Eastman Kodak	●	●						●									●	●		●		●		●						●		●	●			●			●					●								
Ford	●	●							●												●	●													●																
Grand Metropolitan																																				●																
H.J. Heinz																	●																●		●																
Holiday Inn	●	●									●						●																																		
Jacobs Suchard				●													●	●					●	●	●	●		●		●	●					●	●								●						
Johnson & Johnson	●	●	●	●	●			●				●	●	●			●	●	●							●			●	●					●	●	●			●	●					●						
Kentucky Fried Chicken	●	●			●				●		●		●	●									●		●	●									●																
Kraft General Foods	●	●		●									●				●		●	●	●									●	●				●															
Metropolitan Life	●	●								●																									●																
Monsanto/Searle	●											●			●				●	●			●			●									●																
Motorola																	●							●	●				●						●																
Nintendo																									●	●				●																				
PepsiCo Foods Intl.		●		●					●		●		●				●																	●	●	●	●														
Pernod-Ricard																	●																																		
Quaker Oats																	●			●			●																												
Reckitt & Colman			●						●			●		●			●							●	●			●	●																				
Royal Canadian Mint	●	●																							●																									
Royal Dutch/Shell Group									●				●															●																						
Sony													●			●			●	●	●			●			●		●		●																			
United Intl. Pictures																●		●			●	●	●					●		●																			
Warner-Lambert	●				●			●								●																																		
Xerox	●	●		●	●			●	●	●							●	●				●	●	●				●	●	●			●																

*Non-equity affiliation. Y&R uses the Dentsu, Young & Rubicam network for all countries in the Pacific region except Australia and New Zealand. Source: Young & Rubicam

McCANN-ERICKSON WORLDWIDE

| Clients: | The Americas: U.S. | Canada | Argentina | Barbados | Bolivia* | Brazil | Chile | Colombia | Costa Rica | Dom. Republic | Ecuador | El Salvador* | Grand Cayman* | Guadeloupe* | Guatemala | Haiti* | Honduras | Jamaica | Martinique* | Mexico | Nicaragua* | Panama | Paraguay* | Peru | Puerto Rico | Trinidad | Uruguay | Venezuela | Europe: Austria | Belgium | C.I.S. | Croatia | Czechoslovakia | Denmark | Finland | France | Germany | Greece | Hungary | Ireland | Italy | Netherlands | Norway | Poland | Portugal | Spain | Sweden | Switzerland | Turkey | U.K. | Africa/Middle East: Bahrain* | Cameroon* | Egypt* | Ivory Coast | Kenya* | Kuwait* | Lebanon* | Mauritius* | Morocco | Nigeria* | Oman* | Saudi Arabia* | Senegal* | South Africa | Tunisia | U.A.E. | Asia/Pacific: Australia | China | Hong Kong | India* | Indonesia* | Japan | Malaysia | New Zealand | Pakistan* | Philippines | Singapore | South Korea | Taiwan | Thailand |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---

McCANN-ERICKSON WORLDWIDE (continued)

Clients:	The Americas: U.S.	Canada	Argentina	Barbados	Belize*	Bolivia*	Brazil	Chile	Colombia	Costa Rica	Dom. Republic	Ecuador	El Salvador	Grand Cayman*	Guatemala*	Guyana*	Haiti*	Honduras	Jamaica	Martinique*	Mexico	Nicaragua	Panama	Paraguay*	Peru	Puerto Rico	Trinidad	Uruguay	Venezuela
Europcar																													
Exxon/Esso	●				●					●			●	●						●		●		●			●			
General Motors	●	●	●				●	●		●			●							●			●		●	●	●	●		
Gillette	●			●	●		●	●	●	●	●	●	●		●	●		●	●	●	●	●	●	●	●	●	●	●	●	
Golden Lady																													
Goodyear		●	●	●		●	●	●	●	●		●	●		●			●	●		●		●	●	●		●		●
Heineken			●	●			●			●																	●		
Hennes & Mauritz																													
Heublein	●																		●										
Hilton/Conrad Intl	●																									●		●	
IBM			●																								●		
Interbrew																													
Johnson & Johnson	●	●	●	●						●	●			●			●	●		●			●		●		●		
Lee Jeans			●			●	●	●		●				●						●			●				●		
Lego Toys			●			●	●		●											●		●					●		
London Intl. Group (Durex)	●																												
L'Oreal	●	●	●	●		●	●	●	●		●	●		●			●	●		●			●	●	●	●	●	●	
Lufthansa	●					●				●															●				
Martini & Rossi	●		●			●	●	●		●	●											●			●	●	●	●	
McDonald's	●						●																				●		
Mennen	●	●	●	●		●	●		●	●		●		●						●			●	●	●		●		
J.A. Mont																													
Nestle	●	●	●			●	●	●	●	●	●	●		●				●	●			●		●	●	●	●		
Buitoni	●	●	●																								●		
Carnation	●									●										●		●							
Friskies/Petcare	●																							●					
Maggi/Culinary			●							●	●																●		
Nestle Coffees	●	●				●	●			●										●		●		●	●		●		
Nordica	●																												
Pacific Islands Club																													
Perfetti																													
P&G Ferries																													
Puma																													
Suchard																													
Raleton Energy Systems																													
Reckitt & Colman							●																						
RJR Nabisco	●	●				●					●													●	●	●				
RJR Tobacco																											●		
San Miguel																													
SmithKline Beecham			●											●				●	●							●			
Sony											●																		
Levi Strauss		●								●		●			●												●	●	
Tiffany & Co.																													
Thai Tourism Authority																													
Unilever	●	●	●			●	●													●		●		●	●		●	●	
United Distillers						●	●																				●		
UPS																				●		●			●				
U.S. Potato Board		●																											
Washington State Apple Comm.	●																			●				●					
Waterman Pens	●					●	●	●												●				●			●		
WD-40	●	●							●															●					
World Gold Council						●																							
Yoplait																											●		

Clients:	Europe: U.S.	Austria	Belgium	C.I.S.	Croatia	Czechoslovakia	Denmark	Finland	France	Germany	Greece	Hungary	Ireland	Italy	Netherlands	Norway	Poland	Portugal	Spain	Sweden	Switzerland	Turkey	U.K.	Africa/Middle East: Bahrain*	Cameroon*	Egypt*	Iran*	Ivory Coast*	Kenya	Kuwait*	Lebanon*	Mauritius	Morocco	Nigeria*	Oman*	Saudi Arabia*	Senegal*	South Africa	Tunisia	U.A.E.	Asia/Pacific: Australia	China	Hong Kong	India	Indonesia*	Japan	Malaysia	New Zealand	Pakistan*	Philippines	Singapore	South Korea	Taiwan	Thailand
Europcar																																																					
Exxon/Esso	●																																																		
General Motors	●																																																			
Gillette	●																																																			
Golden Lady																																																				
Goodyear																																																				
Heineken																																																				
Hennes & Mauritz																																																			
Heublein																																																				
Hilton/Conrad Intl																																																			
IBM																																																				
Interbrew																																																				
Johnson & Johnson																																																			
Lee Jeans																																																			
Lego Toys																																																			
London Intl. Group (Durex)																																																			
L'Oreal																																																			
Lufthansa																																																			
Martini & Rossi																																																			
McDonald's																																																			
Mennen																																																			
J.A. Mont																																																			
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Tiffany & Co.																																																			
Thai Tourism Authority																																																			
Unilever																																																			
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U.S. Potato Board																																																			
Washington State Apple Comm.																																																			
Waterman Pens																																																			
WD-40																																																			
World Gold Council																																																			
Yoplait																																																			

*Non-equity affiliation. Source: McCann-Erickson Worldwide

AGENCIES WITH OFFICES IN FEWER THAN 31 COUNTRIES

AYER INC.

Clients:	U.S.	Guatemala*	Austria*	Denmark*	France	Germany	Greece*	Hungary	Italy	Netherlands	Norway*	Portugal	Spain	Sweden*	Switzerland	Turkey*	U.K.
AT&T	●				●	●			●	●			●				
Beiersdorf						●	●	●	●	●				●	●		
Iberia Airlines		●		●	●	●			●	●			●			●	
Nobel						●			●			●	●				●
Ricoh				●	●	●			●	●			●				●
SEAT						●			●	●		●	●	●			●

*Non-equity affiliation. Source: Ayer Inc.

BDDP

Clients:	U.S.	Canada*	Mexico*	Austria*	Belgium	Denmark*	Finland*	France	Germany	Italy	Netherlands	Norway*	Portugal	Spain	Sweden*	Switzerland*	U.K.	Cameroon*	Ivory Coast*	Kenya*	Senegal*	Australia	Hong Kong	Japan*	Malaysia	New Zealand*	Philippines	Singapore	Taiwan
BSN Gervais Danone					●			●	●	●	●			●			●												
Hasbro-Milton Bradley					●			●	●	●	●			●			●												
Hertz	●							●	●					●			●												
Marine Power				●		●	●	●	●		●	●		●		●	●												
Metra Telephone								●	●					●															
Merlin Gerin		●	●		●			●	●		●						●					●							
Michelin				●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●								
Polaroid					●			●	●	●	●		●	●	●	●	●												●
Reckitt & Colman	●							●	●					●			●												
Simplesse						●	●	●	●								●												
Singapore Airlines	●	●		●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Singapore Civil Aviation									●								●												●
Singapore Tourism Board	●	●				●	●	●	●		●				●		●					●	●	●	●	●	●	●	●
TAG-Heuer watches	●	●			●			●	●	●	●					●	●					●	●						●
Tiger Balm	●	●							●	●	●						●					●	●		●	●	●	●	●

*Non-equity affiliation. Source: BDDP

DENTSU INC.

Clients:	U.S.	Germany	Italy	U.K.	Australia	Japan	Singapore
Canon	●	●			●	●	
Japan Air Lines	●	●		●	●	●	●
Shiseido	●		●		●	●	●
Sony		●	●		●	●	●

Source: Advertising Age

DENTSU, YOUNG & RUBICAM PARTNERSHIPS

Clients:	U.S.	Australia	China	Hong Kong	India*	Indonesia*	Japan	Malaysia	New Zealand	Philippines	Singapore	South Korea	Taiwan	Thailand
Adidas				●	●	●	●	●		●	●		●	●
Air New Zealand	●		●				●		●					
AT&T	●			●	●		●			●	●	●	●	
Bausch & Lomb					●		●						●	●
Colgate-Palmolive	●			●	●	●	●		●		●			●
Du Pont				●	●	●	●	●				●	●	●
Federal Express	●		●	●	●				●	●	●	●	●	●
Holiday Inn				●	●			●				●	●	●
Kentucky Fried Chicken	●			●	●	●		●		●	●		●	●

(Chart continues in next column)

DENTSU, YOUNG & RUBICAM PARTNERSHIPS (cont'd)

Clients:	U.S.	Australia	China	Hong Kong	India*	Indonesia*	Japan	Malaysia	New Zealand	Philippines	Singapore	South Korea	Taiwan	Thailand
Royal Canadian Mint				●			●	●			●		●	
Shell				●			●				●	●		
Warner-Lambert					●		●			●				●

*Non-equity affiliation. Source: Dentsu, Young & Rubicam Partnerships

EURO RSCG

Clients:	U.S.	Canada	Austria	Belgium	Czechoslovakia	Denmark	Finland	France	Germany	Greece	Hungary	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	Turkey	U.K.	Morocco	Australia	Hong Kong	Malaysia	Singapore	Taiwan	Thailand
B.A.T	●																					●		●	●	●	●
BSN				●		●		●	●	●		●		●	●	●	●					●		●	●		
Cadbury Schweppes								●		●									●	●					●	●	
Candia				●				●			●				●												
Cartier								●	●										●								
Chanel								●	●		●	●			●												
Citroen				●	●			●	●		●	●			●	●		●									
Club Mediterranee				●	●			●	●	●		●			●	●		●			●						
Elf								●	●						●	●			●								
France Telecom	●				●			●		●																	
Jacobs Suchard				●				●	●						●												
Kleber					●			●	●			●															
L'Oreal					●		●	●				●	●		●	●						●					
Maple Leaf												●			●	●	●	●									
Mouliinex				●	●						●	●															
Nestle	●							●				●							●								
Parker Pen	●			●	●			●	●		●	●			●		●	●	●			●	●	●	●	●	●
Peugeot				●	●		●	●			●	●			●	●	●	●					●				
Mr Philips						●		●										●					●		●		
Procter & Gamble	●	●						●	●		●		●		●		●		●								
Sara Lee					●			●	●		●								●				●	●			
Sega	●							●										●	●								
Siemens				●				●											●				●				
SmithKline Beecham	●			●				●									●										
Sony				●		●	●	●																			
Tambrands				●	●			●	●	●	●	●		●	●	●	●	●	●								
TDK				●				●	●			●				●											
3M				●				●	●			●				●											
United Distillers				●	●			●	●			●				●			●								
World Gold Council																							●	●	●	●	●
Zenith Data Systems	●			●		●		●	●			●	●		●												

*Non-equity affiliation. In some countries, Euro RSCG has both equity and non-equity agencies. Maple Leaf is handled by Euro RSCG's Dolibi agency in Portugal. Sweden and Switzerland: Procter & Gamble is handled by a non-equity shop in Turkey and United Distillers has the same arrangement for Austria, Greece, Netherlands and Portugal. France Telecom has a non equity agency handle its business in Japan, Argentina, Mexico and Poland. Source: Euro RSCG

GROUPE FCA

Clients:	U.S.	Belgium	France	Germany	Italy	Netherlands	Portugal	Spain	Turkey	U.K.
Brotherrin		●	●	●	●	●				●
Le Bourget		●	●	●	●			●		●
Ducros		●	●		●		●	●		
Fine		●	●	●	●	●				●
Fruocani		●	●	●	●	●	●	●		●
Martini & Rossi	●	●		●				●		
Mazda Corporate		●	●	●	●	●	●	●		●
Maroussia L'Oreal		●	●	●	●	●	●	●		●
Nestle	●	●	●			●				●
Phys		●	●	●	●			●		
Royal Canin			●	●	●			●		
Helena Rubinstein		●	●	●	●	●	●			●

(Chart continues on Page S-8)

Japanese

(Continued from Page S-6)

this fall on attitudes of European consumers and business leaders to Japanese products and investment.

Based on some preliminary research, "there is a fairly strong, almost duality of views between respect for Japanese abilities and encroachment on what people feel is their business interest," said Carol Samms, McCann's VP-information services worldwide.

"A lot of Japanese companies are doing corporate advertising that is almost viewed as wallpaper by consumers," Ms. Samms said. "Only two or three brands, including Sony, make themselves distinct from the pack." □

Contributing to this story: David Kilburn, Derek Suchard and Bruce Crumley.

GROUPE FCA (continued)

Europe

Clients:	U.S.	Belgium	France	Germany	Italy	Netherlands	Portugal	Spain	Turkey	U.K.
Thomson			●	●				●		●
TWA			●	●	●	●	●	●	●	●
Ungaro			●	●	●	●	●	●		●
Vichy			●	●	●	●	●	●		●

Source: Groupe FCA

HAKUHODO

	Europe						Asia/Pacific						
Clients:	U.S.	France	Germany	Italy	Netherlands	U.K.	Australia*	Hong Kong	Japan	Malaysia	Singapore	Taiwan	Thailand
ANA	●						●		●				●
Ajinomoto								●	●			●	●
Canon	●				●	●			●				
Hitachi	●					●			●			●	
Isetan								●	●	●	●		●
Kao								●	●	●	●	●	●
Konica				●			●	●	●	●	●		
Matsushita				●				●		●			
NEC	●		●	●		●		●	●	●	●	●	●

*In Australia, NEC is handled by Lintas Hakuhodo Australia, a joint venture. ANA and Konica are handled by agencies with which Hakuhodo has non-equity affiliations. Source: Hakuhodo

LOWE GROUP

	Europe																												
Clients:	U.S.	Canada*	Argentina*	Austria	Belgium	Czechoslovakia*	Denmark*	Finland*	France	Germany	Greece*	Hungary*	Ireland*	Italy	Netherlands	Portugal*	Slovenia*	Spain	Sweden*	Switzerland*	U.K.	Hong Kong*	Japan*	Singapore*
Benetton	●	●	●		●		●	●	●	●			●	●	●			●	●	●	●	●	●	●
Bols						●				●					●			●			●			
Braun	●									●					●			●						
Henkel					●	●			●	●		●			●	●	●	●						
Hoover					●	●		●	●	●		●			●					●				
Johnson & Johnson										●					●		●		●		●			
Quaker					●				●	●					●	●		●						

*Non-equity affiliation. Source: Lowe Group

TBWA

	Europe															Japan*
Clients:	U.S.	Austria	Belgium	Denmark	France	Germany	Greece*	Italy	Netherlands	Portugal*	Spain	Sweden*	Switzerland	Turkey*	U.K.	
Absolut vodka	●				●	●									●	
Barilla			●		●	●	●				●	●	●		●	
Beiersdorf	●			●	●	●	●	●	●	●	●		●	●		
Robert Bosch		●				●		●			●		●			
BSN	●		●					●			●				●	●
Henkel		●	●		●	●		●	●		●					
IDV	●								●		●				●	
Philip Morris Cos.				●		●	●		●						●	
Nissan						●			●		●				●	
Sheraton Hotels				●	●		●		●		●				●	
TAT Airlines					●	●		●							●	

*Non-equity affiliation. Source: TBWA

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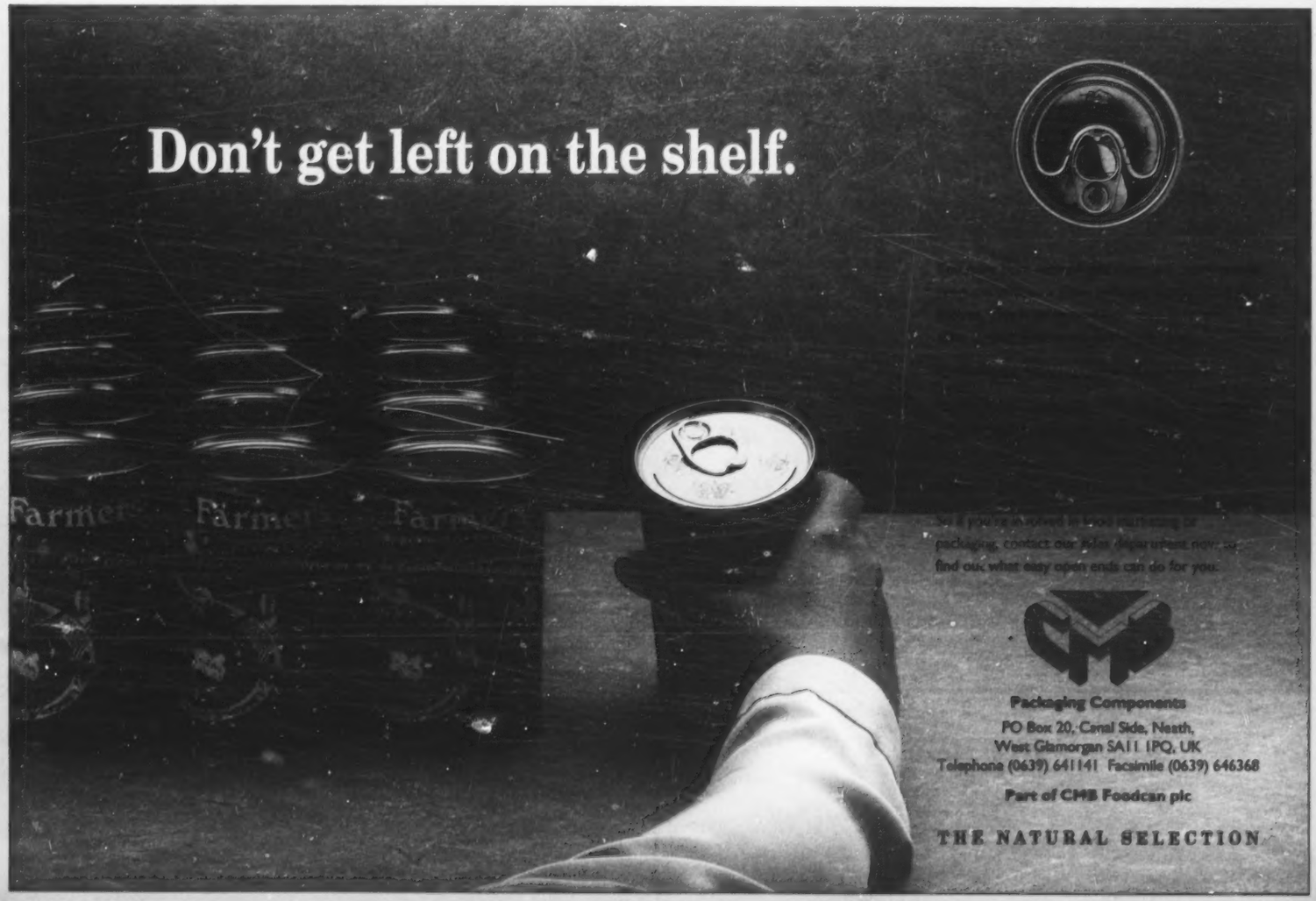
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Advertising Age

July 20, 1992

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INSIDE

BRAND SCORECARD

The first Ad Age/ Nielsen market share ranking of top supermarket brand names. **Page 20.**

Steve Bronstein

Media Buying & Planning: A peek at the new media department of the '90s. **After Page 24.**

Perot wouldn't go for 'slick' ads

Maverick billionaire rejected advice; lack of direction doomed campaign

By Alice Z. Cuneo

Former undeclared presidential candidate Ross Perot had mixed feelings about Hal Riney's efforts from the start, and considered the adman's work "too slick."

The billionaire's reluctance to accept the advice of experts on his staff who supported Mr. Riney helped lead to Mr. Perot dropping out of the race last week.

Perot

Mr. Perot said he was ending his quest for the White House because the revitalization of the Democratic Party led him to conclude he couldn't win.

Those close to the campaign said Mr. Riney, chairman of Hal Riney & Partners, San Francisco, was contacted about one month ago by campaign co-managers Ed Rollins and Hamilton Jordan, who were interested in recruiting Mr. Riney for the Perot team. Messrs. Riney and Rollins worked together on President Reagan's reelection effort.

The first time Mr. Perot saw the Riney agency reel, he didn't like it. "He thought it was pretty slick, too slick, in fact," a campaign insider said.

But Messrs. Rollins and Jordan continued to sell Mr. Riney to the Texan, along with the concept of a professionally handled campaign. Eventually, it was decided that "someone needed to capture the volunteer spirit" and film the Perot rallies.

Mr. Riney filmed a handful of rallies in California, one in Boston and a Dallas luncheon.

But those working for Mr. Riney found the job difficult, primarily due to a lack of direction.

"There was conflicting direction on what the next steps would be or what form the advertising would take," said someone involved with the shoots. One problem was "an unclear chain of command . . . I sensed there was a lot of experimenting going on, but I never sensed a consensus. Generally, you know what a client is looking for, and I don't know that they knew what they were looking for," he said.

The footage was put into "sample" commercials, up to nine of them, which were interviews with grass-roots Perot supporters as well as people on the street.

The spots were "rough, with very little polish," the campaign insider said, and had no tagline or slogan. But Mr. Perot apparently liked the spots Mr. Riney produced.

He "liked the spots, thought they captured the spirit. The question was whether he wanted a conventional campaign," the insider said.

But Sal Russo, partner in the Sacramento, Calif., political media agency of Russo Marsh Associates and part of the Rollins-Jordan campaign team, said Perot had misgivings about the Riney spots.

"What Perot didn't like . . . was that they were more emotional than factual," he said. "That was one of the problems with a 5-minute biographical spot . . . people who saw it got teary-eyed, but it didn't have any red-meat facts."

Others say Mr. Perot objected to the cost of the Riney spots.

"They were terrific spots from what I heard . . . yes, expensive . . . and that became a problem because someone at the campaign began saying that the spots shouldn't cost more than $1,500 each," said David Sawyer, a New York political consultant at Sawyer/Miller Group.

Mr. Sawyer's company employed Mr. Rollins before he became Perot campaign co-manager.

The candidate began to worry about the cost of a "big budget [media] campaign, maybe $30 million to $50 million," Mr. Sawyer said. Mr. Russo also said Mr. Perot was "surprised at how expensive TV production was."

Mr. Riney eventually met Mr.

(Continued on Page 42)

Doug Goodman

Ad Age's James Brady covers the Democratic convention—Page 24.

Hilton opens doors to $16M review as it struggles with image

By Bradley Johnson

Hilton Hotels Corp., in what could spell the end of its 25-year relationship with McCann-Erickson Worldwide, last week put its estimated $16 million account up for review with McCann and four other West Coast agencies.

But the ad assignment could be difficult for any agency, because it's not clear that Hilton knows what it wants to be. Once precisely positioned as "America's business address," the chain has evolved into an undefined mix of hotels that share little more than a name.

Hilton will be conducting a closed review of McCann and four other agencies based on the West Coast, said E. Hunter Phillips Jr., director of advertising. He wouldn't identify the shops.

The company is looking at agencies that are "extremely aggressive and innovative thinkers, and [that] have creative reputations at the top of the industry," Mr. Phillips said. "We are at a marketing crossroads in our history and clearly need the most capable and aggressive thinking available to us."

Hilton went ahead with the review after a make-or-break meeting July 14 at McCann's Los Angeles office in which the agency presented its 1993 creative strategy.

A McCann spokesman confirmed the agency's plans to pitch the account, but wouldn't comment further.

Hilton hired McCann in 1967 as its first corporate agency

(Continued on Page 42)

Wieden mapping East Coast plan

'Inquirer' win makes some locals grumble

By Laura Loro

PHILADELPHIA—Wieden & Kennedy is beginning a serious push to make inroads on the East Coast.

When Wieden won the highly visible $70 million Subaru account a year ago, the Portland, Ore., agency opened an office here and promised the client not to pursue new business for one year.

Luhr

That moratorium expired June 15. On the very next day, the Philadelphia office won its first new business, the estimated $3 million *Philadelphia Inquirer* account.

Wieden's office now is in the hunt for more new business and not just in Philadelphia. New York accounts are in the agency's sights as Wieden looks to become a major presence in the East.

"We plan to make Philly our home on the East Coast. We look at this as our East Coast hamlet to attack from," said David Luhr, 37, director of account services, who moved from Portland with five other employees to open the suburban Cherry Hill, N.J., office in June 1991. The agency moved into the Center City area here two months later and plans to move again in December, into a historic area of Center City.

He said the agency is pitching a New York account, with a decision due by mid-August.

Much of the growth Wieden, *Ad Age's* Agency of the Year for 1991, has enjoyed can be attributed to the Portland office's work for Nike. Mr. Luhr estimated billings will exceed $250 million this year for Portland, Philadel-

(Continued on Page 40)

LAST MINUTE NEWS

Coors to try malt spritzer

GOLDEN, Colo.—Coors next month will test a malt-flavor spritzer called Zima. That would put Coors into competition with Seagram's Seagram Spritzers, which entered test markets in May and now is in 24 states. Foote, Cone & Belding, San Francisco, handles Zima, which is expected to be tested in several markets including Sacramento, Calif., or San Diego.

Snapple mulls review

VALLEY STREAM, N.Y.—Snapple Beverage Corp. is considering a review of its iced tea and fruit juice account now at MCC, Essex, Conn. The marketer is expected to increase its ad budget, now estimated at less than $5 million. The move follows the appointment of Jude Hammerle, 33, as director of consumer marketing, succeeding James R. Mortensen, now Snapple section director in Kansas City, Mo. Mr. Hammerle, formerly VP-senior copywriter at Ogilvy & Mather, New York, is expected to head Snap-

(Continued on Page 8)

NEWS SUMMARY

■ **Hilton Hotels** is reviewing agencies for its account, now at McCann-Erickson Worldwide. 1

■ **Wieden & Kennedy's** Philadelphia office is starting a push for more East Coast accounts. 1

■ **Quaker Oats Co.** is banking on one new cold cereal and two new hot cereals to regain marketing momentum. 3

■ **Hearst Magazines** is developing a celebrity magazine and is expected to roll out *SmartMoney*. 3

■ **Benadryl** advertising capitalizes on FDA warnings about allergy medication competitor Seldane. 3

■ **General Motors** gives Philip Guarascio more involvement in advertising at the division level. 4

■ **Jaguar Cars** named Ogilvy & Mather in the U.S. 4

■ **Pontiac** credits its current comparative ad campaign with aiding an impressive boost in first-half sales. 12

■ **Ameritech Publishing** is testing an ad-supported audiotex system that allows parents to call for teacher reports summarizing the day's lessons and homework assignments. 16

■ **Toy marketers** Mattel and Playmates are creating syndicated TV programs to promote new toys. 17

■ **Marlboro Grand Prix** organizers are looking for a few more sponsors to back the road race, slated for New York City next year. 25

■ **Magazine** ad pages were up 6.7% in June. 26

■ **Budweiser's** new marketing push in the U.K. may be a prelude to Anheuser-Busch's European expansion. 38

■ **WPP Group's** incoming chairman, Gordon Stevens, brings 40 years' experience as an executive of Unilever. 39

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Census data may make ads more single-minded

By Christy Fisher

Nestle Beverage Co. caught a trend in 1990 when it began a series of commercials for Taster's Choice coffee built around the now-famous romance between single neighbors.

The characters portrayed in the campaign are reflective of the nation's singles population—a group significantly underrepresented in advertising. The advertising from McCann-Erickson Worldwide, New York, hit home with a growing segment of the population.

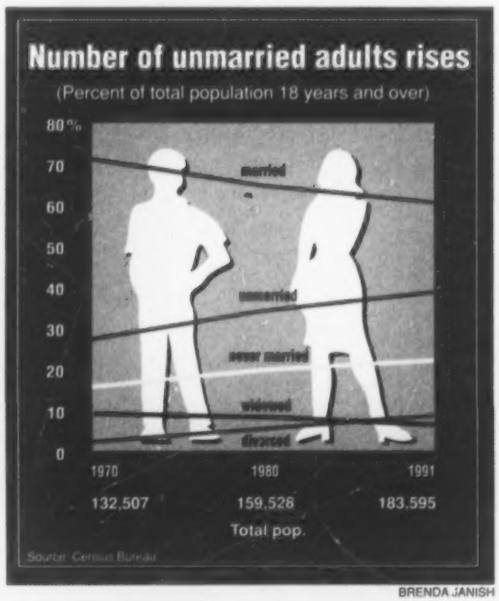
Singles make up 39% of the 183.6 million U.S. adult population, up from 35% in 1980 and 28% in 1970, the U.S. Census Bureau announced last week. That population is expected to continue growing for several years as the divorce rate rises and marriages are delayed, said Arlene Saluter, a census bureau statistician.

The median age of a first marriage for single men is now 26.3 years compared with 25.5 in 1985, and 24.1 years for women vs. 23.3 in 1985.

The changes aren't lost on some major marketers.

AT&T Co. and agency N W Ayer, New York, focus on a single young man in a spot that broke this month skewering rival MCI Communications Corp.'s Friends & Family discount plan. The spot, which has aired on Fox Broadcasting Co.'s new young adult series "Melrose Place," shows the man besieged by calls from friends and family complaining that he gave their phone numbers to MCI.

Over the past decade, food marketers have downsized products to accomodate the decline in household size and households where each member goes a separate way.



BRENDA JANISH

One such product is Procter & Gamble Co.'s Folgers Singles, coffee in single-serve bags. Advertising from Ayer used the song "One" from the Broadway musical "A Chorus Line" to position the product as "One sensational way to wake up."

Travel services aim at singles of all ages. Carnival Cruise Lines offers to match singles with same-sex roommates to make cruising more affordable. A singles event is also held the first evening of every cruise.

Royal Caribbean Cruise Line is considering targeting singles in advertising next year, said Rich Steck, media relations manager. While couples and older single adults in groups are the most frequent cruisegoers, the line is eyeing singles traveling alone.

"It's a viable, growing market . . . worth tapping," he said.

But for the most part, singles are ignored in advertising, and some believe marketers are missing the boat.

"Marketers just don't get it," said Judith Langer of market research/trend consultancy Judith Langer Associates. They understand neither the size of the U.S. single population nor its makeup, she said.

"Marketers are still somewhat uncomfortable with singles—they think they are sad or swinging. The reality is there are very different types of singles out there across all age spans."

Some singles are unmarried and living alone, while others are searching for Mr. or Ms. Right, she said. Some are widowed or divorced, or single parents. A growing number of adults 25 to 29 live at home with their parents, while others share housing.

Single blacks have long been targeted by marketers, perhaps because they represent 56% of African-American adults, according to the census bureau.

Single parents have been represented in ads aimed at black consumers for more than 10 years, said Tom Burrell, chairman of Burrell Communications Group, Chicago. McDonald's Corp. in 1990 ran an ad by Burrell titled, "Mama's Date," which showed a man who wins over his date's son with a visit to McDonald's.

"We've been addressing this issue for quite some time," Mr. Burrell said. "Our philosophy is to talk to people and strike a human chord—hit them where they live."

But marketers also have to be careful how they target singles. Campbell Soup Co.'s Soup for One flopped "just because it sounded so lonely," Ms. Langer said. "Marketers have to be aware there are sensitivities there."

Katie Feifer, VP-group research director at Leo Burnett USA, conceded that "singles have not been a focus [at agencies] except as a subsegment to older Americans. We're still working on the aging of the baby boom, the twentysomething generation and ethnic groups."

But Ms. Feifer added: "Just because there are more single people does not mean that ads need to show single people."

Marketers of mass-appeal products, such as soft drinks, may not want to limit themselves in ads by defining people as being married or unmarried, said Frederick Elkind, senior VP-director at Ogilvy & Mather TrendSights, New York. Instead, they will sell an appealing attitude to get people to buy.

Marketers of services such as auto repair, travel, financial and healthcare could benefit by targeting singles, he said.

Household composition is also more important than marital status.

"A single with a kid is a lot different from a single without a kid," said Martin Horn, VP-associate director of strategic planning and research at DDB Needham Worldwide, Chicago. "A married couple with a child has some of the same concerns in child rearing as a single person with a child. Marital status is less important than the presence of the child."

But targeting single parents could be an opportunity for marketers.

"This is probably an area where empathy would be greatly appreciated," said O&M's Mr. Elkind.

"Non-traditional living arrangements are a challenge for marketers," he said. "It's not like hitting a moving target but hitting a chameleon." □

Kate Fitzgerald contributed to this story.

Sexual harassment lashed in new PSA

By Michael Wilke

A public service announcement to combat sexual harassment in the workplace that was produced and funded by Capital Cities/ABC was scheduled to make its debut today on "Good Morning America."

Cap Cities/ABC created the 30-second spot in-house in association with the Foundation of American Women in Radio & Television.

CBS, Turner Broadcasting System, Lifetime Television and Arts & Entertainment have agreed to run the spot during prime time and will add it to regular PSA rotations afterward.

In the spot, a woman is approached by her boss, who says she's doing a good job but she's not using all her "assets."

The boss then says the woman should be sexier, and as he speaks, the woman's body starts shrinking. At the end of the spot, viewers are urged to pick up a brochure on sexual harassment available at public libraries. □

Exclusive
Ad Age
A.C. Nielsen
market shares

BRAND SCORECARD

This report ranks the top 10 brands in 10 of the fastest growing supermarket categories.

Beer

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Budweiser	$848.4	7.2	16.9	17.4
2	2	Miller Lite	436.6	-1.1	8.7	9.7
3	3	Coors Light	363.4	6.6	7.3	7.5
4	4	Bud Light	338.4	14.7	6.8	6.5
5	5	Miller Genuine Draft	222.5	8.3	4.4	4.5
6	6	Busch	198.4	9.5	4.0	4.0
7	7	Milwaukee's Best	152.5	7.6	3.0	3.1
8	11	Natural Light	151.2	35.5	3.0	2.5
9	8	Bud Dry	110.7	-8.4	2.2	2.7
10	9	Miller High Life	108.5	-6.2	2.2	2.5
		Total beer	5,008.8	10.0	100.0	100.0

Dollars are in millions for 52 weeks ending May 16, 1992.

Popular-price beers are the biggest winners, with two Anheuser-Busch brands, Busch and Natural Light, outperforming their higher-price siblings. Bud Light regained some ground on rival Coors Light, but still trails in market share. Miller Genuine Draft's share held steady, but Miller Lite and High Life saw sales and share slippage.

Canned soup

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Campbell's	$1,580.7	3.5	75.3	76.5
2	2	Progresso	170.9	-2.7	8.1	8.8
3	3	private labels	120.9	9.4	5.8	5.5
4	4	Swanson	63.0	12.2	3.0	2.8
5	5	College Inn	39.9	10.8	1.9	1.8
6	38	Healthy Choice	38.6	NA	1.8	0.0
7	7	Snow's	10.9	-10.9	0.5	0.6
8	13	Health Valley	7.4	114.4	0.4	0.2
9	11	Pritikin	7.2	56.9	0.3	0.2
10	9	Sweet Sue	6.5	22.0	0.3	0.3
		Total canned soup	2,100.6	5.2	100.0	100.0

Dollars are in millions for 52 weeks ending April 18, 1992.

"Healthy" soups with reduced calorie and sodium content are growing. The year-old Healthy Choice line zoomed into the No. 6 slot and is readying new varieties for the coming fall-winter soup season. Meanwhile, Quaker Oats Co.'s Pritikin, Campbell's Healthy Request and Health Valley also are stealing share from regular soups.

Ready-to-eat cereal

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	3	private labels	$340.2	23.5	4.8	4.2
2	1	General Mills' Cheerios	331.7	3.9	4.7	4.8
3	2	Kellogg's Frosted Flakes	306.2	4.4	4.3	4.4
4	4	Kellogg's Corn Flakes	231.9	3.6	3.3	3.4
5	5	Gen. Mills' Honey Nut Cheerios	229.7	4.5	3.3	3.3
6	6	Kellogg's Rice Krispies	227.8	9.0	3.2	3.2
7	7	Kellogg's Raisin Bran	203.8	0.2	2.9	3.1
8	9	Kellogg's Frosted Mini-Wheats	183.0	32.5	2.6	2.1
9	8	Kellogg's Froot Loops	165.4	11.1	2.3	2.3
10	10	General Mills' Lucky Charms	142.6	4.9	2.0	2.1
		Total ready-to-eat cereal	7,041.0	6.6	100.0	100.0

Dollars are in millions for 52 weeks ending May 16, 1992.

Sales rebounds for older, core brands including Rice Krispies and Froot Loops have helped cereal leader Kellogg Co. reverse a market share slide—as have big advances for brands like Frosted Mini-Wheats. General Mills' Cheerios franchise is growing, but more slowly than the market. Private-label cereals remain hot.

Disposable diapers

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Huggies	$643.4	-6.4	30.1	32.4
2	2	Pampers	624.0	11.3	29.2	26.5
3	3	Luvs	436.3	-11.1	20.4	23.2
4	4	private labels	269.8	23.1	12.6	10.3
5	5	Fitti	31.7	8.0	1.5	1.4
6	7	Cozies	30.0	42.8	1.4	1.0
7	6	Drypers	28.8	20.5	1.3	1.1
8	8	Baby's Choice	22.9	22.6	1.1	0.9
9	10	Cuddles	11.7	12.6	0.5	0.5
10	9	Snuggems	11.5	-29.8	0.5	0.8
		Total disposable diapers	2,135.3	0.8	100.0	100.0

Dollars are in millions for 52 weeks ending May 16, 1992.

No. 1 Procter & Gamble Co. held its total share of the category in the last year—thanks to Pampers, which grew while the Luvs brand lost nearly 3 share points. Kimberly-Clark Corp.'s Huggies also lost share but is pinning hopes on its new UltraTrim line, entering lead markets this month. Private-label diapers are booming.

Infant formula

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Similac	$566.0	6.6	35.2	36.2
2	2	Enfamil	350.2	1.7	21.8	23.5
3	3	Isomil	222.8	7.1	13.9	14.2
4	5	SMA	121.4	22.2	7.5	6.8
5	4	Prosobee	113.1	8.5	7.0	7.1
6	6	Gerber	59.2	6.6	3.7	3.8
7	7	Nursoy	55.2	17.6	3.4	3.2
8	9	Carnation Follow-Up	38.4	76.6	2.4	1.5
9	10	Good Start	30.5	133.8	1.9	0.9
10	8	Nutramigen	27.6	26.1	1.7	1.5
		Total infant formula	1,608.2	9.8	100.0	100.0

Dollars are in millions for 52 weeks ending May 16, 1992.

The leaders in infant formula, Ross Laboratories (Similac, Isomil) and Mead Johnson (Enfamil, Prosobee), both lost share last year, while relative newcomer Nestle continued to make small but significant inroads with its Good Start and Carnation Follow-Up formulas. The other winner: Wyeth-Ayerst Laboratories (SMA and Nursoy).

Cigarettes

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Marlboro	$2,060.1	6.7	20.9	20.5
2	2	Winston	806.1	-6.3	8.2	9.1
3	3	Salem	599.2	-2.5	6.1	6.5
4	4	Doral Light & Full Flavor	529.0	20.3	5.4	4.7
5	7	Camel	398.6	4.6	4.0	4.0
6	5	Merit	390.0	-0.9	4.0	4.2
7	6	Benson & Hedges	375.4	-2.0	3.8	4.1
8	9	Virginia Slims	370.1	0.3	3.7	3.9
9	8	Kool	365.5	-1.1	3.7	3.9
10	11	Cambridge	329.5	29.3	3.3	2.7
		Total cigarettes	9,871.7	4.8	100.0	100.0

Dollars are in millions for year ending Jan./Feb. 1992.

Helped by the success of new Marlboro Medium, Philip Morris' lead brand gained share in supermarkets during the last year. R.J. Reynolds' Winston, despite new Wrap packaging and the introduction of Winston Select with an improved tobacco product, dropped nearly a full share point. Generics remain the hot trend.

Shelf stable drink

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Ocean Spray	$393.1	4.4	22.4	22.4
2	2	Gatorade	314.8	9.4	17.9	17.1
3	3	Hi-C	172.1	-11.2	9.8	11.6
4	4	Tropicana	137.6	24.7	7.8	6.6
5	5	private labels	115.7	8.1	6.6	6.4
6	6	Hawaiian Punch	85.7	0.8	4.9	5.1
7	7	Kool-Aid	77.8	5.9	4.4	4.4
8	9	Capri Sun	77.5	9.4	4.4	4.2
9	9	Squeezit	47.3	13.7	2.7	2.5
10	10	Welch's	28.0	0.0	1.6	1.7
		Total shelf stable drinks	1,753.7	4.5	100.0	100.0

Dollars are in millions for 52 weeks ending May 16, 1992.

The big news has been the success of Tropicana Twister adult mixed-fruit juices, which this year has added new varieties and moved into the freezer case. But two kids' drinks also have outperformed the market: General Mills' Squeezit and Kool-Aid Kool Bursts. Their success has dented sales of the old standby, Coca-Cola Foods' Hi-C.

Packaged detergents

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Tide	$466.6	4.9	23.2	23.7
2	2	Tide with Bleach	286.5	-6.0	14.2	16.3
3	3	Cheer	171.0	4.7	8.5	8.7
4	4	Surf	142.4	-9.1	7.1	8.4
5	5	Arm & Hammer	111.4	16.5	5.5	5.1
6	17	Wisk Power Scoop	101.2	207.9	5.0	1.8
7	10	Gain	91.6	82.0	4.6	2.7
8	8	Bold	82.9	45.5	4.1	3.0
9	11	Fab	71.8	55.3	3.6	2.5
10	6	Oxydol with Bleach	66.3	2.7	3.3	3.4
		Total packaged detergents	2,010.7	7.3	100.0	100.0

Dollars are in millions for 52 weeks ending May 23, 1992.

The rise of superconcentrated "ultra" products helped the powder detergent category post a healthy 7.3% boost. Market leader P&G has seen particular success in revitalizing three older brands—Gain, Bold and Oxydol—with redone ultra versions. But the largest detergent brand, Tide, didn't keep pace, losing supermarket share.

Peanut butter

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Jif	$304.9	-1.9	31.3	32.8
2	2	Skippy	195.8	-4.6	20.1	21.6
3	3	private labels	176.4	0.3	18.1	18.5
4	4	Peter Pan	143.8	-3.8	14.8	15.8
5	14	Simply Jif	37.7	1,606.3	3.9	0.2
6	5	Smucker's	27.0	-3.7	2.8	3.0
7	NA	Reese's	18.8	NA	1.9	NA
8	6	Adams	13.4	-7.3	1.4	1.5
9	7	Laura Scudder's	13.2	-6.3	1.4	1.5
10	8	Generic	7.1	-37.6	0.7	1.2
		Total peanut butter	974.4	2.7	100.0	100.0

Dollars are in millions for 52 weeks ending May 23, 1992.

The three leading peanut butter brands have suffered from too-aggressive pricing, with sales down for all three. Another possible result: Less-expensive private-label brands have posted slight advances. Making waves are newcomers Reese's peanut butter and Simply Jif—a no-salt version of Procter & Gamble's brand.

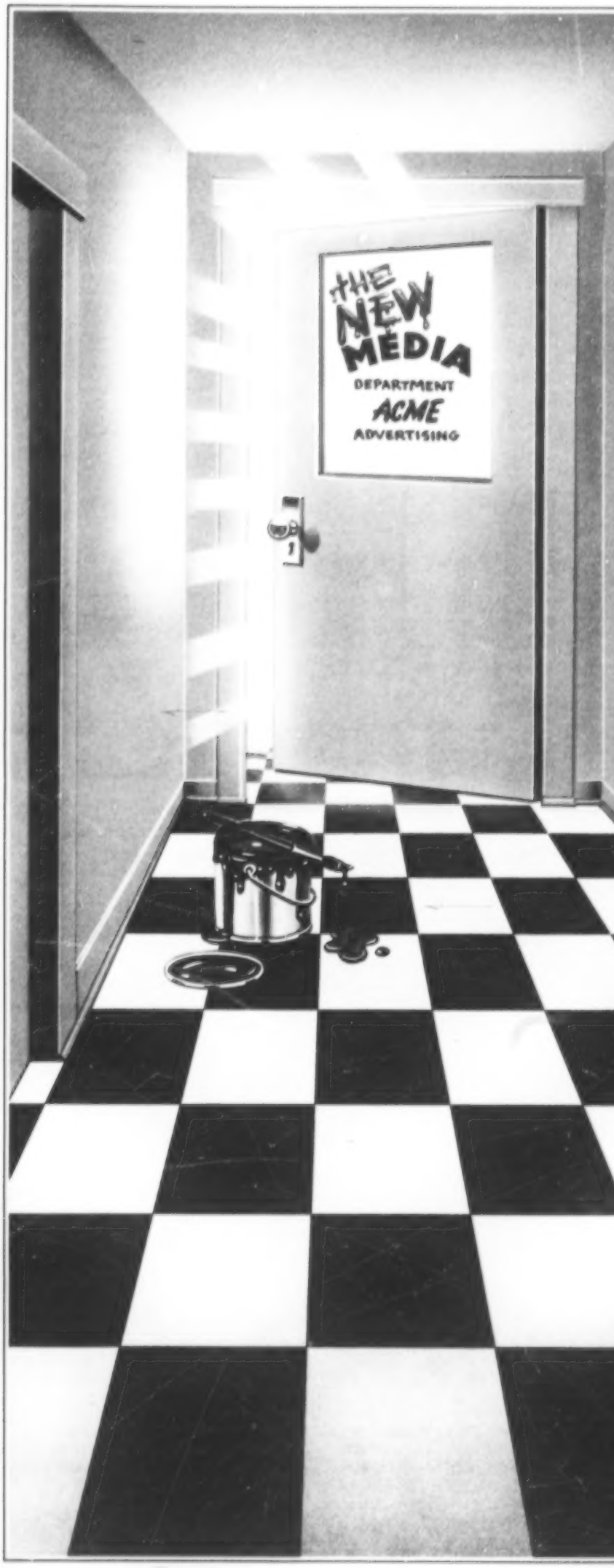
Frozen pizza

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Tombstone	$221.7	15.2	17.2	15.8
2	2	Tony's	158.4	6.5	12.3	12.2
3	5	Red Baron	137.3	17.8	10.6	9.6
4	4	Totino's	132.0	11.5	10.2	9.7
5	3	Stouffer's	112.3	-5.5	8.7	9.8
6	6	private labels	82.2	5.5	6.4	6.4
7	7	Celeste	59.8	-2.5	4.6	5.0
8	9	Jack's	54.4	31.1	4.2	3.4
9	8	McCain Ellie's	52.4	6.9	4.1	4.0
10	10	Jeno's	40.0	-2.1	3.1	3.4
		Total frozen pizza	1,292.1	6.1	100.0	100.0

Dollars are in millions for 52 weeks ending May 16, 1992.

Kraft General Foods' Tombstone continues to expand distribution and solidify its position as the top-selling pizza brand, while Pillsbury's Totino's—which staged a major comeback two years ago—gained share with its popular-price family pizzas. The recession has helped frozen pizza sales, at the expense of pizza restaurants.

Source: Data from A.C. Nielson ScanTrack represent market share in supermarkets with annual revenues greater than $2 million. **AA analysis:** Julie Liesse. **AA chart:** Kevin Brown. **Notes:** Percent change is computed on previous year sales figures, not shown.



How Media Departments Are Changing

There's a new source of energy at ad agencies. Media buying & planning functions, once relegated to second-class status in the agency hierarchy, have taken on new importance. Departments are leaner yet more efficient, younger yet more diverse. It's a time of change, and media departments are making that their advantage.

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Streamlined units put senior execs on firing line.
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Introducing the media group built for the 1990s.
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Media planners zoom in for a consumer close-up.
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Billion-dollar baby puts spotlight on independent shops.
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Edited by Adrienne Ward

Illustration by Steve Bjorkman

Media departments streamline, put senior execs on firing line

Squeezed profit margins and cutbacks dramatically alter how units tick

By Joe Mandese

The media buying and planning landscape could be altered permanently as ad agency media departments undergo fundamental changes in their internal structures.

According to an exclusive *Advertising Age* survey of media directors, conducted by Beta Research Corp., media departments are changing drastically in size and structure.

Declining agency and client profit margins, staff cutbacks, increased workload and a more competitive and complicated media environment have altered the way agencies staff and run their media departments.

"There's more pressure than ever on media departments, because advertisers and marketers are feeling the pressures of smaller margins and have to make each of their dollars go as far as they can," says Larry Cole, exec VP-media director of Ogilvy & Mather Worldwide, New York.

The *Ad Age*/Beta survey, conducted by telephone in June, found many media departments are shrinking: 37.3% of respondents said their media departments were smaller today than three years ago; 39.3% said they were the same size; and only 22.9% said they were larger.

Moreover, the impact has been greatest on the biggest ad agencies: 62.5% of those with billings of more than $100 million said they had smaller media departments than three years ago, and 51.3% of those with billings between $50 million and $100 million said they're smaller. *(See related story on Page S-30.)*

> "Much of the research capability is moving to the supplier side."

To streamline for efficiency and eliminate the appearance that junior buyers are making the big decisions, Mr. Cole says most major agencies have flattened the structure of media departments, cutting out much of the middle management and lower-level staff and placing more hands-on responsibility on senior media managers.

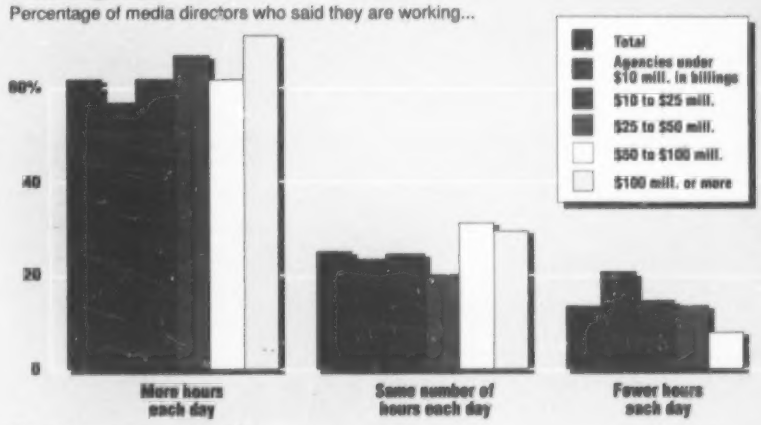
In part, these moves are due to economic pragmatism. But they also are a tacit acknowledgment that the classic pyramid structure of big agency media departments had removed some of the best media talent from clients' businesses.

This hit home several years ago, when stories began circulating about young media planners—barely out of college—who were making virtually unsupervised media spending deci-

(Continued on Page S-30)

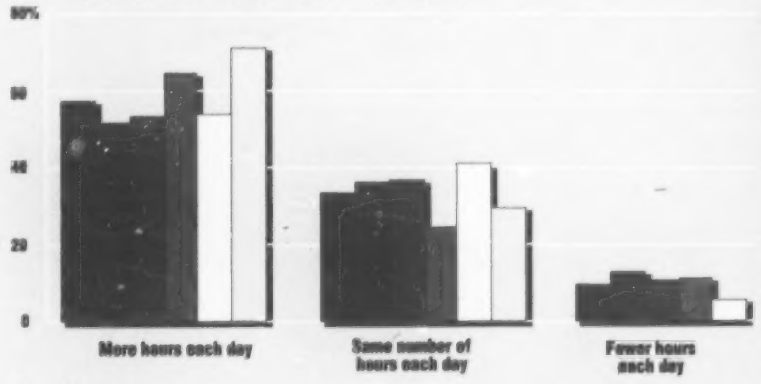
Working hard

Percentage of media directors who said they are working...



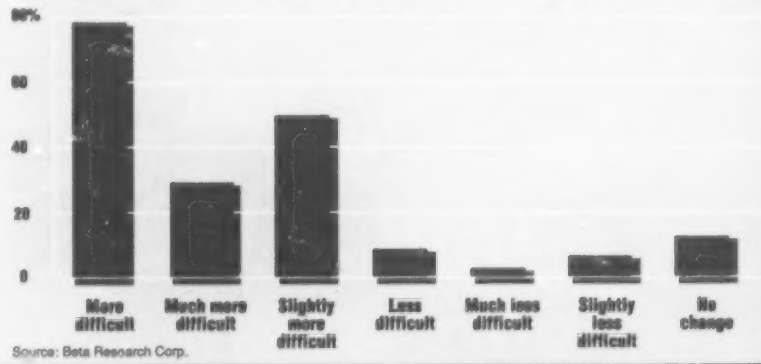
Employee workload

Percentage of respondents who said their staff is working...



Headaches

Percentage of respondents who said their jobs are more difficult than 3 years ago...



Source: Beta Research Corp.

Introducing the media group built for the 1990s

By Joe Mandese

When Bozell, Jacobs, Kenyon & Eckhardt spun one of its agencies' media departments into a free standing subsidiary called BJK&E Media last May, it ushered in a new era for agency media departments.

Several other agencies, including DDB Needham Worldwide, Lintas:USA and Saatchi & Saatchi Advertising, have established entrepreneurial units within their media departments, and most big agencies regularly pitch media-only accounts. But Bozell's move made it the first to unbundle its media operations from the rest of the agency.

"We feel that it positions us to take advantage of whatever way the market moves," says Chuck Peebler, BJK&E ceo. "We have invested heavily in the development of our media services, and this gives us a way to service the business of all our agencies and, at the same time, position ourselves to even more aggressively solicit opportunities outside the clients that are serviced by those agencies."

The BJK&E move will significantly change the way the media group is perceived and funded within the holding company's new structure.

By operating as an independent unit, BJK&E Media will be accountable for the income it brings in from clients, as well as for how those revenues are reinvested into the media department.

"Financially, [Bozell] will be measured differently, and

> "Media departments have become much more entrepreneurial than they were in the past."

I think that is a significant change," says Richard Kostyra, exec VP-U.S. director of media services of J. Walter Thompson USA. "There has been a move by a few agencies to unbundle their media departments [previously], but . . . those moves have been strictly cosmetic."

The change, says Mr. Kostyra, could provide a significant advantage to BJK&E Media if it proves successful at generating new business. Currently, many agency media departments receive a disproportionately small share of gross income.

According to a recent analysis of agency costs by the American Association of Advertising Agencies, the media department, as a percentage of total agency payroll, receives only about 12% of gross income at major ad agencies. That compares with about 28% for account service and 27% for creative.

"If you look at where the agency's income is going, it isn't media. Most of it is going to creative and into account management," says Walter Staab, president of SFM Media, a major independent media service.

To justify getting additional funding from management, many major-agency media directors have stepped up new-business efforts. And some are actively using their media departments as a selling tool to lure new clients.

"Media departments have become much more entrepreneurial than they were in the past and, as that occurs, money will bounce back into the department," says Dawn Sibley, senior VP-media director of Ally & Gargano, Westport, Conn.

Indeed, virtually all major

(Continued on Page S-31)

Computer-savvy directors muscle way to forefront

The era of the media specialist yields ground to the advertising generalist who's more flexible and more involved in department

By Scott Donaton

As the media world continues to fragment and agency media departments increase in importance, a new breed of media director is moving into the forefront.

These young media professionals are members of the computer age. They differ from their predecessors not only in computer literacy, but in how they grasp a more complex array of media choices.

They're also—if you ask them—more flexible, closer to clients, more hands-on in their departments' activities and more creative in their approach to the discipline.

Perhaps more importantly, they no longer consider themselves media specialists but advertising generalists, with an overall understanding of their clients' needs and problems.

Who are these new media directors and planners? The list is long but includes Hal Riney & Partners' David Verklin; Ammirati & Puris' Michael Lotito; Scali, McCabe, Sloves' Alan Jurmain; Chiat/Day/Mojo's Stacey Lippman; Wieden & Kennedy's Scot Butler; McCann-Erickson's George Hayes; Fallon McElligott's Kate Holmes; and Young & Rubicam's Beth Rockwood.

"In the old days, when it was a little less complex, the idea was you looked at the media opportunities and availabilities and figured out why you didn't want to do some things and whatever was left, you did," says Mr. Hayes, senior VP-media director of McCann's Comcord unit, based in New York, which handles the media buying and planning for Nestle USA.

"Now, the attitude has to be looking at ways to put things together instead of that shaving process," says Mr. Hayes. "It takes a person who can be a real advertising generalist."

"We're not media professionals but advertising professionals," agrees Mr. Jurmain, exec VP-media director at Scali. "Our clients are much more involved and savvy. We have to be smarter."

As budgets get squeezed, advertisers are demanding more accountability and impact for every dollar spent.

"The business has become more complicated and, as a result of that complexity, media have really risen in importance to our clients," says Mr. Lotito, exec VP-director of media services at Ammirati & Puris.

"The real result of that is the media directors of the future are building much stronger relationships with clients than older media directors ever did."

"I have to be more than media-fixated," he says. "My value to clients is expanded exponentially when I can help them with all aspects of their advertising."

To keep up with agency clients, Mr. Lotito routinely attends strategic briefings and creative presentations and develops plans that suggest not only how a client's media budget is spent but how promotion and direct marketing dollars are allocated.

Steve Bosworth

"The specialist is a thing of the past," he says. "I much prefer to play in different arenas at different times."

To say today's media directors are a different breed isn't to insult their predecessors.

Mr. Lippman, Chiat/Day's senior VP-corporate media director, points out that many so-called "old guard" media directors have thrived by adapting to the changing media environment.

> "I much prefer to play in different arenas at different times."

"There's no question the media business now is completely different than it was 20 years ago," says Mr. Lippman. "But there's a tendency for everyone to think things are better and more difficult now than in the past, and I'm not sure I go along with that."

But, he concedes, younger media directors are at an advantage because they grew up in this more complex media world and don't have to make the same adjustments.

"You take a good young guy like [Hal Riney's] David Verklin," Mr. Lippman says. "He didn't come up with the three [TV] networks and *Life* and *Look*."

Some would argue whether the skills necessary to be a good media director today are any different than they were 20 years ago.

"The new wave of media directors is in many ways the same as the old wave of media directors," says Kurt O'Hare, president of O'Hare & Associates, an executive recruiter. "As the current crop of media directors moves on and the new crop comes in, there doesn't seem to be much of a change in what agencies look for to make their departments work.

"You look at an Alec Gerster [exec VP-media director at Grey Advertising], who's been in the job for years and was part of the media department's transition from back office to front. I don't think [the media department changes] all came about with a Lippman coming in."

"I don't think the skills have really changed—the emphasis has changed," says Joseph Ostrow, exec VP-worldwide media director at Foote, Cone & Belding, and one of the most respected of the industry's senior media professionals.

"Our emphasis is on increased creativity. The point of differentiation today is not just that we're going to negotiate lower costs . . . We think it will be creativity, whether in the way we define a market or utilize new media forms."

To hammer that point home to those under him, Mr. Ostrow last year introduced an interoffice competition that rewards creativity in the media department.

Scali's Mr. Jurmain thinks the key difference between the old and new is the willingness of the new generation to roll up its sleeves.

"The involvement of the media director is so much greater now," he says. "It used to be you tried to get a department fully staffed and up to speed. Now it's much more fluid. You really have to build a department that is prepared to handle turn-on-a-dime changes day to day as the rule instead of the exception."

And, as media departments become more involved with clients, they need to tailor their approach to meet each client's needs.

"We used to have one presentation we'd wheel from one client meeting to the next," Mr. Jurmain says. "You

(Continued on Page S-26)

Director personalities are different, too, Hayes believes

Media leaders are undergoing a changing of the guard, as young directors and supervisors in their 30s and 40s take over the top spots in their agencies' media departments. Scott Donaton profiles some of them here and on Page S-26.

George Hayes, senior VP-media director of McCann-Erickson's Comcord unit, believes the new generation of media directors differ from their predecessors not only in attitude but in personality.

Hayes

"It takes a different kind of person, a younger person mentally. With the advent of computers, a numbers-oriented person is no longer at a premium."

Mr. Hayes, 40, started his career in the media department of J. Walter Thompson USA before joining McCann as a media planner 17 years ago. □

Verklin sees himself, peers as 'renaissance media people'

David Verklin would be the ideal poster boy for the new generation of media directors.

The 36-year-old corporate media director at Hal Riney & Partners, San Francisco, is viewed as one of the industry's best and brightest rising stars. He even refers to himself and his peers as "renaissance media people."

Verklin

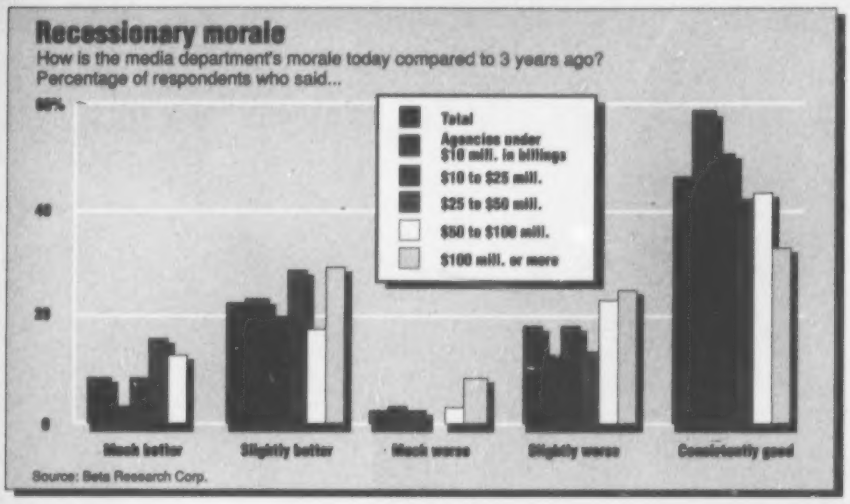
In January, he added the title of director of business development in another sign of the growing clout of media directors.

He believes the best young media directors are accessible—to both media and clients—and not afraid to get their hands dirty.

His accessibility to clients may be considered a shortcoming by his staff. "My people complain that it's easier to see me if you're a media rep than if you work for me," he admits.

Like many other young media leaders, he's a believer in the theory that today's media director has to be more of an advertising and marketing generalist than a media specialist, and must also work closely with agency creative departments.

Mr. Verklin has been with Riney for five years. Prior to that, he spent two years as media director of Livingston & Co., Seattle. He began his career at Young & Rubicam. □



Morale problems? What morale problems? Staffers glad to have job

By Melanie Rigney

If you think the rank-and-file in the media business are feeling oppressed, think again. The agency market is so tight now, most folks are just glad to be working.

"Morale for me is very good, especially because you have to consider you're lucky you have a job," says Kimberly Hobson, a media planner at BBDO Worldwide, New York.

Many low- and mid-level staffers at several U.S. agencies, ranging from mega-agencies to shops with less than $20 million in billings, say morale is good.

That dovetails with the findings of the *Advertising Age*/Beta Research Corp. survey of media managers. In the survey, media directors said morale is good even though their employees are working longer hours and with greater stress.

Only two people described morale as needing improvement. One of them, a mid-level supervisor at a major New York agency, described media department morale as "horrible."

"I hear there are raise freezes all over town," the executive says. ". . . It's pretty bad."

But for the most part, she was in the minority. Most other sources interviewed for this story—even those planners and buyers who were promised anonymity—had nothing bad to say about morale.

"Everyone's always going to have something to complain about, but here, morale is good," Ms. Hobson says. "The hours are tough, the pay is low and no one is going to say that doesn't matter . . . But everything else is really good."

The "everything else" can include client interaction, internal recognition, comradery and, for some people, minimal amounts of time-consuming paperwork.

In Ms. Hobson's case, it includes a three-month stint in BBDO's Paris office. In the last two years, other media staffers have gone to Australia and Costa Rica in similar exchanges, which BBDO organizes to familiarize staffers with the agency's international operations.

At Saatchi & Saatchi Pacific, Torrance, Calif., the media department's value is emphasized, says Paul Silverman, a media supervisor.

Mr. Silverman serves on a new-business committee that includes CEO Joe Cronin. Within the committee, Mr. Cronin has made it clear "media is what brings in bill-

(Continued on Page S-26)

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Media planners zoom in for a consumer close-up

As new options enable better audience analysis, agencies can greatly tighten clients' ad focus

By Laura Loro

Media planners are targeting their audiences more narrowly than ever.

The *Advertising Age*/Beta Research Corp. survey of media directors found 76.6% of respondents are defining target audiences more narrowly than they were just three years ago. The trend is even more prevalent in small and medium-size agencies *(see charts on Page S-34)*.

Media executives at some top U.S. agencies attribute the trend to the fractionalization of media, better information, sophisticated computerization and the tough economy.

"The best plans flow out of highly focused targets—the more specific the better," says Jay Schoenfeld, exec VP-media director, Backer Spielvogel Bates. "It's not just women over 18 anymore. Pin it down—what she does, what she buys, how she consumes media."

Advanced media options such as cable, video technology, pay per view and interactive TV have made it possible for planners to target more narrowly. As media options proliferate, agency media executives say it just makes sense to define targets as tightly as possible.

"Media with subscribers, such as print media, and to some degree cable, are doing a better job of analyzing their subscribers in detail and making available to us lists of circulation to fit our list of products," says Bob Giacomino, senior VP-media manager at Grey Advertising.

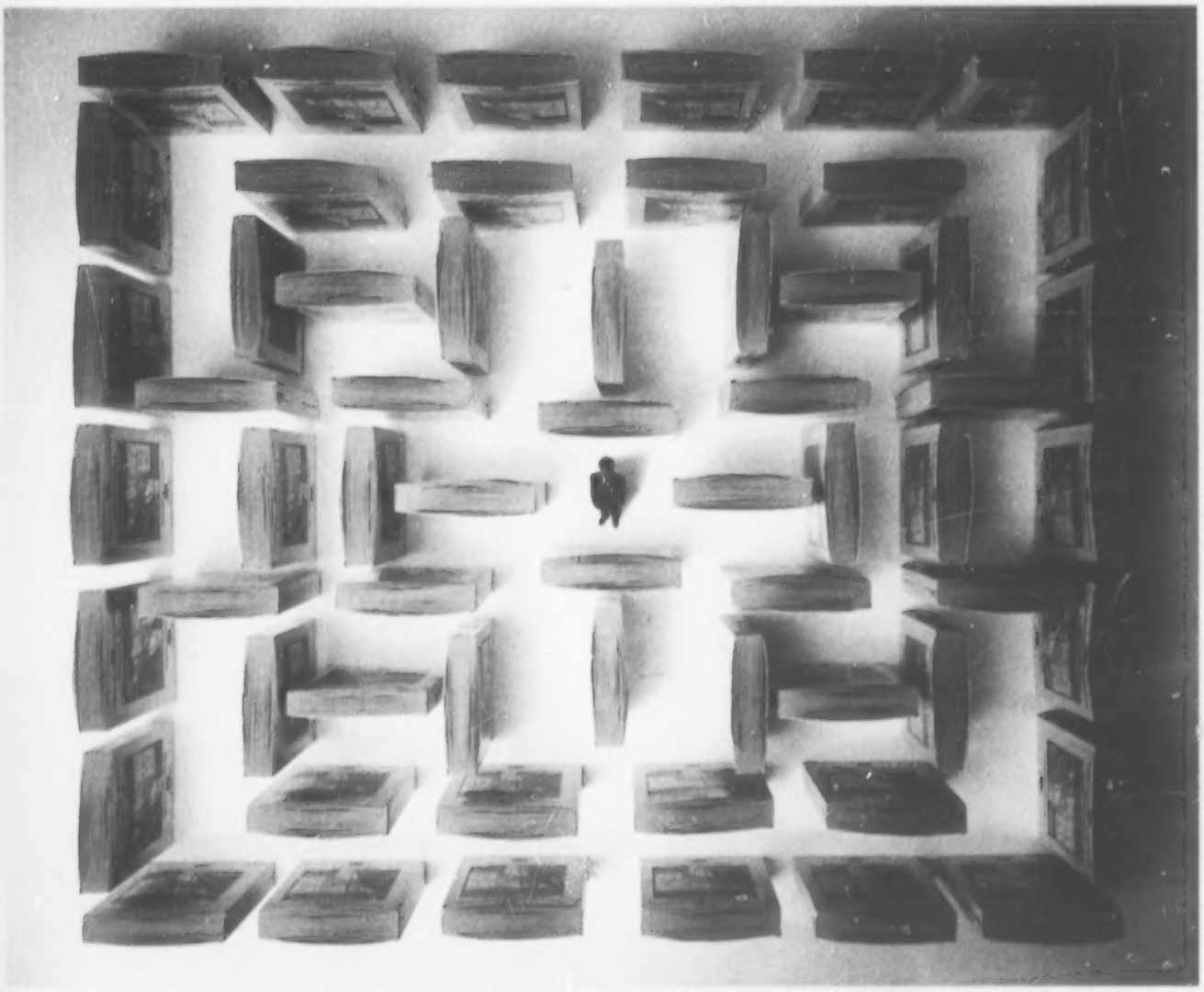
For example, an automotive advertiser can target magazine readers with cars that are five years old or older. Such precise targeting is now possible through select binding and ink jetting, Mr. Giacomino says.

Cable has the potential to manipulate subscriber lists in the same manner, but Mr. Giacomino says it's not at that stage yet. But, he adds, "cable will do well to take a page from what print people do. This is an advantage cable has over broadcast networks."

As TV viewing choices grow, more agencies are matching particular groups with program types and preferences. "It is becoming easier to define people by the programming they watch. If someone watches 'Murphy Brown' and 'Designing Women' . . . you are defining taste and routine beyond media measurement. You can link that more directly to product purchase," says Beth Rockwood, director of media planning, Young & Rubicam.

"One of our insights is to choose programs that would reach mom and children simultaneously, because the kid says to mom, 'Buy this,' " she says. For Kraft General Foods' Jell-O, the agency

(Continued on Page S-34)



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THE POWER IS ON

Underpaid, yes; but some see favorable shift coming

'Top dollars will always go to the most visible players,' but media people are becoming more valuable to agencies

By Janice Kelly

Media buyers and planners don't agree on a lot of things, but bring up paychecks and most claim they're underpaid—especially, they say, when compared with colleagues in creative and account services.

According to the *Advertising Age*/Beta Research Corp. survey of media executives, entry-level media staffers currently earn an average of $17,900 a year, up 11.9% from 1989. Middle-level supervisors earn $31,900 a year, up 10.4% from 1989. And senior-level media people will average $60,500 this year, up 4.8% from three years ago.

Venture over to the other side of the hall, however, where the account managers and the creatives work, and the senior-level salaries are quite a bit higher, according to two personnel companies.

O'Hare & Associates, an executive recruiter specializing in ad agencies, estimates the average account manager salary was $75,000 in 1991.

The same year, the average salary for creative directors was $85,000, says Susan Friedman, president of her own recruiting operation.

While media people may gripe about the difference in wages, most aren't surprised.

"It has been that way historically," says Fred Wray, senior VP-media director at Foote, Cone & Belding, Chicago. "The media department has been viewed as a specialized function in the shop, a department which tells clients where to spend their money."

"Many ad agencies view the media department [as] least visible because it doesn't win or keep businesses, nor is it involved with marketing and creative issues," says O'Hare President Kurt O'Hare.

Will that continue?

"The top dollars will always go to the most talented and visible players because of the nature of the business, and right now that is the creative and account services department. But the future indicates that might change," says Saul Cohen, senior VP-director of programming and media management at Slater Hanft Martin, New York.

Some executives say media salaries are starting to shift, albeit marginally, as the ad industry becomes more media-oriented.

Then there's technology. Page Thompson, VP-media director at DDB Needham Worldwide, New York, says earnings are up because "the benefits of technology are now clicking into the departments.

"There is less support staff, people are well-versed on personal computers and there is more communication between offices," he says. "Now we have some functions centered in one city instead of several people . . . in different places."

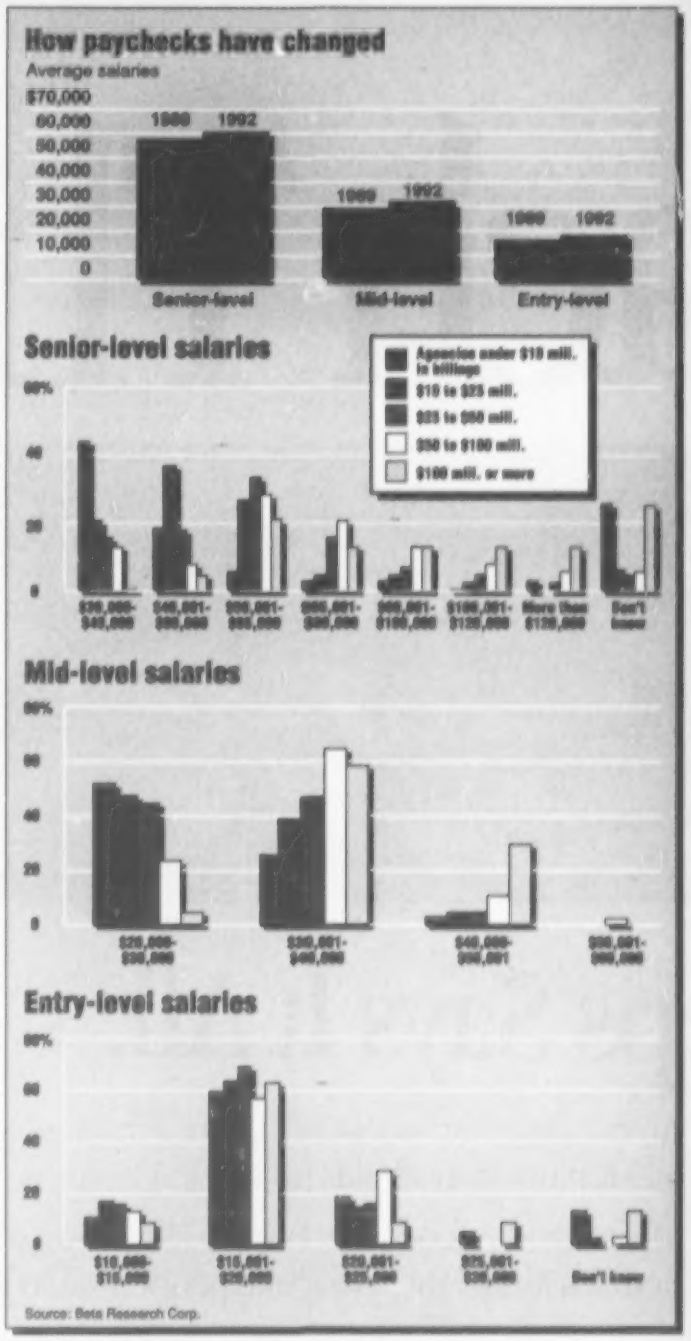
Mr. Thompson, like others, believes media people are becoming more valuable to agencies because advertisers want to know where their money is being spent now more than ever. Media departments, he says, are able to account for those dollars.

But for now, salaries are still something to gripe about. The *Ad Age*/Beta survey found raises have barely kept up with the cost of living each year since 1989.

And some people aren't waiting around for the tide to shift more dramatically.

Mr. O'Hare says agency media departments are in danger of losing young talent because of the rift in salaries among different units.

Out of frustration with their salaries, he says, many junior and middle-level workers leave the business or shift to account services. □



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Many media plans becoming more of a local attraction

Two-thirds of survey respondents say clients have gotten more targeted in last three years

By Jenu Bryan Kim

Think globally; act locally is an environmental phrase that also could describe the new direction media buying is taking.

Buyers of media are increasing their emphasis on local ad purchases.

According to the *Advertising Age*/Beta Research Corp. survey of media directors, 66.2% of the respondents said their clients' media plans are more localized now than they were three years ago.

"More clients are recognizing it's very important to be visible in key local markets," says Jane Twyon, exec VP-media director, Lowe & Partners, New York.

> "I don't see a significant shift to localization. I see the recognition to be smarter."

Reasons for the shift to localization mainly concern the clients' needs to present a specific ad message, says Bob Giacomino, senior VP-media manager, Grey Advertising, New York. As examples he cites those promoting pricing or regional tastes and targeting minorities or local competition.

In addition, smaller ad budgets have "dictated a concentration of ads in key business areas," Mr. Giacomino says.

Still, he notes, while he's seen more attention paid to local advertising, it doesn't point to "a mass trend away from the base of national support."

Though many buyers report increased interest in local buys, they have different opinions on which local media work best.

According to the *Ad Age* survey, agency buyers reporting more localized media purchases said their clients are now most interested in local cable TV usage. About two-thirds (67.7%) of those reporting localized buying said they're using more spot cable.

David Drake, senior VP-associate director of the media department at DDB Needham Worldwide, Chicago, notes that spot cable fits nicely with the current trend toward micromarketing.

Instead of basing media buys on about 210 designated market areas, "you now have a whole different set of TV viewing areas" with local cable, he says.

Ms. Twyon, however, says local cable isn't an economical choice if a client wants to hit more than a handful of markets.

"If you have a client who's only in two or three markets, then they should only be in local cable. But you don't have to get much beyond that before you can buy national cable for less money than you could buy it locally," she says.

Other most-often-named local media choices in the survey include regional editions of national magazines (named by 51.1%), broadcast spot TV (50.4%) and spot radio (46.9%).

Buyers like spot radio not only because it's got a low out-of-pocket cost but also because it's easy to change the creative. The medium appears to do the best job in offering extra value to advertisers, they add.

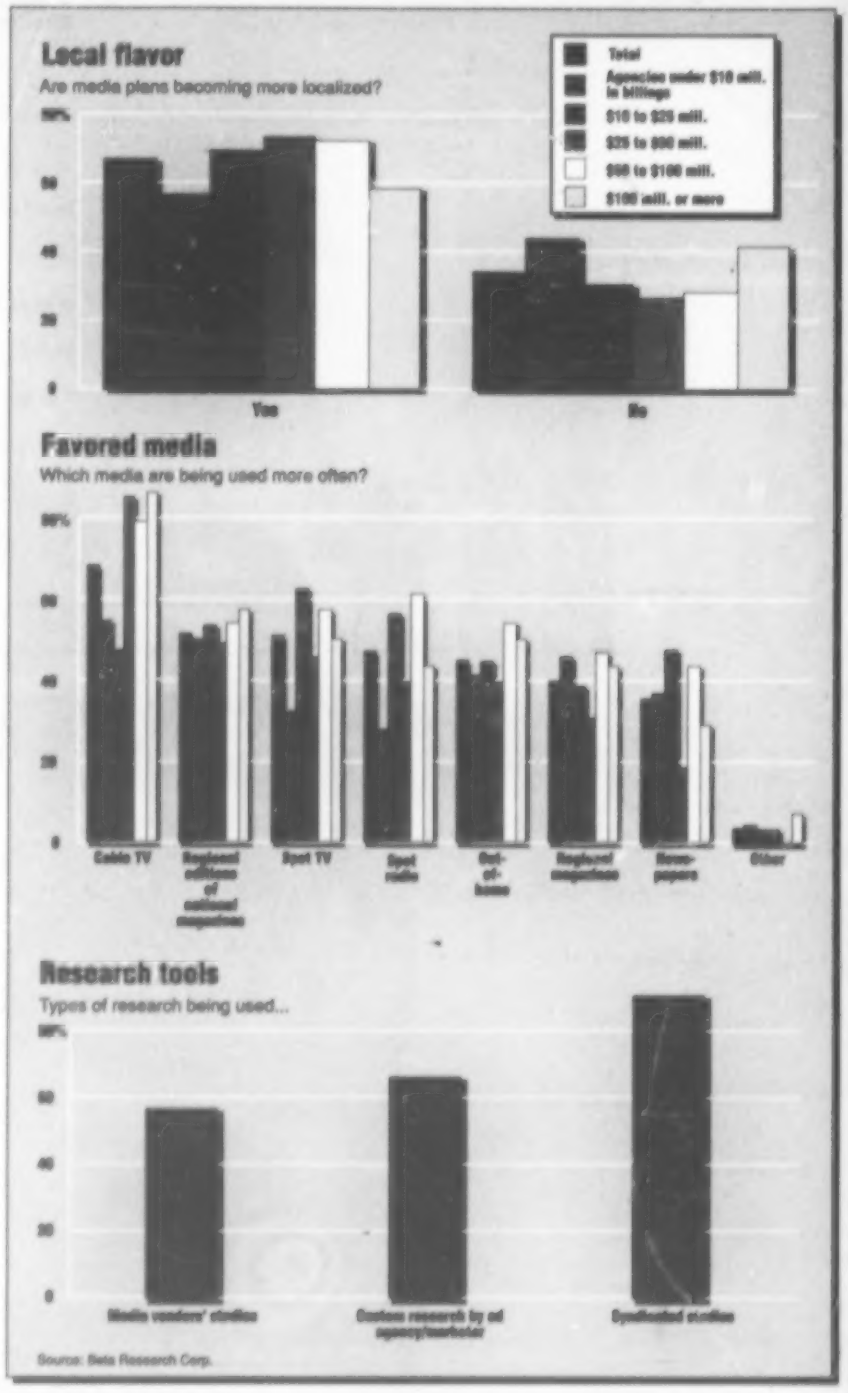
"We're looking at media to see what they offer in extra value . . . but radio's been doing it for decades," Mr. Giacomino says.

Buyers generally agree this current trend to localization isn't temporary. But they disagree over the extent of the trend.

Although Mr. Giacomino says the trend is permanent, "I don't see a significant shift to localization," he notes. "I see the recognition to be smarter in the things we already do locally."

Ms. Twyon, though, says the trend to localization is part of "the diversification of media dollars" into different advertising opportunities, including non-traditional media.

"Clients have realized consumers get messages in different places," she says. "There are more opportunities for us to look at." □



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What morale problems?

(Continued from Page S-14)

ings, it pays our salaries," Mr. Silverman says. "His perspective helps with morale. At other agencies, media's function is only where will we place it and how much is it going to cost."

A media supervisor at one major New York agency says there are special awards for innovation in his department, and groups often get together for dinner after a long weekend of work.

"Things like that are really appreciated," he says. "It's the small gestures that go a long way."

Summer hours give media people another reason to appreciate their jobs.

At Campbell-Mithun-Esty, Minneapolis, all staffers get three extra vacation days in the summer, and that helps with morale, says Maureen Connery, spot broadcast supervisor.

In addition, the media department has its own Christmas party each year and gets together to celebrate birthdays.

Comradery was mentioned by virtually every person interviewed.

"Our group director builds a family feeling," says Peter Monkewicz, a media planner at Foote, Cone & Belding, Chicago. "We just had a Tombstone pizza party; we do athletic things together, like softball. It's a good way to get out and relieve the tension of work."

Ms. Connery says the agency's use of a buyer's worksheet system helps keep spirits up.

The system makes it more efficient to write up buys and pull numbers, she says. "It enables you to do a lot more work without feeling like you have a lot more stress or paperwork."

> "It's the small gestures that go a long way."

At other shops, however, staff cutbacks have left remaining employees swimming in paperwork.

"I'm doing more clerical things than I've ever done," says a planner at a midsize agency on the West Coast. "That's sort of discouraging. But it's a lot less discouraging than not having a job."

Some media people feel that smaller staffs give them greater access to supervisors and clients.

"You get to do things soup to nuts," says one media planner. "If you're responsible for the majority of the work, as much as possible they let you go to client meetings" and help defend the proposal being put forth.

Still, the buyers and planners are realistic about the future.

"More than that people are working harder, it's taking people longer to get promoted," one planner says. "People ahead of you ain't leaving, and the business just isn't growing at the same rate of a few years ago."

One media planner with a major New York agency says apathy is a big problem.

"Sure, people are happy to have a job, but that's not really saying 'I love my job,' " the planner says. "It's impossible to find a job—it takes a long time, and it's discouraging."

The industry in general and media departments specifically were much more upbeat when this planner started work three years ago.

"A lot of people I know are leaving to do other things, primarily because the pay is so low and people are feeling overworked and underpaid," she says.

"Everyone still has a gloom-and-doom attitude," says the supervisor who believes morale is in bad shape. "No one's really going to believe the economy's getting better until they see it." □

Directors

(Continued from Page S-6)

can't do that anymore.

"You have to speak Perdue's language to Perdue and Ralston's language to Ralston."

While new directors represent the future of media departments, some agencies may not be ready yet for a dose of radical new thinking. That fact was underscored by the short reign of Steve Farella as media director of Young & Rubicam.

Mr. Farella joined Y&R in July 1991 from the same post at Wells Rich Greene BDDP. He departed the agency unexpectedly last April, having failed in his attempts to turn around one of the industry's big, gray battleships.

Industry insiders say Mr. Farella was frustrated by a lack of support from agency managers, who didn't back him on key changes he proposed for the media department.

No successor has been named at Y&R, although Beth Rockwood, director of media planning for the agency, is considered by some observers the strongest internal candidate.

"You're seeing a whole new breed and a whole new generation of media people taking over departments all over the country," says David Verklin, corporate media director at Hal Riney & Partners, San Francisco. "The torch is being passed." □

Jurmain emphasizes flexibility

Alan Jurmain believes company loyalty is a thing of the past. Today's agency employees, he says, are more motivated by management than by the agency itself.

Jurmain

As a result, he believes media directors have to be more flexible and more involved with their departments on a daily basis.

"It used to be you built a senior team to deal with clients and you could be some kind of thought leader on the outside looking in," says Mr. Jurmain, Scali, McCabe, Sloves' 36-year-old exec VP-media director.

He has been in his current post for five years; before that, he was a group media director with Lintas:USA. □

Nerds need not apply, Lotito says

The media "nerd" is a thing of the past, says Michael Lotito, exec VP-director of media services at Ammirati & Puris.

The thirtysomething Mr. Lotito tries to hammer home his belief that today's media professionals need to be advertising generalists. He encourages all staffers to contribute ideas relating to any portion of a client's business.

Lotito

"At Ammirati, we have very much a philosophy of no second-class citizens. We keep our media people much more involved in the process every step of the way," he says.

Mr. Lotito started in the media department of McCann-Erickson before joining Benton & Bowles as network broadcast buying supervisor on General Foods Corp.'s $150 million account. "I love the network business as a result," he says. □

Specialist role important: Rockwood

If Young & Rubicam decides to shop in-house for its next media director, many industry observers believe Beth Rockwood may well get the nod.

The senior VP-director of media planning has been with Y&R's media department for 16 years. She gives her age as "under 40."

Rockwood

She believes media planning "has to be very well integrated into the agency product in general," but she disagrees with peers who say today's media directors have to be advertising generalists.

"It's even more important to be a specialist because media is so much more complicated," she says.

She is a strong believer in training programs for all senior media executives. □

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*Source: 1991 SRMB's Study of Media & Markets. Heavy consumers defined as top quintile for each medium. †Source: SRDS, June '92

Holt's billion-dollar baby puts spotlight on emergence of independent shops

Despite assurances, agency media execs fear Western could raid rosters

By Joe Mandese

Senior managers at big ad agency media departments took notice when Western International Media reached $1 billion in media billings. Importantly, so did some of their clients.

That milestone, attained last year, meant the independent buying service had arrived, controlling more ad spending than all but a half-dozen U.S. advertising agencies.

Even though Western International's business plan has been primarily to service agency media departments and not their clients, its current clout and visibility represent a potential threat for full-service ad agencies.

According to the *Advertising Age*/Beta Research Corp. survey of media managers, the use of independent media services is on the rise.

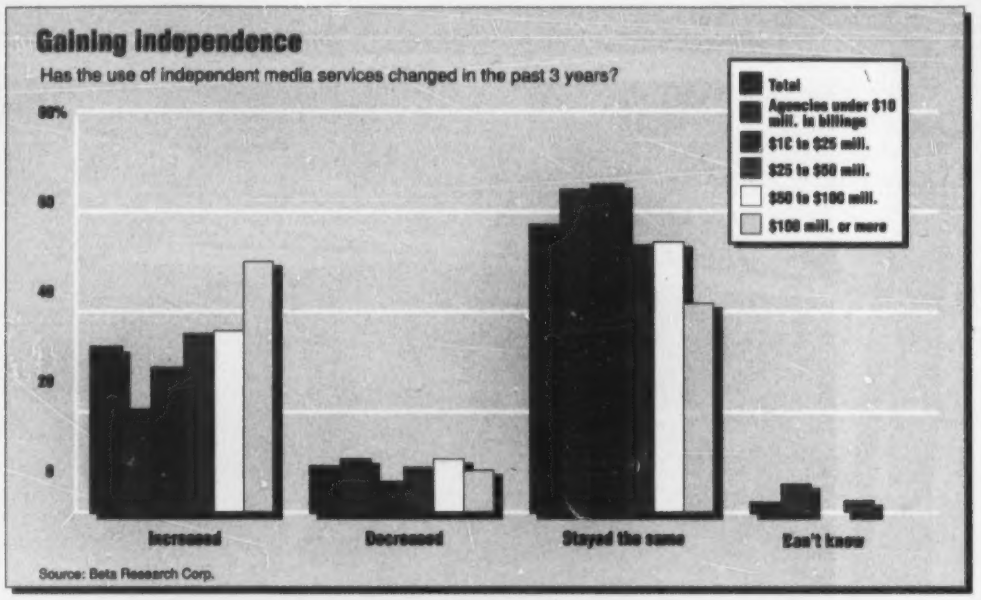
Of the 201 agency media executives surveyed, 22.4% said their clients currently use independent media services for media buying and/or planning. The greatest concentration is among the largest agencies: 54.2% with annual billings of $100 million or more said their clients use independents.

Of those media managers whose clients use independent media services, 32.8% said they increased usage over the past three years, 57.2% said it's the same and only 8.5% said it has decreased.

Those findings correspond with an annual survey conducted by DeWitt Media, which found the number of clients who say they use independents tripled over the past eight years.

Between 1984 and 1992, the percentage of advertisers saying they use independent media services rose to 21% from 7%, according to DeWitt.

Still, "the one that is interesting to watch is Western," says Beth Rockwood, senior VP-director of media planning at Young & Rubicam, New York, though "there are a handful of others that are significant." She adds: "We're talking [Western International President] Dennis Holt here."



For his part, much-watched Mr. Holt says he remains committed to his strategy of servicing, not competing with, agency media departments. Only about 15% of his billings come direct from advertisers, primarily in-house accounts.

But a number of agency media executives are concerned Western might soon target their client rosters.

Mr. Holt reportedly met recently with General Motors Corp. executives to discuss a spot TV buying assignment, and he's said to be pitching for assignments from Quaker Oats Co. and an automobile importer. Neither Mr. Holt nor the marketers would comment.

As agency media executives cautiously eye Western International over their shoulders, several other independents are gaining size—and clout—as well.

According to many insiders, independent SFM Media is a close second behind Western International with more than $700 million in media billings, primarily from direct client assignments.

DeWitt Media, International Communications Group and Media Buying Services all have picked up major media assignments that were previously handled by full-service agencies.

"It's interesting that you have a couple of independents approaching $1 billion," says Hal Katz, president of Katz Marketing & Media. "The independent media-service business has grown into a multibillion-dollar business."

Efficiency is one of the main reasons behind recent shifts to independents. While many agencies offer media service that's as proficient as that of independents, some advertisers rationalize that independents may provide better service because media is their only focus.

Some major marketers also appear to be inclined to consolidate their media buying assignments to maximize clout and strategic control, though some of that business is going to the media departments of large, full-service shops.

> "There are a handful of others that are significant, but the one that is interesting to watch is Western."

MasterCard International, Nynex Corp. and other major advertisers reportedly are reviewing their media services assignments.

"What [the advertisers] are looking for is the best resources they can find. And more and more they don't care if it's not a full-service agency," says Mr. Katz.

In the past three years, several major media assignments have moved to independents from full-service ad agencies, including the $90 million American Isuzu Motors and $90 million Nike accounts (which went to SFM), the $70 million Reebok International account (to DeWitt) and the $50 million Bally account (to Western International).

While the exact amount of business that has moved to buying services isn't known, independent media executives estimate nearly $1 billion in such accounts moved to media services between 1989 and 1991.

"During the recession these past few years, there has been a sharper focus on the bottom line, and a lot of advertisers who might have put off looking at alternatives couldn't afford not to anymore," says SFM President Walter Staab.

"A lot of them [analyzed] how their money is being spent. They've started asking questions and bringing new people in. And one thing leads to another," he says. "In many cases, they're finding out that their agencies are doing a terrific job, but in other cases they've gotten a little uneasy about their situations."

Mr. Staab says marketers are experimenting by assigning one or more brands to independents to see how they perform. "They'll give you one of three brands, just to get a feel for what you can do," he says.

"We have a portion of the Chevron business—the Ortho lawn products line. We don't have the whole account, but it's a pretty sizable percentage that we handle," says Rick Glosser, president of Creative Media, an independent media company billing about $120 million.

Mr. Katz says changes in financial accountability have made advertisers more willing to try smaller media service companies than they had in the past.

"There have been changes in financial accountability with the media, and more clients are paying their bills directly," he says. "As a result, we are seeing a greater increase of smaller media resources, where the clients are looking to buy their talent, not their clout.

"Before, it was always a predominance of 'You have to be big to be good.' That still exists, but it's fading." □

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For medium-size shops, media is no middlin' thing

Agencies buck trend and are actually hiring buyers, planners

By Melanie Wells

When Harris-Drury-Cohen was up for the $8 million Value\Rent A Car account last year, one of its key selling points was its media department.

Just a year before, the Fort Lauderdale, Fla., agency had beefed up its media department, adding a second media director to service a growing client load.

"Our media department has more than doubled—from three to nine people—in the last three years," says Patrice Blair, co-creative director of Harris Drury.

Many medium-size agencies are finding themselves in the same position as Harris Drury. According to the *Advertising Age*/Beta Research Corp. survey of agency media directors, a surprising 42.2% of respondents from medium-size agencies—with billings between $25 million and $50 million—say they have increased the number of media employees in the last three years. Just over 31% of shops in that size category reported no change in media staff numbers.

For other agencies—both large and small—the hiring situation is more dismal.

More than 62% of agencies with at least $100 million in billings report fewer media employees now than three years ago, as do 51.3% of agencies in the $50 million-to-$100 million category and about 31% of agencies with billings of less than $25 million.

Many media experts attribute the growth at medium-size shops to the reshuffling of accounts from the large shops to regional agencies.

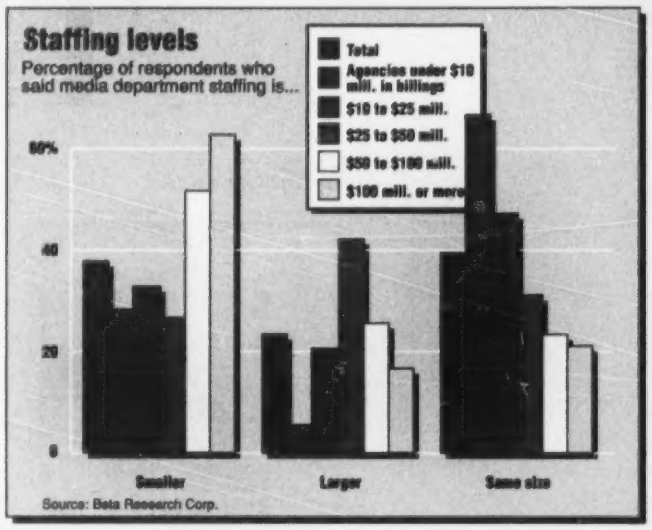
"The smaller agencies that have gotten business from the merger days and crazy days in the advertising industry have been able to staff up and restructure," says Karen Katz, VP-partner at Forum Associates, a New York-based executive placement service. "They and their clients are paying more attention to media issues, so that has been a growth area. Many midsize agencies have grown enough to warrant staff cost."

Others have brought independent media shops in-house.

Mars Advertising, Southfield, Mich., doubled its media department in April when it merged with Media Max, an independent that had been working with Mars on a free-lance basis. Mars, whose billings hover around $40 million, can now boast media services to current and prospective clients, says Marge Taylor-Wehr, VP-co-media director.

Keeping and attracting clients may be one reason medium-size agencies are increasing their media staffs, says Kurt O'Hare, president of O'Hare & Associates, a placement agency.

"Because most agencies that size are creatively driven, growing the media department could be to maintain or protect their profit center and media relationships," he says.



Still, there are plenty of medium-size agencies reeling from client cutbacks. In fact, the *Ad Age* survey found 26.7% of medium-size shops have undergone downsizing in recent years.

Susan Lilley, a principal at Glass & Lilley, a New York-based executive recruiter, says that in major cities media department growth isn't occurring at agencies of any size. Instead, she says, the growth has followed clients to smaller, regional agencies.

For shops like Harris-Drury-Cohen, that kind of shift works just fine. □

Execs on firing line

(Continued from Page S-2)

sions for millions of advertiser dollars.

The perception was slightly exaggerated, say most agency media directors. Nonetheless, most have made a concerted effort to eliminate that perception and ensure clients get hands-on involvement from senior-level media personnel. As a result, most major agency media departments now have a leaner, more vertical structure.

In the traditional pyramid, big agencies often would have a group of planners reporting to groups of media supervisors, who in turn reported to groups of associate media directors, who in turn reported to the department's media director.

"The senior people could never contribute on that in a meaningful way," says Steve Farella, a media consultant who over the past few years has been the media director of Young & Rubicam, Wells Rich Green BDDP and Ammirati & Puris.

"At this point, we have an extremely flat structure," says Beth Rockwood, senior VP-director of media planning at Y&R, New York. "And I think our work quality is dramatically better, because we now have people fully assigned to accounts. There are a few exceptions, but most people now are responsible for about $50 million in billings. In the old structure, it was probably closer to $100 million."

The change is significant, because Y&R previously had a reputation for being among the bigger and more bureaucratic departments.

"If you go back to the extreme—as far as 10 years back—it was pretty much a two-to-one [reporting] ratio all the way down. Every person had two people reporting to them. Now, we may be two-to-one in terms of the group supervisor to supervisor split, but after that, it is all one-to-one. So there is almost no pyramid at this point," explains Ms. Rockwood.

Other major agencies, including Lintas:USA and Grey Advertising, have made similar moves.

While the streamlining has improved communication internally as well as with clients, some say it was necessitated more by economics than strategy.

"To a large degree, the changes have been somewhat cosmetic," says Kurt O'Hare, president of O'Hare & Associates, an executive recruiter specializing in agency media personnel.

"I suspect what we are seeing is a streamlining for efficiency being used as a cover for streamlining due to economics," Mr. O'Hare says. "I think agencies are able to get more quality work per man hour because of computerization, but I don't know of any agency around

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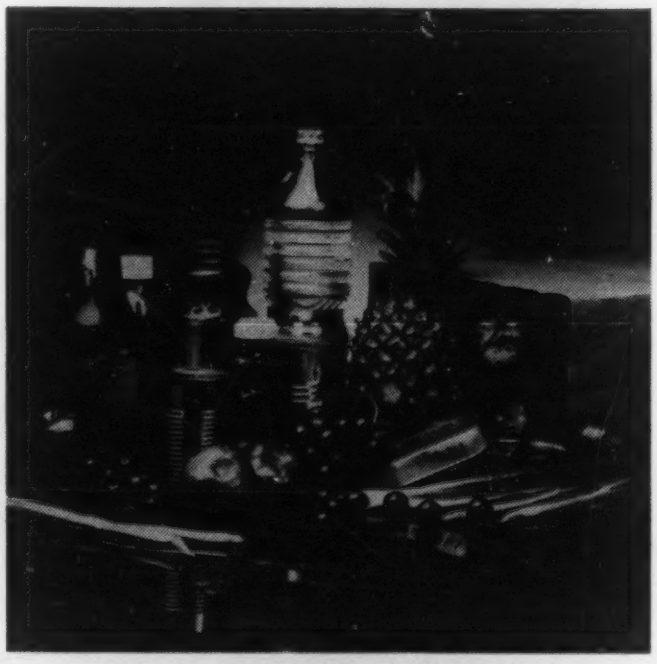

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Media unit of '90s

(Continued from Page S-2)
ad agencies and a few smaller ones like Ally now actively market media services on an a la carte basis.

Recently, the Advertising Agency Register, a screening service for advertisers reviewing agency services, began a separate Media Register to provide media credentials for full-service ad agencies and independent media service companies.

About a dozen top shops are participating, including N W Ayer, BBDO Worldwide, Backer Spielvogel Bates, D'Arcy Masius Benton & Bowles, DDB Needham, Ogilvy & Mather, Saatchi & Saatchi Advertising, Young & Rubicam, Lintas and JWT.

Many have even created special brand names for their media groups, such as Ayer Media and Saatchi & Saatchi Media Advantage.

"They're not exactly exotic names, but it's a start," says Leslie Winthrop, president of AAR.

She notes that agencies traditionally have handled media-only accounts via agency-of-record assignments. But, she says, the shops have recently stepped up the effort to compete with increased competition from some of the major independent media buying services, including SFM and Western International Media. Those independents have reached parity with some of the biggest agencies' media billings. *(See related story on Page S-28.)*

Others downplay the significance of competition from independent media services and believe the new media-business trend may have been sparked by fundamental Darwinism.

"I think you will see more attempts by people in the media-buying business to increase their volumes so that they can offer the opportunities that come with the critical mass, and offer them in relation to the media, which are growing and consolidating themselves," says Joe Ostrow, exec VP-worldwide media director of Foote, Cone & Belding Communications, New York.

> "They're not exactly exotic names, but it's a start."

Mr. Ostrow says there's a growing sense that the size of an agency's billings may become more important to media departments as the media conglomerates they do business with grow in size and clout.

"It depends on whether there is a growth of volumetrics as a method of pricing. There is evidence to suggest that will become more and more of a factor. As it becomes a factor, critical mass will become more and more important," says Mr. Ostrow, citing the history of several European media markets, in which agencies have been forced to band together into huge buying combines in order to compete.

Others discount the significance of the European model, noting the U.S. media market is far too diffuse for size to become the central issue.

For BJK&E Media President Mike Drexler, the move toward media department unbundling is simply evolutionary.

"Clients really are thinking differently today than they have in the past. What clients really want today is the best thinking they can get in every functional area of their business, including media," says Mr. Drexler.

"As a result, agency media departments can no longer rely on account groups and creative people to carry their banner. They can no longer hide behind the account people and creative people. They have to come out and stand on their own and earn respect in their own right."

But the media department repositionings have their detractors.

"I think media directors are trying their best to maneuver with an organization that was born in the 1960s and 1970s," says Steve Farella, an independent consultant who until recently was media director of Y&R, New York.

"They have not been given the license or the nickels to really refashion the media department for today's marketplace," he says.

So agencies like Bozell have the extra burden of showing that the tide may indeed be changing. □

that doesn't feel like it could use a few more people."

"They have slimmed down, so they don't have the back-up that they used to have," says Beverley Plyer, director of media services at the American Association of Advertising Agencies, which surveys staffing and workloads of its agency members.

Paradoxically, Ms. Plyer says agencies are filling fewer entry-level media jobs, which means more work and longer hours for the rest of the department.

According to the *Ad Age*/Beta survey, 61.7% of media managers say they're working more hours each day than they were three years ago, 24.9% say they're working the same number of hours and only 12.9% say they're working fewer hours.

Meanwhile, their media department subordinates also are working harder: 57.2% of respondents say their media employees are working more hours each day than three years ago, 33.3% about the same and only 9.5% fewer.

"Especially with all the new media technology, agencies are asking their media departments to deal with much more complicated information, but with fewer people," says Mr. O'Hare.

"What's happening is that much of the research capability is moving back to the supplier side. Agencies are saying, 'Solve this problem for us, put it on line, and we'll just access it,' which isn't necessarily in line with their overall philosophy about media."

That trend may be of particular concern not just for clients but for agency management because research historically has been one of the ties that have bound clients to their agencies.

Anheuser-Busch Cos. recently took its media planning in-house, away from its agencies, because the marketer already had assumed much of the media research responsibility for its own brands.

While it's common for advertisers to take media buying in-house or move it to a third party, it's a rare but growing trend for them to take planning away from their brand agencies.

Some people say the small staffing levels at agency media departments could become critical.

Karl Kotheimer, exec VP-director of media and marketing services at Della Femina, McNamee's media unit, says his media planning staff is down to 10 people.

"I've completely gotten rid of all of my more esoteric responsibilities. I'm totally on media now," he says.

"It's more than just having senior people supervising the work of the planners," says Ms. Rockwood. "The senior people are really contributing to the product, whereas five years ago, the feeling was probably that the senior level job was a supervisory job. Now it's really a completely involved hands-on position." □

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Sources: 1991 Scarborough Study, S & M M 1991 Survey of Buying Power

While papers say prices firm, change on horizon

If buyers 'probe a bit, newspapers are more receptive to creative packages'

By Christy Fisher

Newspapers can again claim to be the least willing of all media to negotiate on price, though ad agency executives say change may be in the offing.

The *Advertising Age*/Beta Research Corp. poll of media managers found newspapers least willing of all media to break the rate card, fetching 57.4% of all votes.

But media buyers say newspapers have undergone a dramatic attitudinal change in recent months and are becoming more willing to work with advertisers and agencies.

"When you look at the surface, newspapers are the least willing to negotiate in terms of breaking the rate card, that's true," says Bob Zach, senior VP-media director of Chiat/Day/Mojo, New York. "But if you probe a bit, newspapers are more receptive to creative packages."

Newspapers won't break rate for a single insertion ad, but will deal on multiple placements and will consider creative use or placement of ads, Mr. Zach says.

The New York Times, for example, spent months reworking its production processes so it could make available a special ad position called a "spadia" to Paramount Communications Corp. for the 1991 releases of the movies "Regarding Henry" and "Dead Again." (A spadia looks much like a gatefold, but is done inside the paper.)

It proved to be so successful that other advertisers have used it this year, including Carnegie Hall, Delta Air Lines, New York City Opera and Saks Fifth Avenue.

The *Times* also in the last year has made available to advertisers showcase ad positions adjacent to news coverage of prominent sports events.

Shearson Lehman Bros. in September 1991 bought an ad package tied to the Ryder Cup golf tournament; Citibank bought a 17-week schedule tied to Monday coverage of the National Football League, the playoffs and the Super Bowl; and Bristol-Myers Squibb Co.'s Nuprin bought into coverage of the New York City Marathon, Super Bowl and tennis' U.S. Open.

"The gospel of customer service is being spread to all business departments at the *Times,*" says William Adler, corporate relations manager at The New York Times Co. "Instead of 'that sounds impossible' or 'it can't be done,' the first response to advertisers now is 'we'll get back to you' and then see if it can be done."

Newspapers also have become more creative with their rate cards, says Charlie Rutman, exec VP-media manager at Backer Spielvogel Bates.

Although national rates remain much higher than local rates, some newspapers have been offering the lower rate for a slight modification, such as a national ad referring to a local dealer or retailer.

"Newspapers are more flexible . . . than they have been in the past . . . We're beginning to see more moderate positions," Mr. Rutman says. "It's a good sign that the whole business is moving that way."

But newspapers still have a long way to go to win national advertising.

National ads make up only 13% of newspaper ad revenues, compared with 52% for retail and 35% for classified, according to the Newspaper Association of America.

The gap between national and local rates must narrow, media buyers say. Also, newspapers need to be an easier medium for national advertisers to buy.

An American Association of Advertising Agencies study of 1,060 newspapers found a national advertiser would pay 75% more than a local retailer for 1,000 inches of newspaper advertising—and 95% more for dailies with circulations of more than 250,000.

That 75% differential is up 13 points from a similar 1989 Four A's study and marked the largest national/local rate differential since the Four A's began tracking those numbers in 1933.

Though the rate differential exists, the newspaper industry called the study flawed because special category rates weren't measured.

The national/local rate differential has been discussed for decades with little action, says Ann Parr, media supervisor at Leo Burnett USA. Newspapers have created special incentive rates to attract certain categories of advertisers, but these aren't enough.

"If they'd open up [the special rates] to all categories of national advertising," then newspapers might become successful, she says.

Newspapers, with their different rate cards and separate billing practices, also must become easier for national advertisers to buy. Media buyers would like to see a one-order/one-bill system that would include a network discount for multimarket buys.

"Newspapers simply are not a friendly medium to buy," says Mr. Rutman. "There's got to be a simpler, easier way to buy newspapers."

NAA has made one-order/one-bill a priority, says Len Forman, its chief operating officer.

Originally, the newspaper industry considered creating a computerized media planning, ordering and billing system that would include all newspaper rates. But now NAA is looking at creating a system similar to the FTD/Florists' Transworld Delivery Association buying service, Mr. Forman says.

Newspapers would make a limited number of ad sizes and positions available at a set network price.

"There's no question we're being more responsive to customers," Mr. Forman says.

"Much of what we're doing as an industry is to make newspapers easier to deal with and remove obstacles," he adds. □

Newspapers—slow out of the box or steadfast?

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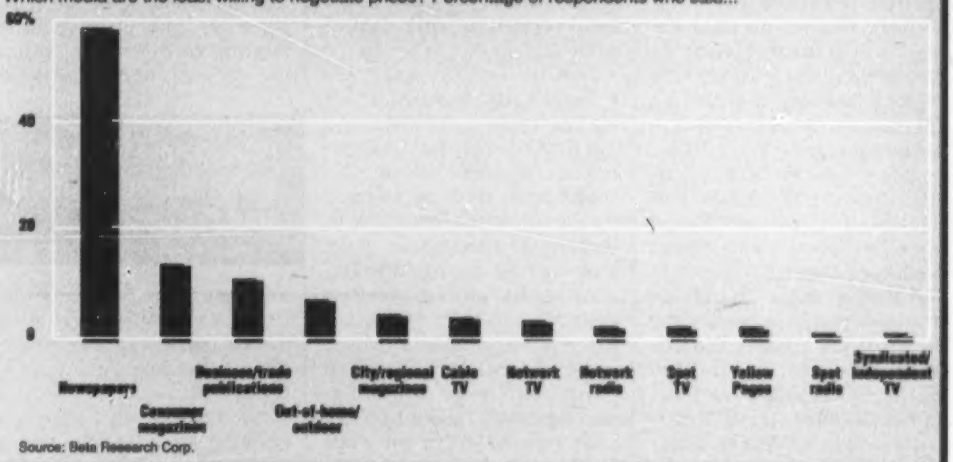

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Zooming in

(Continued from Page S-18)

buys space on "Full House" and "Family Matters," she says.

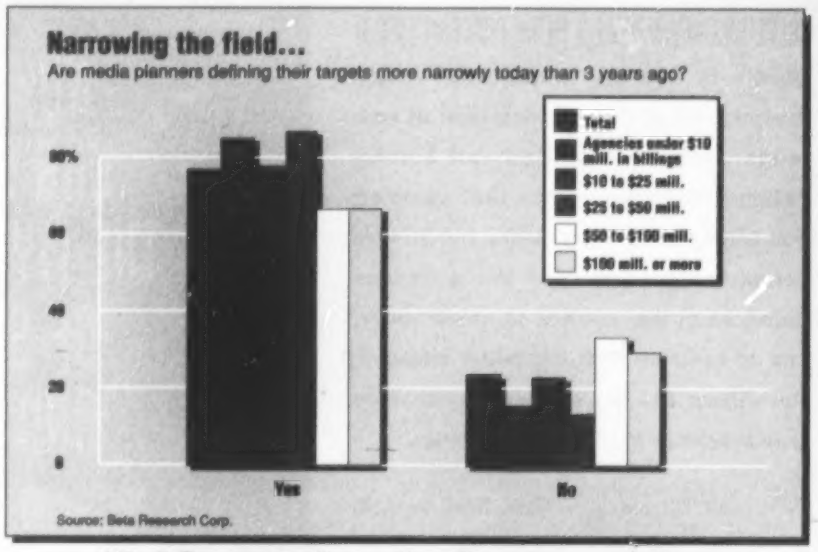
While media fragmentation has paralleled the rise of more precise targeting, so has the economy. "Narrowcasting may be a response to the tightening of the economy. The focus is on the highest potential of return," says Randy Novick, senior VP-media director, AC&R.

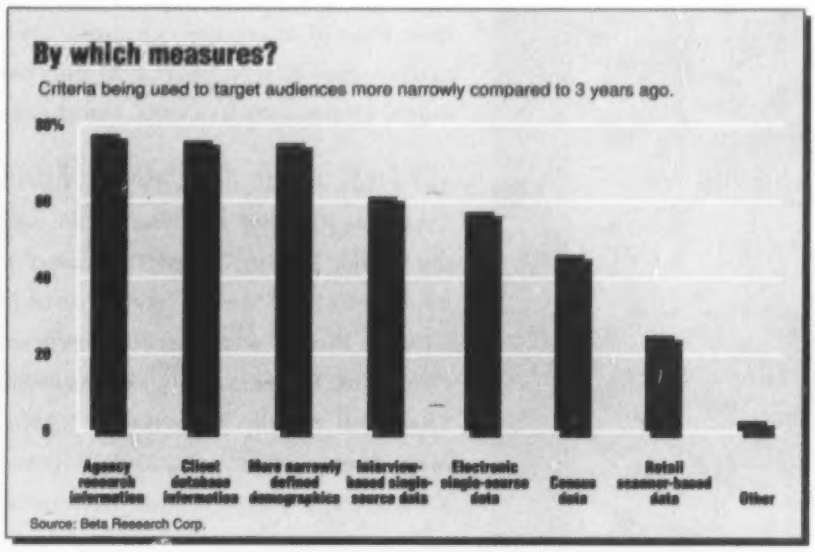
"Budgets from clients are under pressure; we can't afford waste. There is an emphasis on accountability and return on investment," Mr. Giacomino says.

But there are limits to how tightly audiences can be targeted. "Strategically and philosophically, we all think we should be targeting tighter and tighter, but numerically it is not all that possible. There are demographic realities—Nielsen goes up to $60,000 for household income and we want to go to $90,000 or $100,000," says Michael Lotito, exec VP-director of media services, Ammirati & Puris.

"If you do it too narrowly you concentrate on too tiny a segment and lose on volume . . . Even if you could target that precisely with media, one can't generate enough volume to sustain a brand," says John Gray, senior VP-media director, J. Walter Thompson USA.

Narrow targeting comes with a price, too. "When media is targeted that precise, there is a high cost-per-thousand premium. Media, the more narrow and targeted it is, the less cost-efficient it is," Mr. Gray says. □





'Lifestyle information gives the soul of person'

More refined data offer powerful edge to shops

By Laura Loro

Media planners are relying most often on syndicated and in-house research to develop narrowly targeted media plans.

In the *Advertising Age*/Beta Research Corp. survey, 76.6% of respondents said they use more agency research information, mostly from syndicated sources, than they did three years ago.

At the same time, 74.7% said the criteria used to target audiences narrowly included client database information; 74% said more narrowly defined demographics; and 60.4% said interview-based single-source data.

"There is much more information available to us now. We have the availability of more refined information to look at [audiences] in targeted ways. And we have increased computerization to manage and analyze information," says Bob Giacomino, senior VP-media manager at Grey Advertising.

In the past, agencies may have used simple demographics. "But that's a skeleton rather than a whole person. Lifestyle information gives us a new dimension, the soul of the person. The research is getting better," says Carolyn Libby, exec VP-executive media director, Lintas: Worldwide.

Agency research information includes syndicated research from outside sources more than in-house research, which some shops have trimmed.

But Grey Advertising is bucking that trend. The agency, which does consumer-based attitudinal research and custom research for clients, is doing as much or more in-house research compared to previous years. "We can use that to develop appropriate strategic creative and plan media work," says Barbara Feigin, exec VP-strategic services group.

> "That information has been a big boon to us. It has given us a caseload upon which to build."

AC&R recently did some in-house proprietary research for client Aruba Tourism Authority to find out if vacationers' experience in Aruba mirrored the TV spots, says Randy Novick, senior VP-media director, AC&R.

Client database information also is growing as a significant research tool in targeting consumers.

"Clients were not nearly as good at capturing information as they are today, and that information has been a big boon to us. It has given us a caseload of information upon which to build," says Michael Lotito, exec VP-director of media services, Ammirati & Puris.

Mr. Giacomino says that now all businesses are becoming more retail in nature, which means sales information for products by certain markets is available almost immediately. "They have that data in their systems and incorporate that information in their strategic plans," he says. □

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JUNE AD RESULTS

Publishers heartened by 6.7% June ad page gain

By Scott Donaton

Consumer magazines in June showed the strongest signs yet of emerging from the ad slump, but they're still a sobering distance from pre-recession levels.

June ad pages totaled 13,835.6, up 6.7% from the same month last year, according to Publishers Information Bureau. For the first half of the year, pages totaled 78,614.5, a 1.6% gain.

MEDIA WORKS

Still, the first-half figure is down 8% from the same period in 1990, when PIB-tracked magazines carried 85,425 ad pages. The first half of last year was one of the weakest periods of the current slump, due to the combined effects of the recession and Persian Gulf War.

"As the third consecutive monthly increase, [the June gain] suggests a trend," said James Guthrie, exec VP-marketing development at the Magazine Publishers of America. "But we're still up against double-digit declines from a year ago."

He said the June gain was the highest monthly page increase since February 1988.

Others were less upbeat about the first-half results.

Valerie Muller, exec VP-media director at DeWitt Media, New York, described the magazine industry outlook as "bleak.

"I get a sense that people are being really cautious," she said. "Clients still are not planning half-years at a time or even quarters. And first half '91 was abysmal."

Ad revenues rose 13.3% in June to $617.7 million, and were up 6.8% for the first half to $3.35 billion. The 10 largest ad categories, as ranked by revenues, posted a 2.7% increase in pages in the first half, with 54,097.6. The showing was primarily the result of strong increases from the automotive, business/consumer services, computers/office equipment and drugs categories *(see chart)*.

The PIB field was split fairly evenly between magazines having a good year and those that have yet to escape the recession's pinch. Of the 175 magazines tracked by PIB, 90 were up in pages through June while 84 were down. One, the personal finance magazine *Worth*, is a newcomer to PIB.

Perennial leader *Business Week* finished on top for the first half with 1,767.6 pages, up 11.1%. Its every-other-weekly rivals had mixed results. *Forbes'* 1,541.4 pages were up 6.4%, while *Fortune* fell 4% to 1,177.9 pages.

Time was the only major newsweekly on the down side, despite a dramatic redesign unveiled during the first half. Its 1,010.6 pages fell 1.4%. *Newsweek*, with 991.3 pages, was up 9%. *U.S. News & World Report* was a close third with 958.7 pages, a 10.7% gain.

Weeklies seem to be benefiting the most to date from the rebound, and monthlies—particularly those aimed at upscale audiences—continue to register some of the most severe declines.

American Heritage, Art & Antiques, Bicycling, Discover, Elle, GQ, Golf Illustrated, Harper's Bazaar, HG, Ladies' Home Journal, Mademoiselle, Metropolitan Home, Playboy, Town & Country, Travel & Leisure and a handful of other monthlies all posted double-digit page drops in the first half.

But publishers of some of those titles said there are stronger signs of recovery in the third quarter.

"Business is getting better," said *GQ* Publisher Michael Clinton, who noted the August and September issues were both up from last year. "The fashion retail business is really starting to come back." □

Top 10 magazine ad categories by revenue

Category	1992 revenue	% chg	1992 pages	% chg
Automotive*	$520,723,792	17.03	9,098.6	16.38
Toiletries	$328,110,887	0.05	6,465.1	−6.55
Direct response cos.	$297,250,742	7.09	9,197.7	0.02
Business & consumer svcs.	$231,557,257	19.58	6,215.4	16.51
Food	$220,680,171	−0.16	3,147.9	−12.08
Apparel**	$207,861,390	11.56	6,819.8	−1.08
Travel, hotels & resorts	$193,833,328	1.14	5,933.2	−2.91
Computers & office equip.	$161,872,326	23.29	3,124.4	12.49
Drugs	$122,105,464	34.74	2,241.0	21.17
Cigarettes & tobacco	$111,301,053	−18.23	1,854.6	−15.29

Revenue and page figures are from January-June 1992. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

Magazine ad page leaders

Publishers Information Bureau figures for January through June 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	1,767.65	11.1	102,972,534	7.8
2	Bride's & Your New Home	1,660.65	−2.0	32,041,190	0.8
3	Forbes	1,541.42	6.4	71,417,361	10.0
4	The Economist	1,445.85	27.0	16,141,887	49.8
5	People	1,435.17	−3.5	159,653,881	3.3
6	Modern Bride	1,389.50	−3.5	24,486,690	8.0
7	Vogue	1,186.73	−0.7	50,523,476	3.9
8	Fortune	1,177.90	−4.0	63,070,309	−2.6
9	TV Guide	1,168.05	−0.4	129,879,244	−6.1
10	Sports Illustrated	1,100.48	4.3	154,334,025	6.7
11	New York Magazine	1,066.94	−1.3	18,908,734	0.9
12	Entrepreneur	1,056.76	4.7	13,471,486	22.5
13	Golf World	1,030.84	15.3	9,660,347	21.9
14	Time	1,010.57	−1.4	165,381,596	7.0
15	Newsweek	991.31	9.0	120,339,567	10.5
16	U.S. News & World Report	958.71	10.7	86,926,625	16.8
17	Cosmopolitan	951.63	−6.0	65,929,844	2.1
18	Bridal Guide	867.92	21.9	8,660,208	70.6
19	The New Yorker	828.22	1.8	23,887,574	5.2
20	American Way	823.35	14.9	12,240,862	14.1
21	Good Housekeeping	815.30	5.0	90,436,679	12.2
22	Family Circle	814.31	9.8	75,596,405	17.9
23	Golf Digest	786.07	17.4	46,208,858	18.4
24	Glamour	778.67	−5.9	45,777,556	2.4
25	Yachting	746.89	6.1	5,205,813	11.5
26	Rolling Stone	744.13	−2.1	32,203,056	5.7
27	Muscle & Fitness	717.57	0.2	13,667,814	4.3
28	Woman's Day	715.84	22.4	58,560,130	30.0
29	Elle	695.74	−12.1	24,971,121	−5.3
30	Parents	690.22	3.0	32,389,813	7.9
31	Skin Diver	688.11	−7.6	7,452,364	−1.8
32	Better Homes & Gardens	667.03	4.8	87,199,936	11.4
33	Southern Living	664.88	10.8	38,045,788	18.8
34	Golf Magazine	660.83	5.3	26,510,662	14.2
35	Sunset	656.37	−13.8	24,866,999	9.1
36	Ladies' Home Journal	656.07	−11.7	54,008,590	−5.7
37	Texas Monthly	654.38	−1.1	8,204,728	8.0
38	Popular Photography	649.75	3.3	16,424,242	11.6
39	Vanity Fair	630.83	8.0	26,775,360	28.1
40	Money	614.15	5.4	43,643,065	9.4
41	Car & Driver	612.43	−3.3	26,577,311	3.4
42	GQ	611.40	−13.4	19,279,895	−0.6
43	Travel & Leisure	601.34	−13.3	27,776,490	−4.6
44	Architectural Digest	589.81	−4.1	16,780,604	−2.3
45	Black Enterprise	580.73	11.5	9,267,025	20.3
46	Road & Track	563.05	6.3	18,154,123	13.8
47	Mademoiselle	562.03	−12.1	21,884,923	−1.5
48	Inc.	553.72	24.1	24,274,517	19.3
49	Financial World	553.56	61.0	14,259,976	74.3
50	Parenting	547.91	31.5	15,194,322	53.4
51	Redbook	535.97	0.6	32,997,929	−7.0
52	Gourmet	525.08	−7.6	16,329,331	−4.2
53	Jet	517.46	−0.8	9,359,858	1.5
54	Country Living	517.09	9.6	24,634,462	15.2
55	McCall's	515.97	5.5	40,728,818	4.3
56	Salt Water Sportsman	515.51	−3.4	3,600,411	−7.8
57	Bicycling	503.57	−11.8	9,049,417	4.7
58	Outside Magazine	501.08	15.9	11,833,432	37.2
59	Conde Nast Traveler	487.56	6.0	15,197,710	10.7
60	W Magazine	477.63	−2.3	13,028,570	8.6
61	Entertainment Weekly	473.99	16.0	14,905,622	53.7
62	Self	457.29	−1.8	19,167,405	−0.4
63	Delta Sky	454.24	17.2	14,041,201	26.4
64	Reader's Digest	451.48	−1.3	57,412,610	15.0
65	Ebony	448.00	−7.3	17,516,855	−5.9
66	San Francisco Focus	440.19	7.9	3,170,578	11.4
67	Seventeen	434.20	−8.5	15,179,620	−9.3
68	Automobile Magazine	425.34	8.5	11,179,064	8.6
69	Bon Appetit	424.61	−5.2	15,088,429	4.9
70	Parade*	422.69	13.8	227,839,680	18.5
71	Four Wheeler	418.84	−9.5	3,448,028	−18.9
72	Esquire	414.28	5.0	14,911,202	14.9
73	Essence	411.73	11.7	13,146,165	27.3
74	Bassmaster	404.34	1.6	8,726,142	4.8
75	Shape Magazine	399.69	21.6	7,326,318	27.1
76	Motor Trend	394.61	−11.9	16,326,712	−3.6
77	Harper's Bazaar	386.48	−25.8	11,765,765	−22.7
78	Tennis	386.19	9.4	14,107,039	14.5
79	USA Weekend*	384.96	16.2	86,552,298	32.8
80	Smithsonian	378.44	−11.1	18,447,073	−3.0
81	Compute	378.16	−11.0	3,345,957	−11.3
82	Popular Science	377.84	2.7	13,619,856	21.7
83	House Beautiful	375.42	7.4	15,835,500	7.7
84	Metropolitan Home	369.05	−10.1	13,933,325	−6.5
85	Mirabella	367.49	−18.8	10,838,235	15.5
86	Field & Stream	367.07	−7.1	16,746,858	−9.6
87	Penthouse	364.96	3.1	14,467,931	−0.7
88	Sports Afield	363.83	−6.7	7,995,393	−0.1
89	Child	362.90	29.8	7,279,552	40.0
90	New Woman	362.11	−2.4	10,035,866	−3.3
91	Popular Mechanics	358.57	−1.2	14,480,611	11.4
92	Kiplinger's Personal Finance	355.71	23.7	10,617,700	30.4
93	Omni	355.13	5.1	9,646,907	4.8
94	HG	353.89	−20.5	10,847,023	−11.2
95	Hot Rod	350.14	−11.0	9,448,883	−3.4
96	Northwest Air World Traveler	349.86	44.6	6,951,728	12.3
97	Working Woman	348.28	−16.1	12,340,050	−10.3
98	Atlantic	340.10	12.6	6,969,587	27.3
99	Outdoor Life	334.68	−14.4	11,851,261	−9.3
100	Premiere	327.75	−2.1	7,141,674	5.7

Percent change compares January-June in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

MEDIA MIX

News briefs on print, electronic and alternative media.

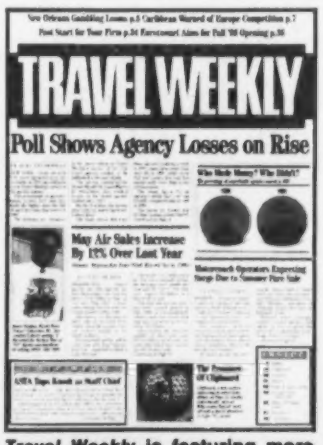
GM backs summer series. General Motors Corp. has committed an estimated $150,000 per episode toward production costs and licensing fees of CBS' eight-episode prime-time summer series "Bodies of Evidence." In exchange, GM got discounts on commercial placements in the series.

Chrysler drives Olympic trilogy. Chrysler Corp. will sponsor an Olympic-theme home video trilogy produced by *Sports Illustrated* as part of a promotional program with the magazine. Each tape will include a corporate spot via Bozell, New York. Chrysler's Service & Parts Division will also run ads in September issues of *SI, Time* and *People*. Ross Roy Advertising, Bloomfield Hills, Mich., handles that division.

Pols say "Cable me." Political ad buys on cable are growing slowly but surely. Cable Networks Inc. reported national spot cable buys so far this year have topped the $1 million mark, the first time that's happened in an election year. The New York-based spot cable rep company credits cable's ability to target and its relatively low cost.

Bo knows shows. Bo Jackson is appearing in a series of CBS network promotion spots. In the commercials, the injured athlete and Nike pitchman comments on CBS entertainment programming. The campaign was created by Nike agency Wieden & Kennedy, Portland, Ore.

Green paper. Newspapers with circulations of more than 200,000 would be required to meet minimum recycled-content limits under an amendment to an environmental bill pending in Congress. The proposal would mandate that 35% of newsprint be made from recycled content by Jan. 1, 1995, and 50% by Jan. 1, 2002. The Newspaper Association of America opposes the requirement.


TRAVEL WEEKLY

Poll Shows Agency Losses on Rise

May Air Sales Increase By 15% Over Last Year

Travel Weekly is featuring more color and bolder graphics.

USA Network leads cable. USA Network, the top-rated basic cable network during the first quarter of 1992, is also No. 1 for the second quarter. USA averaged a 2.1 rating, or 1.24 million households, in prime time from March 30 through June 28, according to preliminary Nielsen Homevideo Index figures. That's a 17% increase in ratings from the same time a year ago, when USA ranked second in prime time to Turner Network Television. This year, WTBS and TNT each averaged a 2 rating, with WTBS reaching slightly more households, 1.17 million vs. 1.13 million.

Old look takes a hike. *Travel Weekly*, a twice-weekly industry newspaper based in Secaucus, N.J., launched a new look, with more color and bolder graphics, with its June 18 issue. A service information section called "Clipboard" was also added. □

Joe Mandese coordinates MediaWorks.

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NEWSPAPER

Advertising Age

July 27, 1992

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Marketers race to claim the newest fountain of youth

By Pat Sloan

New product hybrids that combine cosmetic and therapeutic benefits are setting the stage for a revolution in the skincare industry.

Dubbed "cosmeceuticals," the products are pitting cosmetics companies and drug marketers against each other in a battle for consumers seeking anti-aging remedies.

Next year, Johnson & Johnson's Ortho Pharmaceuticals Corp. is expected to make a major consumer push for Renova, a prescription drug that treats sun-damaged skin. It's awaiting final government approval.

Renova's appeal is obvious. When its sister brand, acne remedy Retin-A, was first introduced by Ortho in the 1980s, the media hailed it as the long-awaited fountain of youth for its wrinkle-reducing properties.

Both pharmaceutical and cosmetics companies are closely monitoring Renova's progress and are viewing it as the first major step toward the development of the much-debated "cosmeceutical" market.

The Food & Drug Administration won't say when it expects to grant final approval for Renova, but industry executives believe it will come before yearend. However, Ortho has named DDB Needham Worldwide, New York,

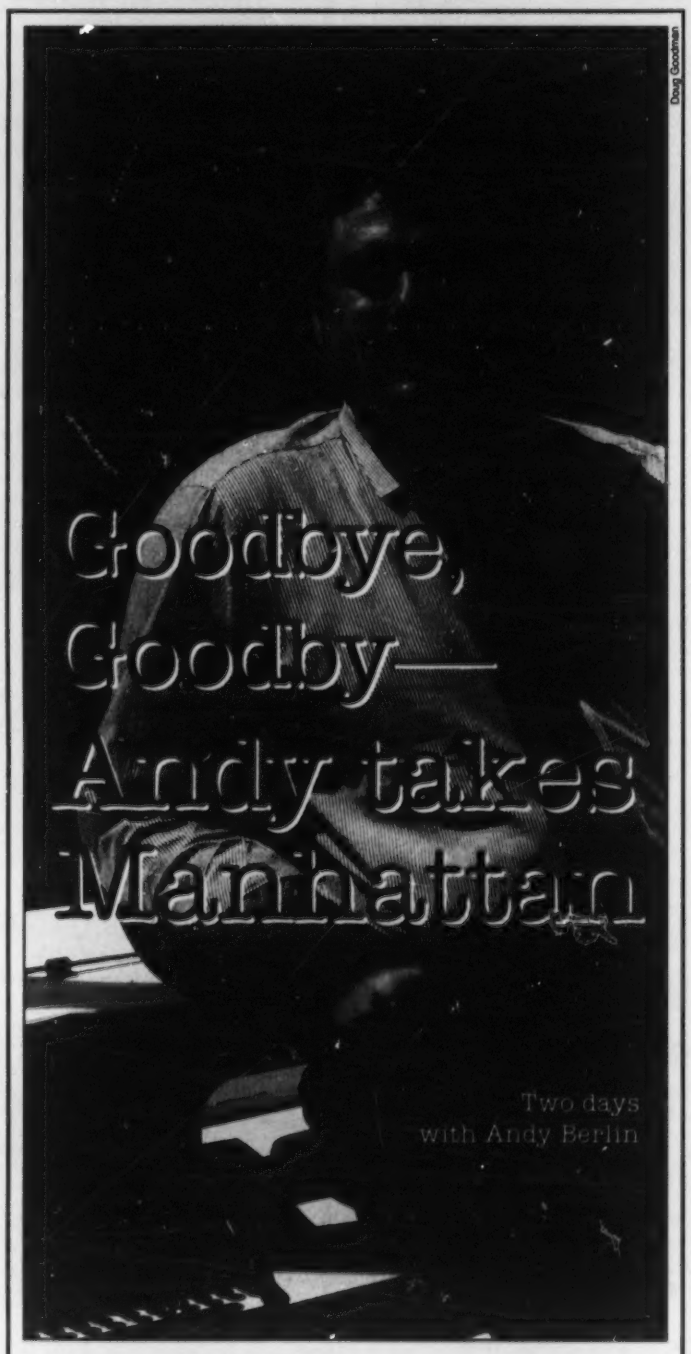
(Continued on Page 40)

INSIDE

Politics: George Bush will break his first TV spots on Aug. 3. **Page 4.**

Product sampling is the hottest consumer sales promotion of the year. **Page 12.**

Marketing to Parents: How marketers are drawing mom and dad's interest. **Page 28.**



By Iris Cohen Selinger

Thursday, June 18

7 a.m. Madison Avenue and 50th Street is deserted, but for a stray business traveler exiting the Helmsley Palace Hotel.

Across the street at the side entrance to DDB Needham Worldwide, 6-foot 3-inch, 230-pound Andy Berlin greets two women executives from the agency.

Tieless, wearing an unconstructed dark suit and Clark's soft-sole shoes, the moustached 42-year-old New York office president smiles boyishly and lays on his characteristic charm to put them at ease.

It's a big day. DDB Needham is pitching the $15 million James River Corp. account.

It's the agency's first important new-business try under Mr. Berlin—the first playoff game under the reputed Pat Riley of advertising, who's supposed to revitalize a talented but recently lackluster team into a high-profile contender.

(The agency later learns it's a finalist, with Ammirati & Puris.)

And Madison Avenue is watching.

How will Andy Berlin fit in as head of a large New York agency with 26 clients and $570 million in billings, vs. the 15 clients and $200 million his San Francisco shop, Goodby, Berlin & Silver-

(Continued on Page 13)

KFC squawks as Pizza Hut tries chicken

PepsiCo's sister chains are testing similar dishes to expand menus

By Scott Hume

In what is likely to become a brutal battle, Pizza Hut and Kentucky Fried Chicken Corp. are squaring off over the pizza chain's poaching on KFC's menu turf.

Even though the two are PepsiCo units, Pizza Hut has the green light to test-market whole, cooked chicken, and KFC is vowing to fight the incursion.

The Pizza Hut chicken program carries the covert and lighthearted code name "Project Feathers," insiders say. The type of chicken items and the manner in which they'll be cooked haven't been decided, but in-store tests of several products, including marinated, rotisserie-cooked chicken like the item KFC already is testing, are expected to begin shortly.

KFC operators aren't taking it lightly.

"It's bad enough that this is another source of competition for us, but worse that it's our own parent company that is doing it to us," said one Midwest KFC franchisee.

"Naturally we're concerned. There isn't a town I'm in that doesn't also have a Pizza Hut, and we like to think we're the place people go for chicken," this operator said. "We'd treat Pizza Hut like any other competitor, but I think the reaction from our franchise operators is going to be loud

(Continued on Page 37)

Della Femina offices may fold

By Melanie Wells

Three branch offices of Della Femina, McNamee may be sold or shuttered when the agency's New York headquarters completes its anticipated merger with sister Euro RSCG shop Messner Vetere Berger Carey Schmetterer.

No final decisions are expected for a month. Talks have been slowed because Messner Vetere executives are in Barcelona for the Summer Olympics and because of questions about who will head the combined agency.

What is becoming clear, however, is that Della Femina's Pittsburgh, Los Angeles and Chicago offices aren't likely to be part of the merger.

"We're only talking about the New York agencies," said one principal involved in the discussions.

"Having an L.A. office is beyond my comprehension," a Messner Vetere executive said.

Euro RSCG announced intentions to streamline its U.S. agencies in June after buying out Della

(Continued on Page 37)

LAST MINUTE NEWS

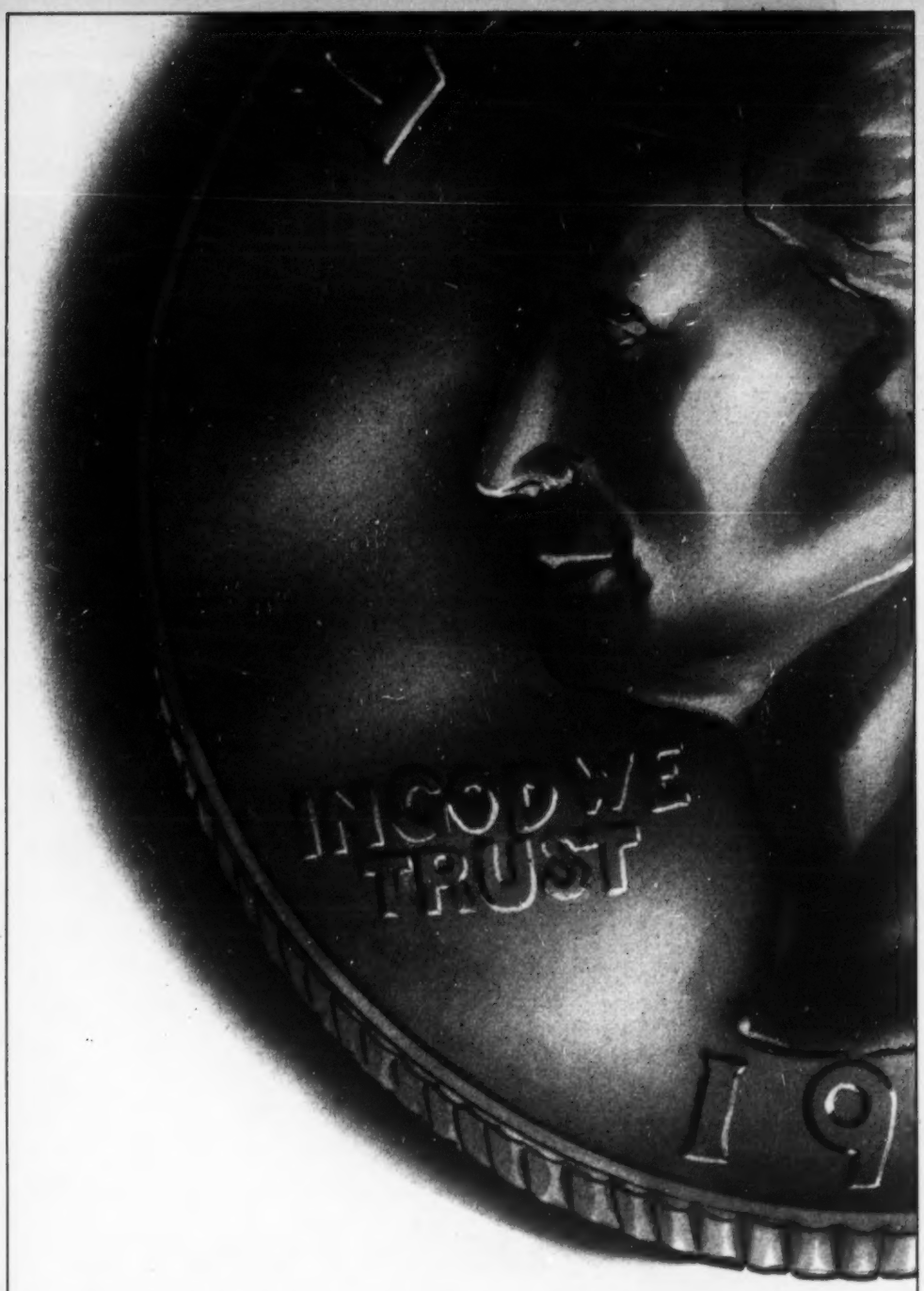
Bowen, McCann feeling heat from Coke

NEW YORK—McCann-Erickson Worldwide and Gordon Bowen, its exec VP-chief creative officer, are under pressure to create a new campaign for Coca-Cola Classic, fueling speculation about Mr. Bowen's status. A new campaign was to be ready for Coca-Cola's review this fall in time for a January debut, but may take longer than expected to come together, agency sources said. One key executive described Mr. Bowen's performance on the account as only "fair," while another source close to Mr. Bowen said his role as team leader appeared to be under scrutiny. Mr. Bowen last week denied he was in trouble on the account.

McDonald's, Turner to test in-store TV network

OAK BROOK, Ill.—McDonald's and Turner Broadcasting System next month will conduct the first test of their joint venture in-store TV

(Continued on Page 8)



The Business Week Financial Reports.

One quarter. That's how much of its editorial space Business Week devotes to financial coverage yearly. This fall, that knowledge and insight will culminate in a series of editorial reports advising businesspeople on financial matters of personal and corporate interest. Perhaps you have some money management suggestions of your own. If so, make a sound investment. Place your advertising in Business Week.

Global Finance: Closing date, Aug. 24. Issue date, Sept. 28.
3rd Quarter Mutual Funds Update: Closing date, Sept. 7. Issue date, Oct. 12.
Corporate Finance Report: Closing date, Sept. 28. Issue date, Nov. 2.
4th Quarter Mutual Funds Update: Closing date, Nov. 23. Issue date, Dec. 28.
Yearend Investment Outlook: Closing date, Nov. 23. Issue date, Dec. 28.

For more information, contact Peter J. Callahan, Financial Market Manager, at (212) 512-3579, or your Business Week account manager.

BusinessWeek
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NEWS SUMMARY

■ **Pizza Hut** plans to test market whole, cooked chicken, to the dismay of some Kentucky Fried Chicken franchisees. Both are units of PepsiCo. **1**

■ **'Cosmeceuticals'** that combine cosmetic and therapeutic benefits are revolutionizing the skincare industry. **1**

■ **Della Femina, McNamee** may sell off three branch offices when it completes its anticipated merger with Messner Vetere Berger Carey Schmetterer in New York. **1**

■ **Charlotte Beers** is expected to expand the executive ranks of Ogilvy & Mather Worldwide soon. **3**

■ **British Airways and USAir's** proposed alliance would lead to a single brand name and a global airline. **3**

■ **'Adbusters,'** a Canadian publication that attacks advertising, is threatened with legal action for running an ad parodying the Absolut vodka ads. **3**

■ **Converse** President Gib Ford believes basketball star Earvin "Magic" Johnson wants out of his endorsement deal because of a better offer from a competitor. **4**

■ **Adidas** gets a lot of product exposure in "Honey, I Blew Up the Kid," including a pair of 10-foot-high sneakers. **12**

■ **Daytime TV shows** are zapped by viewers less than shows in other network dayparts, according to a study by the Network Television Association. **32**

■ **ISL Marketing,** the International Olympic Committee's marketing agent, is already signing up sponsors for the 1994 Winter Games and the 1996 Summer Games. **39**

■ **Kraft General Foods** introduced a reduced-fat cheese line, Healthy Favorites, to counter ConAgra's new line of Healthy Choice cheeses. **39**

■ **Rebuild L.A.** unveiled a logo and hopes to have an ad plan completed in about 30 days. **41**

■ **Will Vinton Productions** is readying two new ad campaigns, for Nabisco Foods and Norfolk Southern, that take it beyond its Claymation fame. **42**

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Charlotte's agenda: More top executives

Who will survive realignment? Top priority is AmEx

By Melanie Wells

Charlotte Beers, appointed in April to oversee a metamorphosis of Ogilvy & Mather Worldwide, is making her move.

As the agency's new chairman-ceo, Ms. Beers is preparing to shuffle management even as she shores up relationships with existing clients and targets American Express Co. business as a priority.

"A lot of our clients want more agency senior executives involved in the total process of their business," one O&M executive said. "Clients are hungry for ideas."

Ms. Beers is expected as early as this fall to pad O&M's thin layer of top executives and flatten the ranks of its middle management, already buffeted by layoffs.

The goal is to streamline the mega-agency, secure its hold on existing clients and craft a new image for the $5.5 billion shop founded by Scottish adman David Ogilvy in 1948.

Although Ms. Beers, 56, has yet to detail her plans to revitalize O&M, the belief is that rather than structure a traditional vertical layer of executives, she'll recruit or promote heavy-hitters who will work alongside her as agency co-managers.

"The Ogilvy image and product need to be renovated," said an executive from another New York agency. "It needs more energy and luminescence, which it has with Charlotte, and a more client-oriented senior management."

That had been a goal of her predecessor, Graham Phillips, but he was viewed as unsuccessful at forcing

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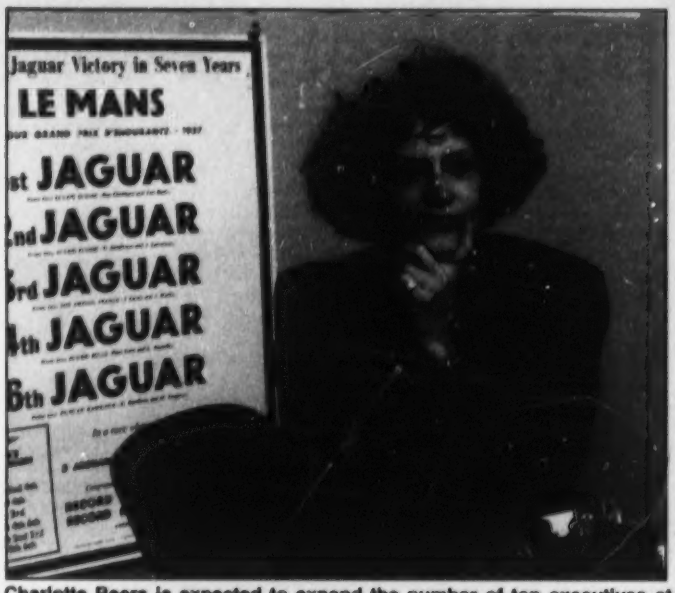
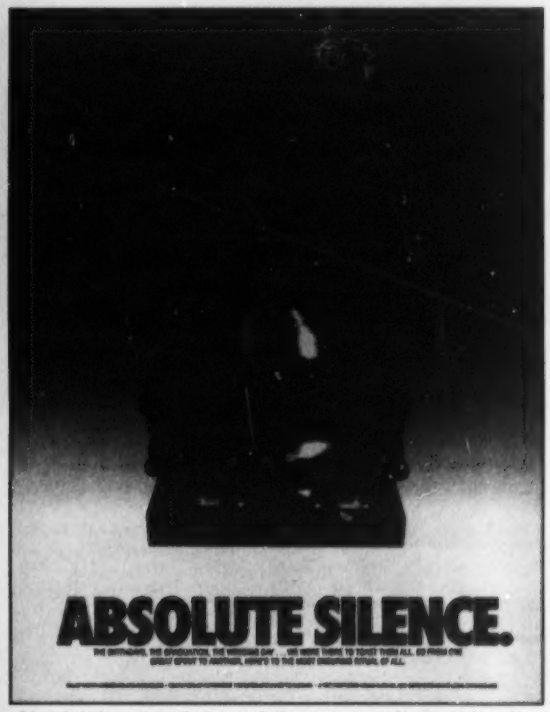


Charlotte Beers is expected to expand the number of top executives at Ogilvy & Mather as she works to reinvigorate the agency.



Absolut threatened to sue *Adbusters* over its parody ads.

Magazine's parody make marketer Absolut-ely mad

By Barry Brown

TORONTO—Who's Absolut's lawyer gonna call?

Adbusters, the Vancouver-based publication of the Media Foundation, which attacks advertising and commercial media with revolutionary zeal.

V&S Spirit, the Canadian marketer of Absolut vodka, has threatened the 21,000-circulation quarterly with a lawsuit for running a parody of Absolut's long-running print ads in an issue that came out earlier this year.

Guerrilla attacks on advertising and media are the mainstay of *Adbusters*.

The ad, headlined "Absolut Nonsense," stated: "Any suggestion that our advertising campaign has contributed to alcoholism, drunk driving or wife and child beating is absolute nonsense. No one pays any attention to advertising." The ad showed an Absolut bottle.

Adbusters said in a statement that the ad was "fair comment on an issue of profound social concern: alcohol advertising" and an attack on "the alcohol industry's $2 billion a year disinformation campaign."

Absolut's Canadian legal firm,

(Continued on Page 42)

British Air/USAir plan to use single global name worldwide

By Jennifer Lawrence and Christy Fisher

British Airways and USAir plan to create a single global brand name if their proposed alliance is approved, paving the way for the first worldwide airline in recent years.

The plan calls for formation of an "integration committee" to examine how the carriers can merge functions including marketing. The committee, to be made up of executives of both airlines, will begin work only after the deal is approved by U.S. and U.K. authorities.

"Once the regulatory authorities have approved the deal, then the integration committee will begin to look at all the various ways the two airlines can be integrated—included will be a joint global name," said John Lampl, British Airways' U.S. director of public affairs. "What you may have is the BA division of the global airline and the U.S. division. BA wants long term to have a similar agreement in the Far East, so we are also pursuing a link with a major carrier there."

Airline analysts speculate that potential partners might include Japan Air Lines, Cathay Pacific or All Nippon Airways.

Joint marketing efforts could begin as early as fall, Mr. Lampl said.

Though British Airways carries the most passengers internationally, it ranks 11th in total passengers worldwide. The alliance with USAir, which ranks fifth in total passengers, puts the combined carriers in the No. 2 position, ahead of American Airlines and behind Russia's Aeroflot. Aeroflot has many domestic passengers but isn't considered a global carrier.

"The USAir and British Airways names will disappear and there will be a new name, but it won't happen overnight," said Nancy Vaughan, director of public relations for marketing at USAir Group.

It's premature to determine agency assignments, Mr. Lampl said.

Saatchi & Saatchi Advertising, London, is British Airways' agency;

(Continued on Page 40)

How the airlines stack up

Rank	Airline	Passengers worldwide (millions)
1	Aeroflot	85.6
2	British Air/USAir	78.5
3	American Airlines	75.9
4	Delta Air Lines	74.2
5	United Airlines	61.9
6	Northwest Airlines	41.1

Source: International Air Transport Association

Ambush marketing isn't all bad

AA poll shows readers think Olympic sponsors are fair game

By Adrienne Ward

All's fair in love and advertising.

That sentiment was reiterated by respondents of *Advertising Age's* FaxTrack reader poll on ambush marketing, in which the ambushers came out on top.

A sizable number of respondents believe ambush marketing during the Olympics is fair game: 45.7% said it's extremely fair and 22.9% said it's very fair.

"When you fail to compete—you fail!" one respondent noted. "It's a free world. Being an Olympic sponsor does not entitle one to ownership of a personality or a country," replied another. And another reader, to illustrate his point that ambushing is OK to counteract a negative assault, offered this: "God bless America(n Express)!"

American Express Co., Pepsi-Cola Co. and other marketers have launched ad campaigns that conjure up images of the Olympics but never mention the Games by name. The efforts are meant to counteract the campaigns of rival marketers like Visa International and Coca-Cola Co. that paid millions of dollars to be official sponsors.

Ad Age FaxTrack Poll

How would you characterize "ambush" marketing during the Olympics? Would you say such tactics are:

45.7%	Extremely fair
22.9%	Very fair
11.4%	Somewhat fair
1.4%	Not very fair
15.7%	Not at all fair
2.9%	No answer

Source: *Advertising Age* FaxTrack poll, 7/20/92

Most respondents to the *Ad Age* fax poll admitted that if they were in AmEx's shoes, they would come out fighting too: 48.5% said they'd be extremely or very likely to respond with an ambush ad campaign if their main competitor was an Olympic sponsor, and 12.9% said they would be somewhat likely to engage in ambush marketing.

The 70-person response last week was considerably smaller than previous *Ad Age* fax polls have attracted. One respondent surmised that "we on the inside make a bigger deal of this than the consumer, by far." Perhaps Peter Blau, executive creative director at direct response shop Barry Blau & Partners, put it most eloquently: "Consumers are paying less and less attention to general media advertising, and the

(Continued on Page 39)

How dayparts stack up on zapping

By Joe Mandese

Daytime TV shows have the most non-programming clutter on the Big 3 networks, but those shows also are zapped less than programs in other network dayparts, a study by the Network Television Association found.

The association recently analyzed data from Arbitron Co.'s Broadcast Advertisers Reports from Nov. 11-17 and 24, 1991, and Nov. 12-18, 1990, and Nielsen Media Research data from Nov. 12-18, 1990, for prime time, daytime, early morning, news, late-night and weekend sports.

While network daytime shows averaged 17 minutes and 49 seconds of non-programming time per hour, only 3.3% of viewers switched channels during the average 30-second period, the association found.

MEDIA WORKS

Network prime-time shows, which have the lowest non-programming load—13 minutes, 8 seconds per hour—were zapped by 4.1% of viewers per 30-second period.

Weekend sports programming, with an average of 14 minutes, 24 seconds of non-programming time per hour, had the greatest amount of zapping, 5%.

Clutter is defined as all non-programming time, including commercials, public service announcements, promotions and station identifications.

The association's findings appear to refute similar studies by ad agencies that found increases in clutter mean more channel switching by viewers. A recent study by Bozell, New York, for example, found that a 10% increase in network clutter contributed to a 7% increase in channel switching.

"The data reveal that the overall network television viewing environment is stable during non-program material across all six dayparts," said Peter Chrisanthopoulos, association president. "Specifically, in each of the dayparts, channel switching did not occur during non-program material for 95% or more of the sets tuned to ABC, CBS and NBC during the average half-minute." □

Daytime viewers zap less

	Total non-programming material (in minutes)	% of viewers who switched during non-programming time
Daytime	17:49	3.3%
Prime time	13:08	4.1
Early morning	15:23	4.1
Network news	15:27	4.5
Late night	15:43	4.5
Weekend sports	14:24	5.0

Source: Network Television Association analysis of Nielsen Media Research and Broadcast Advertisers Reports data.

Why Perot needed $153M in ads to win

By Joe Mandese

Ross Perot would have had to spend an estimated $4.49 per vote, or at least $153 million, on media to win if he had pursued his plans to run for president as an independent, according to an analysis of third-party campaign media spending by Horizon Media, New York.

POLITICS ★★★★

"That's over 50% more than he was prepared to spend on the campaign as a whole," Horizon President William Koenigsberg said.

Mr. Koenigsberg said Horizon averaged the cost per vote of the two most recent major third-party candidates—John Anderson in 1980 and George Wallace in 1968—and adjusted for inflation.

The $153 million figure is the amount Mr. Perot would have had to spend to garner 34% of the 100 million Americans expected to vote this November, the minimum percentage needed to win a three-way race.

"Maybe the idea of spending that much money finally got to him," Mr. Koenigsberg said. "After all, he says he already spent $10 million and he hadn't even announced."

In 1980, former Rep. Anderson, who served as a Republican congressman from Illinois, spent $16.6 million on advertising ($31 million in 1992 dollars). He received only 6.7% of the 85 million votes cast. Mr. Anderson's cost per vote, adjusted for inflation, was $5.44. In 1968, Alabama Gov. Wallace spent $7 million on advertising ($35 million in 1992 dollars) and garnered 9.9% of the 73 million votes cast. His cost per vote, adjusted for inflation, was $3.54. □

LAUNCHING PAD

New publication launches.

'South Florida Bride'

Florida Media Affiliates, publisher of *South Florida*, will introduce with a fall/winter issue *South Florida Bride*, to be published twice a year. The 10,000 free and paid circulation magazine will be distributed to department store bridal registries, bridal retailers, major newsstands and bookstores, and direct to *South Florida* subscribers. A b&w page is $3,255; a color page is $4,070. Shelly Iorfida is publisher, Marilyn Moore is editor and Muriel Sommers is ad director. Offices are at 800 Douglas Road, Suite 500, Coral Gables, Fla. 33134. Phone: (305) 445-4500.

'Play'

Milor Entertainment Group, publisher of *Jazziz*, will introduce with a winter issue *Play*, a quarterly aimed at parents. Music, video, and computer software; consumer electronics; and interactive toys and games will be reviewed. Distribution will be via paid subscription, newsstands and free to doctors; rate base is 120,000. A b&w page is $3,500; a color page is $4,500. Michael Fagien and Lori Fagien are publishers, Roy Parkhurst is editor and Ms. Fagien is ad director. Offices are at 3620 N.W. 43rd St., Gainesville, Fla. 32606. Phone: (904) 375-3705.

'Menopause Management'

The Conwood Group has introduced with a July/August issue *Menopause Management*, an every-other-monthly with advice on women's health leading up to and following menopause. Controlled circulation is 44,000. The magazine will be distributed to office-based and teaching gynecologists and other physicians. A b&w page is $4,050; a color page: $6,075. Pamela P. Boggs is publisher, Wulf H. Utian is editor and Bernard Coccia is ad director. Offices are at 9 Mount Pleasant Turnpike, Denville, N.J. 07834.

'City Family'

City Family/La Familia de la Ciudad introduced with a summer issue in English and Spanish editions *City Family*, a quarterly aimed at lower income and immigrant families. B&w page is $2,750; a color page is $3,715. Arthur Schiff is publisher, Ellen Frankel is editor and Ellen Blissman is editor. Address is P.O. Box 748, New York 10023. Phone: (212) 362-3052.

'McCall's Best Christmas Ideas'

The New York Times Co. Women's Magazines in November will introduce "McCall's Best Christmas Ideas," an annual available on newsstands. The title will feature decorating, entertainment and cooking tips. Rate base is 1 million. A b&w page is $13,900; a color page is $17,750. Marion Aaron is publisher, Kate White is editor and Donna Halperin is ad director. Offices are at 110 5th Ave., New York 10011. Phone: (212) 463-1000. □

NEWSSTAND

Advertising opportunities in print.

USA Today, New York, "1992 Summer Games" special advertising section, Aug. 10 issue; ad close: July 29. B&w page: $57,505; color page: $74,757.

Southern Living House Plans, Birmingham, Ala., "Southern homes" special edition, fall issue; ad close: July 29. B&w page: $4,260; color page: $6,000.

Money, New York, "College guide" special edition, fall issue; ad close: July 29. B&w page: $16,900; color page: $24,900.

Bon Appetit, New York, "Flavors of the Caribbean" special editorial section, in the Northeast edition, November issue; ad close: July 31. B&w page: $10,230; color page: $14,580.

Working Woman, New York, "Software strategies for businesswomen," special editorial section, October issue; ad close: July 31. B&w page: $27,800; color page: $38,100.

The Sporting News, St. Louis, Mo., "College football" special editorial section, Aug. 24 issue; ad close: July 31. B&w page: $15,850; color page: $19,610.

Home Mechanix, New York, "Best of the NFL sweepstakes" special advertising section, November issue; ad close: Aug. 1. Color page: $26,000.

Conde Nast Traveler, New York, "5th annual readers' choice awards" special issue; October issue; ad close: Aug. 3. B&w page: $23,880; color page: $35,400. □

Joe Mandese coordinates MediaWorks.

Congratulations National Geographic for your impressive 42% increase in June ad pages. We're proud to be the printer of National Geographic Magazine for over 15 years, a publication that truly exemplifies the power of print.

Ringier America.

The power of printing.

Catalogs • Consumer & Special Interest Magazines • Books

CONSUMER MAGAZINE AD LINAGE

	June 1992	June 1991	Year-to-date 1992	Year-to-date 1991
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	174.3	142.0	806.0	766.9
Automobile Magazine C.	95.2	69.1	425.3	392.0
Car & Driver C.	121.9	118.8	612.4	633.3
Car Collector & Car Classics	34.0	26.0	202.0	126.0
Car Craft	83.6	81.1	345.6	357.7
Circle Track	87.8	93.9	540.5	513.6
Cycle World	70.5	54.8	386.4	280.6
Dirt Rider	61.0	51.7	290.9	251.2
Dune Buggies & Hot VWs	79.4	69.2	466.3	401.9
Easyriders	49.0	41.9	259.2	234.5
Family Motor Coaching	172.0	154.8	1,047.6	1,004.1
Four Wheeler C.	70.9	76.7	418.8	462.6
Hot Rod C.	82.0	91.6	350.1	393.6
Motorcyclist	63.7	60.9	309.3	295.3
Motor Trend C.	65.1	97.1	394.6	447.8
Motorhome	72.1	87.8	431.1	492.7
Petersen's 4 Wheel	88.1	89.0	409.8	416.2
Rider	54.4	46.0	262.9	247.7
Road & Track C.	117.7	94.5	563.1	529.8
Trailer Life	81.1	85.6	441.3	490.6
Total Group	**1,723.9**	**1,632.5**	**8,963.3**	**8,738.0**
% change	**5.6%**		**2.6%**	
■ Boating & yachting				
Boating	140.0	87.5	825.9	606.1
Chesapeake Bay	36.5	31.3	180.8	178.6
Cruising World	72.5	92.7	499.4	628.3
Lakeland Boating (11X)	85.5	67.5	442.7	409.7
Motor Boating & Sailing	74.0	93.4	704.3	623.9
Sail	85.1	97.7	652.2	619.7
Sailing World	34.0	49.8	226.8	302.7
Trailer Boats (11X)	56.2	43.7	357.8	322.7
Yachting C.	125.5	122.8	746.9	703.7
Total Group	**709.3**	**686.4**	**4,636.7**	**4,395.4**
% change	**3.3%**		**5.5%**	
■ Civic/fraternal				
Elk (10X)	16.5	17.3	103.4	95.4
Kiwanis (10X)	19.1	19.2	109.1	102.1
Lion (10X)	7.7	7.0	36.4	46.0
Rotarian	11.7	12.8	92.6	99.8
V.F.W. (11X)	25.4	24.9	150.8	169.7
Total Group	**80.4**	**81.2**	**492.3**	**513.0**
% change	**-0.9%**		**-4.0%**	
■ General				
American Health (10X) C.	43.4	30.8	233.3	155.5
American Heritage (8X) C.	—	—	113.0	175.3
American Legion	19.8	30.6	191.2	202.9
Archaeology (6X)	—	—	80.0	95.8
Art & Antiques (10X) C.	44.1	50.1	236.6	343.5
ARTnews (10X)	77.2	87.2	410.7	533.5
The Atlantic C.	67.8	47.4	340.1	302.0
Bon Appetit C.	60.7	56.4	424.6	447.6
Buena Salud	11.0	21.0	108.2	148.5
Cable Guide & TV Time C.	24.2	18.9	147.5	148.2
Caribbean Travel & Life (6X) A.	—	—	166.3	185.1
Conde Nast Traveler C.	55.5	57.8	487.6	459.9
Consumers Digest (6X) C.	—	—	88.7	68.2
Cooking Light (7X) C.	—	—	200.8	181.2
Country America (10X) C.	47.2	34.1	250.6	210.9
Departures N. America (6X)	25.5	35.5	107.6	172.4
Ebony C.	69.6	71.0	448.0	483.4
Endless Vacation (8X) C.	—	—	144.1	102.0
Food & Wine C.	51.0	49.8	277.2	269.9
Golden Years (6X)	—	—	98.7	88.4
Gourmet C.	77.2	99.0	525.1	568.5
Harper's Magazine C.	26.0	30.2	171.0	187.4
Islands (6X) C.	—	—	240.9	230.3
Kiplinger's Personal Finance C.	61.7	47.2	355.7	287.5
Let's Live	40.0	40.0	237.0	256.0
Life C.	39.9	24.4	227.4	251.6
Longevity C.	51.4	46.7	304.6	265.3
Mature Outlook (6X) C.	—	—	136.2	125.1
Modern Maturity (6X) C.	32.8	28.7	101.5	97.7
Money C.	115.2	101.0	614.2	582.6
National Geographic C.	30.5	21.4	137.5	139.4
National Geographic Traveler (6X) C.	—	—	162.9	145.3
Natural History C.	17.6	21.3	153.8	192.6
New Choices for Retired Living (10X) C.	28.8	32.2	153.4	165.8
Prevention C.	51.4	49.9	277.2	248.0
Reader's Digest C.	87.3	86.5	451.5	457.4
Saturday Evening Post (9X) C.	—	—	104.8	135.4
Smithsonian C.	60.3	59.0	378.4	425.7
Town & Country C.	52.6	93.0	322.7	475.1
Travel-Holiday (10X) C.	27.4	35.3	265.0	272.8
Travel & Leisure C.	134.4	128.6	601.3	693.2
Travelhost	114.2	119.2	722.3	731.7
US Magazine C.	45.5	39.8	191.4	220.6
Utne Reader (6X)	—	—	163.8	138.7
Vanity Fair C.	86.2	90.3	630.8	584.2
The Walking Mag. (6X) C.	45.2	36.1	115.3	104.8
Yankee C.	53.0	51.7	326.7	343.1
Total Group	**1,875.4**	**1,872.1**	**12,627.1**	**13,100.0**
% change	**0.2%**		**-3.6%**	
■ Home				
Architectural Digest C.	109.5	93.8	589.8	615.3
Better Homes & Gardens C.	130.5	94.2	667.0	636.8
Colonial Homes (6X) C.	64.2	55.6	157.5	152.3
Columbus Monthly-Homes (4X)	—	—	35.5	39.1
Country Home (6X) C.	70.3	74.9	194.3	184.5
Country Life (6X)	—	—	104.4	159.2
Country Living C.	85.8	77.1	517.1	471.8
Decorating Remodeling (8X) C.	49.7	48.3	226.8	192.3
Family Handyman (10X) C.	38.8	34.8	244.4	263.8
Flower & Garden (6X)	44.8	41.2	145.9	130.2
HG C.	69.8	65.5	353.9	445.3
Home C.	59.0	42.7	321.9	294.2
Home Mechanix (10X) C.	44.6	50.6	199.7	236.2
Horticulture (10X)	43.3	48.7	286.0	291.2
House Beautiful C.	71.9	47.2	375.4	349.7
Metropolis (10X)	40.1	31.7	268.0	272.0
Metropolitan Home C.	39.0	49.5	369.1	410.6
Midwest Living (6X) C.	78.7	76.0	252.6	219.9
Organic Gardening (9X) C.	—	—	228.0	251.0
Phoenix Home/Garden	39.7	35.2	311.1	289.6
Practical Home-mer (9X) C.	—	57.7	103.4	251.3
San Diego Home/Garden	43.3	60.5	337.6	397.8
Southern Accents (10X) C.	44.4	36.8	253.3	232.6
Southern Living C.	136.0	96.7	664.9	600.3
Sunset Magazine C.	135.3	137.1	656.4	761.7
Traditional Home (6X) C.	—	32.7	109.7	80.7
Workbench (6X)	45.9	28.6	152.0	118.1
Total Group	**1,484.1**	**1,416.8**	**8,125.4**	**8,347.4**
% change	**4.8%**		**-2.7%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	102.2	108.5
Alaska Airlines	48.4	59.9	302.2	325.1
America West Airlines	63.6	67.6	331.2	395.6
American Way (24X) C.	155.1	119.7	823.4	716.4
Delta Sky C.	91.1	58.6	454.2	387.7
Northwest Air World Traveler C.	64.0	42.5	349.9	242.0
Spirit of Aloha	29.4	30.5	230.3	205.7
TWA Ambassador A.	33.2	—	226.0	162.8
United Vis 'A Vis	77.6	62.0	425.2	405.0
US Air Magazine	74.5	63.2	439.9	391.4
Total Group	**636.9**	**504.0**	**3,684.4**	**3,340.2**
% change	**26.4%**		**10.3%**	
■ Men's				
Details	46.0	13.0	218.4	134.5
Esquire C.	72.4	62.6	414.3	394.4
Firehouse Magazine	44.0	44.3	251.4	230.8
Gentlemen's Quarterly C.	109.5	93.5	611.4	705.8
M Magazine C.	47.7	30.1	286.1	259.7
Men's Fitness	39.0	39.3	229.8	205.7
Men's Health (6X)	—	—	69.6	75.5
Muscle & Fitness C.	122.3	117.7	717.6	716.2
Penthouse C.	63.7	60.5	365.0	353.9
Playboy C.	62.6	74.1	298.4	373.1
Popular Mechanics C.	69.7	63.3	358.6	362.9
Total Group	**677.0**	**598.4**	**3,820.5**	**3,812.5**
% change	**13.1%**		**0.2%**	
■ Metropolitan				
Aloha (6X)	—	—	95.6	105.5
Annapolitan (10X) A.	35.7	32.8	176.9	253.5
Atlanta	70.0	68.3	357.0	419.3
Baltimore	27.2	42.8	196.2	274.8
Boston	70.8	72.6	420.2	444.6
Chicago	89.1	76.5	410.7	446.0
Chicago's North Shore	73.4	78.4	465.4	443.7
Cincinnati	33.5	30.1	207.9	179.2
Cleveland	53.3	38.6	343.5	234.8
Columbus Monthly	32.3	43.3	244.9	255.6
Connecticut	50.8	68.0	344.7	368.2
D/Magazine	41.7	51.1	260.6	287.2
Detroit Monthly	60.7	41.7	335.0	252.6
Diablo	48.1	38.8	329.0	305.9
Grand Rapids	18.3	39.0	108.0	148.2
Honolulu	30.7	37.4	205.8	258.0
Houston Metropolitan Magazine	55.5	56.0	387.5	380.7
L.A. Style	78.5	87.3	285.5	447.8
Los Angeles	83.0	84.6	513.4	541.7
Louisville	51.8	34.7	248.5	259.7
Madison	92.0	84.0	294.0	251.0
Memphis	28.5	48.8	198.2	282.8
Mid Atlantic Country	69.7	56.2	353.3	319.0
Milwaukee	60.2	87.7	285.9	388.2
Minneapolis/St. Paul	92.4	87.1	561.8	494.7
Minnesota Monthly Mag.	46.1	49.5	355.6	306.4
New Jersey Monthly	48.8	47.3	307.5	269.8
New Mexico	32.9	37.7	258.0	282.2
Ohio	64.8	63.3	277.2	277.3
Orlando	56.5	80.1	320.8	542.1
Pacific Northwest (9X) A.	—	28.5	187.5	177.2
Palm Springs Life	49.5	55.7	669.5	691.5
Philadelphia	80.6	86.0	512.8	593.5
Phoenix	26.0	23.8	196.3	167.3
Pittsburgh	107.0	88.2	400.1	395.2
Rhode Island Monthly	29.7	28.9	178.6	215.1
Sacramento Magazine	30.8	34.7	231.6	283.7
San Diego	73.8	105.7	481.7	570.1
San Francisco Focus C.	105.8	71.0	440.2	408.1
Sarasota (10X)	55.0	45.3	417.3	400.2
South Florida Magazine	42.8	40.1	376.6	298.7
Texas Monthly C.	116.7	111.6	654.4	661.3
The Washingtonian	97.2	96.5	492.5	575.7
Total Group	**2,410.8**	**2,479.5**	**14,387.7**	**15,157.8**
% change	**-2.8%**		**-5.1%**	
■ Music/entertainment				
Audio	80.8	86.8	410.3	464.7
Dance Magazine	41.5	43.4	359.0	357.1
Entertainment Weekly (52X) C.	120.6	92.9	474.0	408.6
Premiere C.	67.2	56.8	327.8	334.9
Rolling Stone (25X) C.	160.1	143.8	744.1	760.2
Spin C.	54.4	38.2	285.3	242.7
Video Magazine	66.7	70.0	409.9	402.3
Total Group	**591.3**	**531.8**	**3,010.5**	**2,970.3**
% change	**11.2%**		**1.4%**	
■ Outdoor & sport				
Alaska	32.0	36.7	229.9	264.5
The American Handgunner (6X)	—	—	201.0	160.0
American Hunter	12.2	14.8	94.2	88.3
American Rifleman	19.9	19.4	124.5	119.5
Audubon (6X) C.	—	—	144.3	136.2
Backpacker (8X) C.	40.6	34.3	187.2	157.3
B.A.S.S. Times	18.4	12.4	131.3	85.6
Bassmaster (10X) C.	70.9	37.2	404.3	398.2
Bicycling (10X) C.	93.7	108.9	503.6	569.6
Ducks Unlimited (6X)	—	—	85.5	78.8
Field & Stream C.	70.1	67.7	367.1	395.2
Fishing World (6X)	—	—	104.5	98.1
Flex	100.8	83.3	560.8	460.7
Florida Sportsman	90.5	86.3	677.9	697.6
Golf Digest C.	161.6	137.2	786.1	669.8
Golf Magazine C.	110.6	81.6	660.8	627.6
Guns	50.0	36.0	263.0	217.0
Guns & Ammo	38.1	37.0	226.9	214.9
In-Fisherman (7X)	36.0	42.0	368.0	356.0
Outdoor Life C.	53.1	54.6	334.7	391.1
Outside Magazine C.	98.2	71.4	501.1	432.5
Petersen's Hunting	43.6	26.4	206.1	189.1
Runner's World C.	59.1	42.3	311.9	296.4
Salt Water Sportsman C.	66.5	71.0	515.5	533.5
Shooting Times	34.7	34.2	202.8	168.5
Sierra (6X) C.	—	—	145.9	127.1
Ski (8X) C.	—	—	283.0	301.6
Skiing (7X) C.	—	—	268.0	229.6
Skin Diver C.	150.2	144.7	688.1	744.8
Southern Outdoors (9X)	—	—	245.6	209.5
Southern/Western Links (6X)	—	—	215.0	138.6
Sport Magazine C.	26.9	38.5	147.5	203.5
Sports Afield C.	58.7	62.7	363.8	389.8
Surfing	45.1	44.3	279.8	329.7
Tennis C.	73.9	61.9	386.2	352.9
Volleyball A.	36.8	—	169.6	92.7
Waterski (10X)	77.7	65.5	407.7	371.5
Western Outdoors (9X)	24.6	20.6	128.5	118.9
Wind Surfing (8X)	61.6	63.6	271.5	246.7
Total Group	**1,856.1**	**1,636.4**	**12,193.0**	**11,663.0**
% change	**13.4%**		**4.5%**	
■ Photography				
American Photo (6X) C.	—	—	136.8	149.2
Outdoor Photographer (10X)	42.3	34.4	176.1	156.8
Petersen's Photographic	62.4	49.1	335.6	204.7
Popular Photography C.	124.0	108.9	649.8	628.8
Shutterbug	179.0	178.0	1,049.0	1,036.0
Total Group	**407.6**	**370.4**	**2,347.2**	**2,175.5**
% change	**10.1%**		**7.9%**	
■ Science/electronic/mech				
Compute C.	75.1	74.4	378.2	424.7
Discover A. C.	21.3	22.9	126.2	181.5
Home Office Computing C.	54.6	26.9	286.0	214.1
Omni C.	57.8	55.1	355.1	337.9
Popular Science C.	71.7	74.6	377.8	367.9
Scientific American C.	47.3	36.2	302.7	299.7
Spectrum C.	39.4	40.8	239.1	265.6
Total Group	**367.2**	**330.9**	**2,065.1**	**2,091.5**
% change	**11.0%**		**-1.3%**	
■ Woman/fashion/service				
Allure C.	32.7	21.6	238.6	142.3
Bride's Magazine (6X) C.	383.4	443.2	1,660.7	1,694.6
Child (10X) C.	83.8	57.0	362.9	279.6
Cosmopolitan C.	164.7	184.5	951.6	1,012.1
Elegant Bride (6X)	153.6	140.2	795.9	499.9
Elle C.	72.4	84.3	695.7	791.3
Essence C.	70.4	57.4	411.7	368.7
Family Circle (17X) C.	175.8	134.3	814.3	741.8
Glamour C.	143.1	92.7	778.7	827.1
Good Housekeeping C.	138.4	122.1	815.3	776.5
Harper's Bazaar C.	25.8	50.8	386.5	520.7
Imagen	35.0	62.6	365.4	437.7
Ladies' Home Journal C.	113.3	119.5	656.1	743.0
Lear's C.	32.7	28.8	220.0	232.6
Mademoiselle C.	88.0	82.5	562.0	639.7
McCall's C.	95.8	75.7	516.0	488.9
Military Lifestyle A.	49.9	64.0	262.6	299.5
Mirabella C.	48.7	53.9	367.5	452.6
Modern Bride (6X) C.	327.7	411.7	1,369.5	1,419.6
New Woman C.	57.2	46.0	362.1	371.1
Parenting C.	165.5	115.0	547.9	416.6
Parents Magazine C.	116.6	97.8	690.2	670.3
Redbook C.	98.7	67.3	536.0	532.8
Sassy C.	42.3	35.5	232.9	211.5
Self C.	85.7	64.7	457.3	465.7
Seventeen C.	51.2	57.2	434.2	474.6
Shape C.	54.8	54.7	399.7	328.7
Soap Opera Digest (26X) C.	41.4	32.7	225.7	214.5
Teen Magazine	43.4	32.8	263.4	250.4
True Story C.	36.8	38.0	242.3	250.3
Victoria C.	36.8	33.8	228.6	251.0
Vogue C.	89.7	107.0	1,186.7	1,194.8
W Magazine (26X) C.	30.4	31.9	477.6	488.9
Weddings West (4X) A.	—	—	322.0	42.3
Weight Watchers C.	25.3	27.5	176.7	195.8
Woman's Day (15X) C.	153.2	106.9	715.8	584.9
Workbasket (6X)	38.6	35.2	116.2	101.2
Working Mother C.	59.4	59.0	308.2	337.8
Working Woman C.	50.7	59.6	348.3	415.0
YM-Young & Modern (10X)	30.9	43.8	207.7	219.6
Total Group	**3,543.9**	**3,432.8**	**20,710.5**	**20,385.7**
% change	**3.2%**		**1.6%**	
■ Youth				
Boys' Life C.	17.9	14.4	92.6	99.1
Campus Life (10X)	—	—	229.5	235.3
Total Group	**17.9**	**14.4**	**322.1**	**334.4**
% change	**24.6%**		**-3.7%**	
■ Business/national				
Barron's	130.7	141.0	789.7	761.3
Black Enterprise C.	224.5	210.4	580.7	520.8
Business Week (52X) C.	359.1	327.5	1,767.7	1,591.1
Economist (52X) C.	216.5	176.9	1,445.9	1,138.5
Entreprenour C.	155.9	154.5	1,056.8	1,009.8
Entrepreneurial Woman (7X) C.	42.3	37.1	224.5	193.8
Financial World (26X) C.	92.7	83.5	553.6	343.9
Forbes (26X) C.	215.6	201.1	1,541.4	1,449.2
Fortune (26X) C.	312.5	329.6	1,177.9	1,227.3
Frequent Flyer	27.3	35.1	167.1	213.3
Futures	57.5	35.7	239.1	235.9
Harvard Business Review (6X) C.	—	—	133.9	161.3
Inc. Magazine C.	99.5	107.2	553.7	446.2
Income Opportunities	59.1	63.8	374.6	433.2
Industry Week (23X)	75.8	78.4	382.7	434.9
Nation's Business C.	32.0	28.5	175.8	157.6
Success C.	39.1	37.1	187.0	230.5
Total Group	**2,140.1**	**2,047.5**	**11,352.0**	**10,548.5**
% change	**4.5%**		**7.6%**	
■ Business/regional				
Bus. First-Columbus (52X)	102.6	98.3	635.3	562.5
Bus. Jrnl.-Milwaukee (52X)	136.4	121.1	667.5	678.7
Bus. Jrnl.-Sacramento (52X)	94.9	77.0	453.8	437.0
Bus. North Carolina	29.7	43.3	166.8	204.9
Capital Dist. Business Review (52X)	107.5	109.1	458.7	473.3
Caribbean Business	109.4	117.1	558.1	575.7
Corporate Rpt. Minnesota	32.4	46.0	239.7	283.6
Crain's Chicago Bus. (52X)	111.2	108.0	629.8	634.0
Crain's Cleveland Bus. (52X)	71.9	54.4	350.5	353.6
Crain's Detroit Bus. (52X)	71.8	59.3	380.9	377.4
Crain's New York Bus. (52X)	55.0	56.0	380.0	345.0
Florida Trend (12X)	43.7	35.4	236.0	221.9
Georgia Trend	30.5	41.0	185.8	216.3
Grand Rapids Bus. Jrnl.	58.8	46.4	312.9	316.9
Hawaii Business	40.2	39.2	269.9	271.9
Houston Bus. Jrnl. (52X)	174.4	117.7	847.7	812.6
Indianapolis Bus. Jrnl. (52X)	127.9	126.2	698.1	705.7
Nashville Business & Lifestyle	15.5	24.0	86.2	126.5
New Orleans City Business (52X) A.	104.6	52.1	454.7	275.0
Pacific Bus. News (52X)	147.8	107.0	660.4	617.3
Philadelphia Bus. Jrnl (52X)	96.8	94.8	613.4	560.0
Providence Business News	71.3	49.9	445.1	433.5
St. Louis Bus. Jrnl. (52X)	135.6	123.6	730.0	751.4
Total Group	**1,969.7**	**1,746.7**	**10,461.1**	**10,234.5**
% change	**12.8%**		**2.2%**	
■ National Sunday mags				
Parade (52X) C.	50.7	50.4	422.7	371.5
USA Weekend (52X) C.	59.0	55.1	385.0	331.2
Vista Magazine (12X)	14.5	8.8	87.1	88.1
Total Group	**124.3**	**114.3**	**894.7**	**790.8**
% change	**8.7%**		**13.1%**	
■ Newspaper Sunday magazine				
Boston Globe	89.5	80.2	722.7	704.1
Chicago Tribune	94.8	92.9	640.0	553.1
Cleveland Plain Dealer	40.0	39.6	271.9	260.5
The Dallas Morning News	58.5	44.4	313.3	276.2
Detroit Free Press	31.0	36.0	193.0	225.0
L.A. Times C.	76.2	51.9	567.4	400.5
New York Times Mag. C.	179.5	125.1	1,382.8	1,380.1
Philadelphia Inquirer	48.0	38.6	402.3	395.7
Seattle Times	56.0	85.0	368.0	398.0
St. Louis Post Dispatch	80.6	102.7	446.7	509.5
Washington Post	62.5	72.2	442.5	501.2
Total Group	**816.7**	**768.5**	**5,750.6**	**5,603.9**
% change	**6.3%**		**2.6%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	272.0	180.6	1,002.8	1,088.4
Army Times Military Group:				
Air Force Times (52X)	167.8	192.5	791.6	848.8
Army Times (52X)	166.0	189.1	776.2	831.7
Navy Times (52X)	175.0	196.2	837.4	884.8
Capper's (26X)	21.2	15.9	179.5	165.0
Commonweal (22X)	3.0	4.0	45.1	45.7
Golf World (41X) C.	166.4	133.1	1,030.8	894.1
Grit (52X)	19.1	25.3	168.0	207.8
Jet (52X) C.	95.0	100.5	517.5	521.5
National Journal (50X) C.	57.3	53.0	263.8	300.3
National Review (25X)	37.1	29.1	217.6	187.7
New Republic (48X)	64.5	45.9	269.8	245.8
New York Mag. (50X) C.	208.6	225.5	1,066.9	1,081.2
New Yorker C.	154.8	173.0	828.2	813.8
Newsweek (52X) C.	178.3	184.4	991.3	909.2
People (51X) C.	283.8	259.7	1,435.2	1,486.6
Sporting News (52X) C.	41.8	34.7	223.0	198.0
Sports Illustrated (52X) C.	185.1	207.1	1,100.5	1,054.7
Time (52X) C.	223.9	208.9	1,010.6	1,024.6
TV Guide (52X) C.	134.2	102.4	1,168.1	1,172.4
U.S. News & World Report (50X) C.	199.2	174.2	958.7	866.1
Total Group	**2,854.2**	**2,734.9**	**14,882.5**	**14,829.1**
% change	**4.4%**		**0.4%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. PIB adjusts 1991 figures to compare equivalent number of issues to 1992. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

FOR THE RECORD

U.S. SEN. DAVID PRYOR (D., Ark.), chairman of the Senate Federal Services Subcommittee, criticized the Department of Defense for its big ad budgets and large recruiting staff at a time when the Armed Services are downsizing. He proposed legislation that would cut $100 million to $350 million from the Pentagon's requested $2.1 billion recruitment budget for fiscal 1993. TV advertising in particular needs scrutiny, he said.

SAATCHI & SAATCHI CO., London, agreed last week to pay more than $9.5 million to settle a consolidated class action suit in U.S. District Court in Los Angeles. One Saatchi executive said the settlement, subject to court approval, provides that the company pay into a settlement fund that could be divided among roughly 1,000 shareholders who bought and sold the company's American Depository Receipts between July 15, 1987, and Dec. 11, 1991. The suit alleged Saatchi directors withheld negative information about the company and, as a result, artificially inflated the share price. Saatchi directors admitted no wrongdoing in the settlement agreement.

U.S. HOUSE of Representatives last week overwhelmingly approved a bill re-regulating cable TV rates. The Senate in January approved a similar measure. A House-Senate conference committee will iron out differences in the legislation before sending it on to President Bush, who has threatened a veto.

UPJOHN CO., Kalamazoo, Mich., named **W.B. Doner & Co.**, Southfield, to succeed Hill, Holliday, Connors, Cosmopulos, New York, on the creative portion of the estimated $24 million Motrin IB account. Grey Advertising keeps media buying.

DENTSU AMERICA, Los Angeles, and retail agency Sillery Mayer Skurnik, Avon, Conn., have teamed up to pursue retail accounts on the West Coast. Dentsu hopes to attract more retail clients through its affiliation with Sillery, which has handled advertising for Sizzler Restaurants, Stern's Department Stores and Price Chopper. Dentsu's clients include Sumitomo Bank of California, NGK Spark Plugs and Pioneer Laser Entertainment.

AM GENERAL CORP., South Bend, Ind., named the **Competitive Edge**, Albuquerque, N.M., as first agency for the Hummer, a civilian version of the four-seat, all-terrain vehicle used by U.S. military forces. The estimated $1 million launch will begin Oct. 8 on cable TV and in newspapers and specialty magazines. The Hummer will retail for $39,500 to $50,000.

KRAFT USA is testing a line of lower-price cheeses under the Sealtest name in Milwaukee and Minneapolis. Fineman & Schmidt, Chicago, handles.

NESTLE'S ACQUISITION of Source Perrier has been approved by the Commission of the European Community, provided the Swiss food giant sells several brands in the Nestle-Perrier stable to a single buyer capable of successfully developing them. Nestle has an undisclosed amount of time to find a buyer for the brands, which include Nestle water Vichy and Perrier's St. Yorre.

ACCOUNT ACTION: Hospitality Franchise Systems, Parsippany, N.J., to **AC&R**, New York, from Lintas:New York for its $6 million Howard Johnson chain account. . . . **Sunbeam-Oster Household Products**, Schaumburg, Ill., to **Foote, Cone & Belding**, Chicago for its consolidated account, estimated at $3 million, that was at several agencies. . . . **Daytona Beach Tourism Bureau**, Daytona, Fla., to **Doe-Anderson**, Louisville, Ky., from Benedict Advertising, Daytona, for its $2 million promotional account. . . . **Los Angeles Cellular Telephone Co.** to **Fotouhi Alonso**, first agency for its estimated $2 million-plus account. . . . **Ocean City**, Md., to **Richardson, Myers & Donofrio**, Baltimore, from Zeinog & Associates, Severna Park, for its estimated $1 million tourism account. . . . **Farm at Mount Walden**, The Plains, Va., to the **Martin Agency**, Richmond, from in-house for the smokehouse's less than $1 million account. . . . **Apothecon**, a unit of Bristol-Myers Squibb Co., New York, to **Rosenfeld, Sirowitz, Humphrey & Strauss** for an undisclosed consumer brand believed to be Naldecon, a cough/-cold remedy.

OBITUARY: Ernest Eden Norris, 69, a former BBDO exec VP, died July 20 in John's Island, Fla., of a heart attack. Mr. Norris retired from BBDO in 1980; while at the agency he helped develop Campbell's Chunky Soup for Campbell Soup Co. and Wisk liquid detergent for Lever Bros.

WORTH NOTING: General Motors Corp. broke two 30-second spots July 26 touting the performance of Oldsmobile's midsize Achieva against import leaders Honda Accord and Toyota Camry in a recent durability test. Leo Burnett USA, Southfield, Mich., handles. . . . **Grayson Mountain Water Co.** this month is introducing Grayson Sparkling, a 1-calorie flavored sparkling water, in convenience stores in 46 states via a joint venture with Pepsi-Cola General Bottlers, Chicago. A campaign, via Daniels & Roberts, Boca Raton, Fla., will support. . . . **Earle Palmer Brown/Bergelt Litchfield** has moved to 345 Hudson St., New York 10014; phone (212) 463-6900; fax (212) 463-6964. . . . **Chiat/Day/Mojo** said it will open a 15-person office in Herndon, Va., to service client Nissan Motor Corp. USA's regional headquarters.

Olympic fever strikes; marketers eye '94, '96

By Gary Levin

The competition in Barcelona has barely begun, but marketers are already looking ahead to Lillehammer, Norway, and Atlanta, sites of the 1994 Winter Olympics and 1996 Summer Olympics.

ISL Marketing, the International Olympic Committee's marketing agent, already has signed Coca-Cola Co. as the first sponsor in its The Olympic Program III, covering the 1994 and '96 Olympics, for a reported $40 million. That's double the price tag for the 1992 Games.

Eastman Kodak Co. and Visa International, which also sponsored the '92 Olympics, are said to be close to signing new pacts. A Visa spokesman last week confirmed it has signed a letter of intent for sponsorship pending approval of the board of directors.

Others such as Mars Inc. and N.V. Philips are waiting for marketing results and TV ratings information on the current Games.

Some TOP II sponsors, such as typewriter and printer marketer Brother International, aren't expected to return due to the steeper cost and shrinking product categories.

And the U.S. Postal Service is under pressure from Congress to justify the expense of its '92 Games program, although one Olympics marketing executive said he expects the postal service to return.

In separate deals, Atlanta Centennial Olympic Properties has signed NationsBank and Sara Lee Corp. to $40 million deals for exclusive U.S. rights in the banking and apparel categories to the 1996 Summer Games. The Sara Lee deal, a first for the marketer, centers on the L'eggs, Hanes and Champion lines and also covers the '94 Winter Games.

Atlanta Centennial Olympic Properties is a joint venture of the Atlanta Committee for the Olympic Games and the U.S. Olympic Committee. The group's chief marketing officer, William McCahan, is a former IBM Corp. marketing executive and is said to be negotiating with IBM for a similar sponsorship deal.

The IOC raked in $170 million in rights fees from 12 worldwide sponsors for the '92 Winter and Summer Games, and organizing committees at the two Olympics sites got a combined $300 million from sponsors.

The stepped-up ambush effort has been a major topic of discussion in renewal talks.

For 1994 and '96, the IOC expects worldwide sponsorship revenues from 10 TOP sponsors to total $300 million. But the Atlanta organizing committee is expected to gain far more than the committees did this year, because the site and live telecasts make the Games more attractive for U.S. marketers.

A major concern now is how the IOC and Atlanta Olympic committees will fight ambush marketing.

Despite paying millions for the use of Olympics rings, logos and the like, Coca-Cola, Visa and even Kodak this year saw direct competitors run ads featuring Olympic athletes or supporting individual teams, implying a broader connection to the Games than existed.

The stepped-up ambush effort has been a major topic of discussion in renewal talks.

"They'll lose the value of the sponsorships they're trying to sell if they can't protect it," said Jan Soderstrom, senior VP-advertising and promotion at Visa USA.

"I know my clients are asking what they're going to do to prevent other companies from using the Olympics in their advertising," said Stephen Disson, president of D&F Consulting, which has helped 13 marketers with Olympics programs.

But Olympics officials contend that for most marketers, sponsorships are still a good deal.

Brian McGrath, ISL president, and Richard Pound, the IOC's volunteer marketing executive and a former Olympic swimmer, said in separate interviews they hope to boost the value of Olympics deals by providing more services, such as research, consulting, licensing and hospitality. These would help justify the substantial price increases, they said.

But other sports marketing executives say they need to go further.

Mr. Disson advocates a form of package deal that, for a higher fee, provides not only the worldwide TOP sponsorship but also category-exclusive links with the most popular sports, including skiing, figure skating, gymnastics, track and field, basketball and swimming. That would effectively blunt ambushers' ability to tie in with those federations. □

Ambush

(Continued from Page 3)

big agencies know it. So they've started targeting the people who still pay attention—their ad agency peers and the trade media; i.e., they're advertising to themselves—media masturbation!"

A large portion of respondents said they're skeptical of the value of Olympic sponsorships. When asked how noticeable "official Olympic sponsorships" are to consumers, 38.8% said "not very noticeable" while 40% said they are somewhat noticeable.

"Olympic sponsorships are overpriced and overrated. No one cares," one respondent said. Added another: "If you're stupid enough to pay huge dollars for a non-equity, you're stupid enough to be ambushed."

And when asked if they thought consumers noticed which companies were involved in ambush advertising, 38.6% of respondents said the marketers weren't very noticeable to consumers while 24.3% said they aren't at all noticeable.

"This is an issue only in the advertisers' and agencies' minds," one reader said. "It's impossible to prevent and dumb to pay big dollars for something that can't be controlled."

Many respondents said the publicity garnered by ambush activity has a positive effect on an ambusher: 22.8% said it is extremely or very positive, while 31.4% said it's somewhat positive. Conversely, 21.4% said it is somewhat negative on the marketer doing the ambushing and 17.2% said the publicity is extremely or very negative.

Those who came out against ambush marketing had strong opinions. The practice isn't very fair, 1.4% of respondents said, and 15.7% believe it isn't at all fair.

"In the end," said one reader, "the biggest loser will be the U.S. athletes. Sponsors won't pay high fees to get ambushed." Another said this: "The AmEx ambush tactics disgust me. If I were going to the Olympics, I'd use my MasterCard out of spite."

"Ambushing reflects the creative drought," someone from a marketing company responded. "Isn't this akin to peeing in our own well?" □

Kraft serves Healthy Favorites cheeses

By Julie Liesse

Kraft General Foods has introduced Kraft Healthy Favorites, a reduced-fat cheese line that will go up against ConAgra's Healthy Choice.

Although the marketer said it isn't creating a multicategory megabrand like Healthy Choice, this is Kraft General Foods' second use of the Healthy Favorites name. The first was a reduced-fat lunch meat line introduced earlier this year by the company's Oscar Mayer Foods Corp. division.

ConAgra recently launched a Healthy Choice cheese line, joining lunch meats and products in eight other categories under that brand.

Unlike the 30-item Healthy Choice cheese line, the Healthy Favorites products aren't fat-free. Kraft USA's 22 Healthy Favorites cheese products do, however, contain 50% less fat than regular Kraft cheeses.

Although Healthy Favorites is marketed by separate divisions, both product lines are handled by J. Walter Thompson USA, Chicago. Might there be common advertising for all Healthy Favorites products?

"We're not sure what will happen, but I wouldn't rule that out," said Bob Eckert, exec VP-general manager of the Kraft USA retail cheese business.

In the past two years, Kraft has toyed with two other names for a broad line of healthy products: Eating Right and Kraft Alternatives, both now off the market. □

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NEWSPAPER

Advertising Age

August 3, 1992

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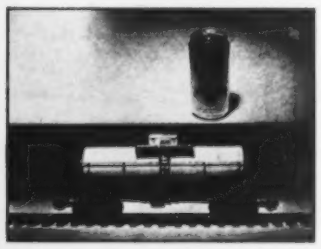

Playing hardball: Anheuser-Busch's Natural Light goes after Coors Light. **Page 3.**

Ad Review: Bob Garfield sings the praises of a new Lee jeans spot. **Page 30.**

Caution takes hold: Magazine publishers say they're not optimistic about ad pages in the fall and fourth-quarter issues. **Page 30.**

LAST MINUTE NEWS

Isuzu dumps Berlin voice

CITY OF INDUSTRY, Calif.—Isuzu signed actor John Corbett, who plays disc jockey/philosopher Chris Stevens on CBS' "Northern Exposure," to a voice-over contract. He replaces Andy Berlin, president of DDB Needham Worldwide's New York office and former managing director at Isuzu's agency, Goodby, Berlin & Silverstein, San Francisco. Mr. Corbett has "re-voiced" TV spots running during the Summer Olympics, in part to incorporate copy changes.

New deodorant coming

PRINCETON, N.J.—Arm & Hammer is working on a new deodorant with baking powder, industry executives said. Arm & Hammer denied it; the company marketed an aerosol form in the 1970s but pulled it off the market because of the chlorofluorocarbon issue. Partners & Shevack, New York, is the company's agency.

Nynex eyes consolidation

WHITE PLAINS, N.Y.—Nynex Corp. will decide this month

(Continued on Page 8)

WPP tries to dodge bullet

Fate of JWT, O&M is uncertain as Sorrell bargains to keep company afloat

By Laurel Wentz and Melanie Wells

The future ownership of Ogilvy & Mather Worldwide and J. Walter Thompson Co. hangs in limbo until Wednesday, even as Martin Sorrell may have averted his closest brush yet with WPP Group's liquidation.

WPP's banks negotiated into the weekend with Fidelity Investments, the group's largest shareholder, to persuade the Boston-based fund management group to vote in favor of a financial restructuring plan that will be submitted for approval at a critical shareholder meeting Aug. 5.

After hearing about Fidelity's objections to the restructuring plan for weeks, WPP Chief Executive Sorrell at press time expected Fidelity to pledge its support for the plan over the weekend.

It's crucial for WPP to win Fidelity's support because it owns 10.8% of WPP's preference shares. WPP needs to win approval from 75% of all preference shares voted for the restructuring measure to pass.

If the plan isn't approved, the creditor banks could put WPP into receivership.

Under one plan devised by WPP's banks in case of a negative vote Aug. 5, the operating companies—including O&M and JWT—would be taken over by the banks within 24 hours. Those companies would continue to be run as a group owned entirely by the banks, leaving the WPP holding company to be liquidated.

If that happens, the banks have indicated, they would put the company in receivership and summon Price Waterhouse to act as receivers. Under the plan, the banks would end up with the operating companies, which would eventually be refloated on London's stock exchange.

It's unclear how such a move would affect Mr. Sorrell.

In liquidation proceedings, "WPP would be a bystander to its own dismemberment, and the

(Continued on Page 28)

Nike, Reebok staging their own Olympic battle

Shoe rivals' media buyers fight for ad slots

By Joe Mandese

While the battle between top shoe marketers Nike and Reebok International is raging at the Summer Olympics, an equally intense struggle is taking place in the U.S. between the companies' media buying services.

Nike's SFM Media and Reebok's DeWitt Media, both New York, are engaged in a game of tactical one-upmanship involving media buys for their respective clients' TV campaigns.

It began two years ago when Reebok, at the last minute, wrested from Nike an exclusive buy on NBC's network coverage of the Summer Olympics in Barcelona.

Nike was close to securing an exclusive deal with NBC to support its sponsorship of the U.S. Olympic basketball team, which has six players under contract as Nike endorsers.

But at the last minute, Reebok exercised an option to renew its incumbent position as the exclusive category sponsor of NBC's 1988 Olympics coverage.

To counter Reebok's Olympic exclusivity, SFM secured exclusivities of spot TV coverage of the Summer Olympics on NBC's owned & operated stations in New York, Los Angeles, Chicago, Wahington and Denver.

Reebok, which paid about $12 million for its network exclusivity, got about 60 spots as part of its NBC Olympic package. But Nike got more time than that on the NBC stations. In New York, for example, Nike had garnered a total of 144 spots on WNBC, NBC's flagship station.

The move threatened to overshadow Reebok's Olympic presence in major TV markets, an untenable condition for the marketer given the media budget it had shelled out and its commitment to the Olympic-themed "Dan & Dave" campaign.

But while Reebok was shut out of national spot TV inventory in

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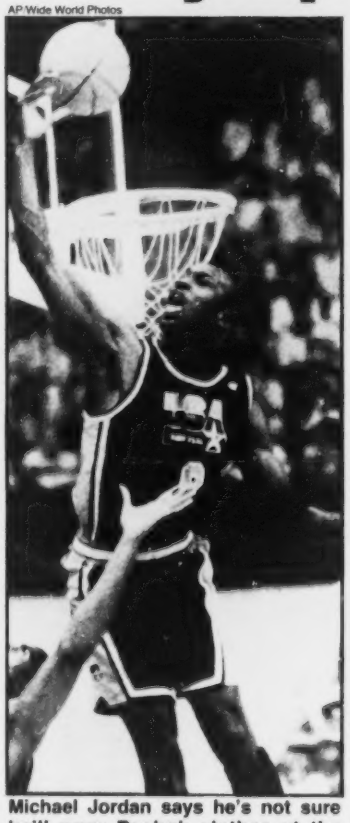
AP/Wide World Photos



Michael Jordan says he's not sure he'll wear Reebok clothes at the Olympics because he's under contract to Nike.

Endorsements cause dilemma for Dream Team

By Gary Levin

The sneaker wars took center stage at the Summer Olympics in Barcelona last week when the big news surrounding the U.S. basketball team wasn't about athletic achievement but conflicting endorsement deals.

The battle squarely pitted Nike against Reebok International in a controversy that served to acutely illustrate the pitfalls of allowing high-profile professional athletes to compete in the Olympics.

It's also put several players on the U.S. Olympic Dream Team on a collision course with the U.S. Olympic Committee.

Superstar Michael Jordan, one of six members of the Dream Team who both pitch and wear Nike products, has been asked by the USOC to wear archrival Reebok's gear when his team accepts an almost guaranteed medal at the conclusion of the Olympic basketball tournament on Aug. 8.

Mr. Jordan last week strongly hinted he won't wear Reebok apparel, even for a few minutes at the medal ceremony, because of his lucrative and longstanding relationship with Nike.

"It's like saying you're going to pick someone over your father. I won't do that," he reportedly said.

The Chicago Bulls star, who collected an Olympic gold medal in 1984, said he won't make a final decision until after the U.S. team wins a medal, but some of his teammates reportedly have

(Continued on Page 28)

FTC green guidelines may spark ad efforts

By Steven W. Colford

WASHINGTON—Consumer products marketers predict there will be a surge in environmental marketing claims now that the Federal Trade Commission has issued a long-awaited set of guidelines.

The FTC's action last week came almost a year after nearly 30 business, consumer and environmental groups asked for federal guidance to help them through a state and federal regulatory mine field. That mine field prompted many consumer products companies to put their environmental claims on hold.

The voluntary guidelines offer no precise definitions of environmental terms to marketers. Instead, they lay out a broad set of parameters that, if adhered to, would likely leave marketers free from federal regulatory actions.

The states aren't bound by the guidelines. But the public praise heaped on the FTC by state Attorneys General Hubert H. "Skip" Humphrey III of Minnesota and Charles Burson of Tennessee feeds marketer hopes that the states will defer to the federal guidelines when contemplating legal actions.

Without the FTC's guidance, marketers argued, they were at the regulatory whim of both federal and state enforcement agencies that often acted inconsistently.

"Marketers have continued to reduce the amount of paper they use or change the product," said Bob Viney, VP-marketing at Church & Dwight Co. "Only the claims had stopped. Now, I think that will change."

"This was something the FTC simply had to do," said Juanita

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NEWS SUMMARY

■ **Environmental** marketing claims are expected to grow again now that FTC has issued new guidelines. 1

■ **Natural Light** TV spot from Anheuser-Busch claims Coors Light adds "local water" in eastern markets. 3

■ **Cooler drinks** made with distilled spirits or malt rather than wine are reviving that market. 3

■ **R.J. Reynolds Tobacco Co.** is canceling the bulk of its fourth-quarter media ad commitments. 3

■ **Johnson & Johnson's** consumer products group, under a new chairman, might make some agency changes. 4

■ **Vice President Quayle** was urged to quit the GOP ticket in a *Washington Post* ad paid for by a Florida auto dealer. 4

■ **Alan Barzman** is leaving Bert & Barz & Co., a major producer of radio commercials, to set up his own company. 5

■ **A rotating-sign** company has a new system that can integrate sponsorship with the action at sports arenas. 5

■ **Butter substitutes** Move Over Butter and Promise Ultra are planned by Nabisco and Van den Bergh Foods. 5

■ **Levi's and Lee jeans** are expanding their ad budgets for new lines aimed at aging baby boomers. 9

■ **Anheuser-Busch's** move taking media buying in-house hasn't been as successful as planned, some say. 12

■ **SMA infant formula's** claim, "closest to mother's milk," should be modified, the National Advertising Division said. 13

■ **'Melrose Place,'** the hot new Fox network show, rated first among the four networks for two of the first three Wednesday nights it aired, and is attracting more advertisers. 21

■ **IBM** may give its Personal Systems Division autonomy to better compete in the personal computer market. 27

■ **Magazine publishers** still voice concern despite a relatively good first half, with ad pages up 1.6%. 30

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Dems take their turn rapping rivals' ad effort

GOP accused of misusing funds from primaries

By Steven W. Colford and Joe Mandese

The Democratic National Committee is trying to pull the rug out from under the initial Bush-Quayle ad blitz that broke last week.

The Democrats contend the ad campaign uses money left over from the primaries. Using those funds for general campaign purposes violates the Federal Elections Campaign Act, the DNC said in a complaint to the Federal Election Commission.

POLITICS ★★★★

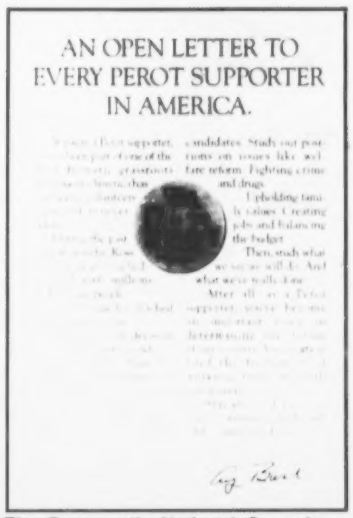
The DNC asked the commission to order the Republican team to deduct the amount spent on the ads from the $55.2 million in federal funds President Bush will get for the general campaign, and to return the balance to the U.S. Treasury or give it to charity. It also asked for an injunction to prevent future ads—including network and cable TV spots breaking today—from appearing.

Car dealer asks Quayle to step down—Page 4.

The spending on the ads is estimated to be at least $1 million; at the end of June, the campaign had about $7 million to $8 million remaining in primary funds.

The ads in question—a page ad appeal to Ross Perot supporters that appeared last week in *USA Today* and other dailies, and the TV spots—were created by the November Co., the New York-based ad team composed mostly of Madison Avenue agency executives.

The election commission acknowledged it had received the complaint but wouldn't comment further. Tony Mitchell, Bush-Quayle campaign deputy press secretary, said the complaint had "no foundation. We are expending funds that comply with the spirit and letter of the FEC regulations."


AN OPEN LETTER TO EVERY PEROT SUPPORTER IN AMERICA.

The Democratic National Committee contends this Bush-Quayle ad violated election regulations.

But there certainly appeared to be a margin for uncertainty. Under FEC rules, the primary season extends until the formal nomination, which for President Bush will occur Aug. 20. But the rules also stipulate that primary campaign funds must be spent for the "campaign for nomination."

Because of the amount of time needed for an FEC ruling, it was considered unlikely the Bush-Quayle campaign would have to yank the TV spots. But the loss of even a few dollars from general election funds would be a blow for the campaign as it heads toward a November showdown against the Democratic team of Arkansas Gov. Bill Clinton and Tennessee Sen. Al Gore.

The National Republican Congressional Committee last week asked each of the Big 3 networks for schedules of 30-second TV spots in a variety of dayparts, including prime time, daytime, sports and late night. The requests, from Mike Murphy Media, Washington, were for 1,000 gross rating points on each of the Big 3 between mid-October and Nov. 2, the day before the election.

Brad Mont, media buyer at Murphy, told networks the spots would be for generic Republican issues, not promoting a specific candidate.

"It will probably be something like a 'Republicans good, Democrats bad' message," a network executive said. "But they may make some reference to Bush."

CBS estimated the cost of the requested schedule at $7.7 million and NBC at about $7.8 million. Specific information about ABC's schedule pricing wasn't available at press time.

Meanwhile, McCaffrey & McCall, New York, the Democratic ticket's media buyer, placed requests with ABC and CBS for prime-time schedules for an undetermined number of 30-second commercials in the second half of August. CBS estimated the cost of a schedule of such prime-time shows as "60 Minutes," "Northern Exposure" and "Evening Shade" at $643,300.

The DNC complaint is only the latest example of the "stick it in your ear" attitude that both parties are displaying in this closely contested presidential race.

The Republican National Committee several weeks ago complained to the FEC that Gov. Clinton illegally used about $400,000 in DNC funds to pay for a June 12 half-hour TV program that solicited funds via a toll-free number. That complaint is still pending. □

MPA, BPA ponder tying the knot

Some in smaller, trade magazine group may oppose move

By Scott Donaton

NEW YORK—The magazine industry's two largest trade associations are discussing a possible merger that could reduce costs and strengthen the voices of both groups.

Executives at the Magazine Publishers of America, which represents consumer magazines, and American Business Press, which represents business and trade publications, met last month as part of ongoing merger discussions.

Those familiar with the talks said no announcement is imminent, but a combination of the two groups is still being actively explored and could happen in the next 18 months.

"It is a subject of mutual interest. Long term, I think it's an evolutionary thing that you might see," said an executive close to the talks. "It's not something that's going to happen overnight. It would have to be understood and embraced by many publishers."

ABP President John Emery said the two groups are "talking about ways to work together to do things better" but declined comment on whether a merger is being considered.

MPA President Donald Kummerfeld was traveling and couldn't be reached for comment.

A merger of the trade groups would face a number of formidable hurdles, including likely opposition from some ABP members concerned about being dwarfed by their larger counterparts.

Most ABP member magazines have significantly lower circulation bases than their MPA counterparts, which include such mass-market titles as the 16.3 million circulation *Reader's Digest*. MPA's smaller members formed the Smaller Magazines Advisory Council within the association last year to focus on their concerns.

"The basic conflicts that will arise in a merger are the conflicts that exist between big and small relative to postal matters and other governmental matters," said Joel Novak, president of ABP member *Electronic News*. "How those would be resolved within one omnibus organization, I don't know."

But the executive close to the merger discussions said the groups' members "have more similarities than differences," particularly in government affairs, advertising and marketing.

The executive said a merger would reduce overhead costs, strengthen lobbying efforts and could result in lower dues for members.

ABP's membership includes more than 100 publishing companies representing more than 700 titles; MPA has more than 200 corporate members representing some 800 magazines.

A number of publishing companies belong to both groups, including Cahners Publishing Co. and Crain Communications Inc., publisher of *Advertising Age*. □

'Melrose Place' is the hot spot for summer ads

By Joe Mandese

This summer, Fox Broadcasting Co. has moved from fourth place to "Melrose Place." And in Nielsen's book, that equals first place on Wednesday nights.

Nielsen Media Research numbers show Fox placed first among the four networks for two of the first three Wednesday nights "Melrose Place" aired.

The show has been so successful that many advertisers are using it as a showcase to break new campaigns.

"Melrose Place" has found a good home on Wednesday nights on Fox.

Nike switched the debut of a new 60-second spot, featuring pro basketball's Charles Barkley to the July 8 premiere of "Melrose Place" from CBS' July 14 coverage of Major League Baseball's All-Star Game.

"The game plan was to run it in the All-Star Game, but we ran it in 'Melrose Place' because the program was there and the target was right," said Robert Perlstein, exec VP-network programming at SFM Media, New York, Nike's media buyer.

Other advertisers, including Reebok International and Parfums De Coeur, have also used "Melrose" to premiere new creative, and still more are lining up for the show's few remaining commercial units.

To date, the show also has attracted heavy multiple-unit buys from advertisers including Nike, Little Caesars Pizza, Parfums De Coeur and Dr Pepper Co.

"We don't debut our new stuff until October, so we've used it purely as an opportunistic media buy, but we're very excited about it because normally, at this time of the year, you're looking at either a lot of reruns or the Olympics," said John Clarke, senior VP-marketing at Dr Pepper.

The buy was "a no-brainer" for Steve Auerbach, exec VP-national broadcast at DeWitt Media, which handles media buying for Parfums De Coeur and Reebok.

"We knew Fox was going to hype the show," he said. "We knew there wasn't that much original programming on during the summer. And we knew it was a spinoff of what was probably the most successful third-quarter show on the air: 'Beverly Hills, 90210.' "

The question for many TV buyers is whether the show will be the place to be this fall, on one of the most competitive nights of first-run programming ever assembled.

"Wednesdays 9 p.m to 10 p.m. [ET] this fall will be the most difficult time period in all of television," said Paul Schulman, president of Paul Schulman Co., a division of Advanswers, the media buying subsidiary of Wells Rich Greene BDDP.

During that time slot, NBC will air "Seinfeld," ABC will run "Home Improvement" and CBS will have "In the Heat of the Night"; all are top-rated shows. Despite the stiff competition, Mr. Schulman predicted "Melrose" will hold its own, though its share may fall.

For network advertisers that took a gamble buying the new show without seeing a pilot, that's good news.

At a cost of about $150,000 per :30, "Melrose Place" is getting 15% to 20% more than Fox's average prime-time unit, but still significantly less than other hit shows.

"The great news is that we have an early-on position with Fox on 'Melrose,' and we hope to continue that if it does well . . . if it continues to grow, we are the luckiest people in the business," said Dr Pepper's Mr. Clarke. □

COVER STORY

Democrats win Cover Story

By Janice Kelly

Cover Story is a monthly ranking of celebrities' popularity as reflected by their appearance on the covers of more than 30 of the nation's leading publications.

The votes are in, and the Democratic dream team of Arkansas Gov. **Bill Clinton** and Tennessee Sen. **Al Gore** beat all other Cover Story contenders for July with 16 points.

Magazine editors pumped up their coverage of the Democratic presidential ticket along with the party's convention in New York last month. Others analyzed what the Southern baby boomers must do to sway former supporters of Texas billionaire **Ross Perot**, who decided not to run as an independent after all. Mr. Perot finished fourth with 8 points.

The Cover Story survey assigns point values to cover appearances based on factors such as prominence of the photo and frequency of the publication.

Second place, with 10 points, went to Gov. Clinton himself, as newsweeklies and entertainment magazines shifted their attention from the gossip surrounding the candidate to profiles of his life and political track record. In *People*, he talked about parenthood, love and his childhood.

His wife, **Hillary Clinton**, earned 6 points and a fifth-place tie for interviews on politics and privacy and what role she would play as the first lady.

Diana, Princess of Wales, finished third with 9 points. Entertainment weeklies and supermarket tabloids continued to write about problems surrounding her marriage and reported suicide attempts.

Tied with Ms. Clinton were **Geena Davis** and **Joan Lunden.** Ms. Davis received coverage for her film "A League of Their Own," while Ms. Lunden talked about marriage, divorce and being a single parent.

Bruce Springsteen was eighth with 5 points for coverage of his first U.S. concert tour in five years.

Finishing ninth with 4 points each were **Tina Brown**, incoming editor of *The New Yorker*, as well as **Eddie Murphy, Elvis Presley, Elizabeth Taylor, Delta Burke, Prince Charles** and **Oprah Winfrey.** □

Bill Clinton and Al Gore, the Democrats' hope for the White House, were magazine cover darlings in July.

MEDIA MIX

News briefs on print, electronic and alternative media.

Gannettworking. Gannett Co.'s Gannettwork cross-media unit plans a newspaper and outdoor promotion in Denver, Detroit and Miami for Kellogg's Corn Flakes. The promotion, involving Gannett and non-Gannett media properties, breaks later this month.

Absolut *Advocate*. Carillon Importers' Absolut vodka is sponsoring a 16-page ad section in the 25th anniversary of *The Advocate* Oct. 6. The gay and lesbian magazine said Absolut becomes the first major U.S. marketer to "clearly and openly" create ads specifically for the gay market. The "Absolut Symbols" section, produced by the magazine, will feature 12 artists' depictions of Absolut and symbols of gay and lesbian life. TBWA, New York, handles Absolut.

Grupo makes big buy. Grupo Televisa, Mexico City, Mexico's largest media company, is buying the Latin American and U.S. businesses of America Publishing Group for $130 million. Grupo will get 80 titles including consumer magazines, romance novels, comics and special interest books. Major publications include *Vanidades* and *Muy Interesante*, as well as titles published under license such as *Cosmopolitan* and *Marie Claire*.

Primed for action. Prime Time Network is the new name of the Television Consortium, a fledgling network of independent stations with programming by Warner Bros. Domestic Television Distribution. The service will introduce four original prime-time programs in January.

Rock the vote. AT&T Co. has signed on as a sponsor of the teen political awareness campaign "Choose or Lose" on MTV: Music Television. The program has included primary coverage, candidate profiles and interviews with political experts.

Future votes. *Newsweek* will publish an election guide for kids 7 to 12 years old as part of its Sept. 28 issue. The guide will include information about what the candidates were like as kids and education on the political process. Additional copies will be distributed through the *Newsweek* Classroom Program.

S marks the spot. USA Network, following the March acquisition of the Sci-Fi Channel, has changed its name to USA Networks. USA, cable's top-rated network, originated as Madison Square Garden Sports Network in 1977 and adopted broad-based programming in 1980.

Mas will go monthly in September, thanks to circulation and revenue gains this year.

More *Mas*. *Mas*, Univision Publications' flagship title, will increase its frequency to monthly from every other monthly starting in September. The change is in response to gains in circulation and revenue so far this year. *Mas* also plans to raise its rate base in January by 5% to 630,000. The cost of a b&w page will increase 6% to $18,000, while a color page will go up 8% to $22,050.

A birthday makeover. *Spotlight*, a monthly serving 500,000 suburban readers in the New York City area, will celebrate its 15th birthday with a revamping. More in-depth features on cutting-edge issues and a new look are part of the changes. The publisher, Meadow Publications, this year launched *Lifestyle/USA*, a Japanese-language magazine about living in America.

Anniversary projects. Hearst Magazines' *Esquire* is considering a number of special projects to mark its 60th anniversary next year, including a men's fashion magazine that could be published as a supplement or special issue. The projects are being developed by Editor in Chief Terry McDonell and Woody Hochswender, who joined *Esquire* as senior editor last week from fashion columnist for *The New York Times*.

Ole TV. An upscale Spanish-language cable network, Ole TV Network, is to be launched via satellite to 35 markets in the U.S., Puerto Rico and Central America next month. The ad-supported Miami-based network plans educational, cultural and entertainment programming 24 hours a day to a potential 25 million Hispanics. □

Joe Mandese coordinates MediaWorks.

MEDIA WORKS

TRACKING SHARES

Prime-time summer TV series

Network	Program	Episodes	Rating	Share
ABC	"Jack's Place"	6	11.2	20
	"Human Target"	1	7.2	13
	"Julie"	5	3.6	8
	"On the Air"	8	3.2	8
CBS	"Raven"	4	10.9	20
	"Bodies of Evidence"	5	10.3	19
	"Grapevine"	5	10.1	17
	"Howie"	4	6.5	13
NBC	"Home Fires"	4	5.7	14
Fox	"Melrose Place"	3	10.6	19
	"Down the Shore"	6	7.3	13
	"Rachel Gunn, R.N."	5	5.1	15
	"Bill & Ted's Excellent Adventures"	5	2.7	10

Source: Nielsen Media Research

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CONGRESSIONAL INFO SVC
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
BETHESDA MD 20814

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NEWSPAPER

Advertising Age

August 10, 1992

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Advertising Age ORIGINAL SURVEY EXTRA

1 Has advertising had an influence on the U.S.' current racial problems?

6.1% Extremely influential
13.8% Very influential
36.4% Somewhat influential
22.2% Not very influential
18.9% Not at all influential
2.5% Don't know

2 Are there enough black people in print ads?

54.8% Too few
0.6% Too many
40.8% Right amount
3.8% Don't know

3 Are there enough black people in TV commercials?

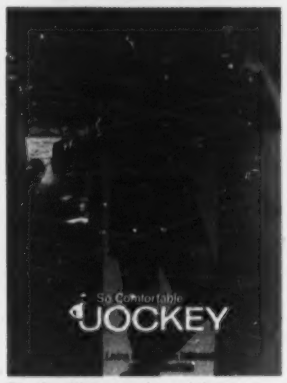
52.4% Too few
2.5% Too many
42.3% Right amount
2.8% Don't know

4 How many black people in non-clerical positions do you work with on a daily basis?

56.5% 0
16.8% 1
18.3% 2-4
5.7% 5-10
1.3% 11-20
1.5% More than 20

Source: *Advertising Age*

Samsonite Corp. and Leo Burnett USA "break all the taboos" with this ad, says Marilyn Kern-Foxworth, a professor who's writing a book on the history of blacks in advertising. The ad shows a black businesswoman talking to the white man seated beside her on a plane.



Black athletes and musicians aren't the only suitable role models that can be portrayed in advertising. This ad is part of a series that features prominent men in Jockey underwear. Here, the focus is on an agricultural economist.

What role do ads play in racial tension?

By Adrienne Ward

The fires of Los Angeles were still smoldering when ad industry leaders joined together to "Rebuild L.A." But an exclusive *Advertising Age* survey on racial issues in the marketing community has found the industry might want to get its own house in order first.

The survey of 470 marketing and media executives found more than half of all respondents believe advertising has played a role in the country's current racial problems: 19.9% of respondents said advertising has been extremely or very influential and 36.4% said it has been somewhat influential. Of the remaining respondents, 41.1% said not very or not at all influential and 2.5% answered don't know.

The random survey of *Ad Age* subscribers—representing the U.S. marketing universe—was conducted by telephone in June. The margin of error was plus or minus 3.9 percentage points.

The problem for many people begins with representation and even, some respondents say, stereotyping.

"All we ever see is a bunch of us dancing to a good beat and

(Continued on Page 35)

GE helps NBC score Olympic ad sellout

Net's parent took millions in unsold commercial time

By Joe Mandese

NEW YORK—NBC managed to sell all its ad time in the just-completed Summer Olympics, but not without a shove across the finish line from parent General Electric Co.

NBC appears to have crammed its coverage of the Games with far more commercials than GE's original Olympic ad deal called for.

"NBC had unsold time that they've just allocated to GE," said an executive at a competing network who closely monitored NBC's Olympic coverage. He estimated GE got about "three to four times" more spots than other advertisers with similar deals.

Reebok International, Xerox Corp. and PPG Industries had Olympic ad deals with NBC worth an estimated $10 million to $12 million, just about the same deal cut by GE two years ago.

But through Aug. 4, GE ran enough network commercials to make it one of the largest Olympic advertisers, with a package worth an estimated $23 million.

GE and NBC executives denied NBC provided free bonus units to the parent company to fill unsold Olympic time and maintained GE's increased

(Continued on Page 36)

Bush ad team slips up big in first TV commercials

By Steven W. Colford

WASHINGTON—The November Co.'s first TV spots for President Bush broke last week and almost broke the law at the same time.

In an embarrassing faux pas, the Bush-Quayle campaign had to withdraw the first versions of the much-anticipated 30- and 60-second commercials, slated to run until the Republican convention begins Aug. 17 in Houston.

Those spots, sent July 30 to Cable News Network and broadcast stations around the country, opened with the presidential seal. Federal law prohibits use of the seal in any fashion that suggests "sponsorship or approval." Violations are punishable by a fine of $250 and up to six months in jail.

So the campaign scrambled to retrieve the commercials, edited them to exclude the seal and sent them out again. While the edited spots ran in all the time slots bought by the campaign, the first versions appeared on CNN Aug. 3 during a news program about the commercials. *(See AdReview on Page 40.)*

The Bush-Quayle campaign initially said an audio problem forced the commercials' withdrawal. Later, the campaign directed inquiries to the No-

(Continued on Page 36)

LAST MINUTE NEWS

Tyco talking to agencies

MOUNT LAUREL, N.J.—Tyco Toys has contacted major agencies for a new-business pitch or possible review of its estimated $50 million to $60 million broadcast and print account, agency executives said. Tyco denied any review is under consideration. Bozell, New York, is currently Tyco's agency.

Judge blocks A-B anti-Coors ads

NEW YORK—U.S. District Judge John Martin on Friday temporarily enjoined Anheuser-Busch from running Natural Light TV and radio spots critical of Coors Light. The order came shortly after Coors filed a $10 million-plus suit here against Anheuser-Busch and agency D'Arcy Masius Benton & Bowles, St. Louis, claiming the spots contain "false" and "misleading" statements. The commercials and point-of-purchase materials in New York and Pennsylvania markets say that despite Coors Light's Rocky Mountain imagery, "concentrate" of the beer is shipped to the East where "local water" is added. Coors said it ships the denser version of Coors Light that comes from the brewery but denies removing anything to concentrate the product. The brewer said it merely adds water in the East instead of in Colorado. Anheuser-Busch officials had no immediate comment.

P&G results to show int'l growth

CINCINNATI—Procter & Gamble's fiscal results for the year ended June 30, to be re-

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Doug Goodman

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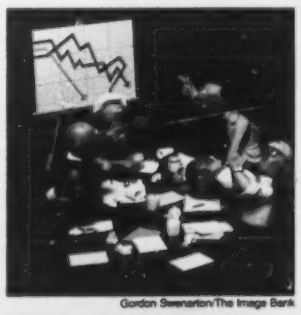
Bob Coen: How has the ad industry's forecasting guru performed over the years? **Page 16.**

Mary Lou Retton writes an open letter to Olympic athletes about sponsorship deals. **Page 21.**

100 Media: Time Warner rises to top of rankings in a down year. **After Page 28.**



Gordon Swanson/The Image Bank

NEWS SUMMARY

■ **NBC** sold all its ad time in its Summer Olympics telecasts with help from parent General Electric. 1

■ **Racial problems** are influenced by advertising, a majority of marketing and media people said in response to a survey. . 1

■ **President Bush's** re-election ad team had to withdraw TV ads that used the presidential seal in violation of the law. 1

■ **Chrysler's** possible agency shake-up when Lee Iacocca leaves may be behind reports Ross Roy Group is looking for a buyer or merger partner. The agency says it's not for sale. 3

■ **General Mills** brings out Dunkaroos bite-size cookies. 3

■ **Electrasol Ultra** is being introduced as the first concentrated automatic dishwasher detergent in the U.S. 3

■ **GTE** ended its test of a supermarket frequent-shopper program, but it may return in a different form. 4

■ **Honda** has begun an introductory ad campaign for the Civic del Sol, its first convertible. 4

■ **Taco Bell** is selling hamburgers in a company-owned restaurant in Mesa, Ariz. 4

■ **Procter & Gamble** is moving aggressively forward with marketing plans for its calcium technology. 4

■ **RadioGuide,** which provides radio listings by format for long-distance auto travelers, will produce more than 5 million copies in this, its 20th, year. 12

■ **Bob Coen,** whose ad volume predictions for McCann-Erickson are widely quoted, tells the perils of forecasting. 16

■ **'Los Angeles Times'** plans a weekly inner-city neighborhood section starting in September. 26

■ **Gannett's** live in-flight news broadcasts, *USA Today* Sky Radio, are expected to begin this month on Delta Air Lines and United Airlines flights. 26

■ **Philip Morris USA** hopes its Retail Masters merchandising program, compensating retailers for carrying its full line, will add distribution for its smaller brands. 33

■ **Bathroom cleaner** category is getting new entries from Procter & Gamble, S.C. Johnson & Son and Unelko Corp. 34

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NRA uses negative ads to hit more politicians

By Steven W. Colford

WASHINGTON—The National Rifle Association is flexing its political advertising muscle again, targeting a longtime congressional incumbent with a campaign that attacks his record on flag-burning, not gun control.

The NRA's latest target is Rep. Mike Synar (D., Okla.), characterized by the group as out of step with his fellow Oklahoma representatives on a variety of issues.

Rep. Synar, known to the advertising community for his opposition to tobacco ads, also happens to be on the NRA's list of gun-control supporters. That makes him a viable target for the NRA's new ad strategy of targeting anti-gun congressmen for their positions on issues unrelated to guns.

In a 30-second TV spot that broke Aug. 7 in Tulsa, the NRA blasted Rep. Synar for having voted against a constitutional amendment prohibiting the burning of the U.S. flag.

Rep. Synar faces stiff opposition in the Aug. 25 Democratic primary from Drew Edmondson, the son of a former congressman.

The NRA used the same back-door strategy in May to help defeat Rep. Beryl Anthony Jr. (D., Ark.). In a series of TV, radio and print ads, the NRA ripped into Rep. Anthony for bouncing checks and excessive travel. Rep. Anthony supported legislation requiring a seven-day wait after buying a gun.

The NRA plans similar ad campaigns against more than 20 other U.S. representatives from both parties.

The group is prepared to spend as much as it can raise to defeat NRA foes, said James Jay Baker, executive director of the NRA-Institute for Legislative Action, the gun lobby's legislative and political operation.

"Usually, in a general election cycle we will spend a couple of million in non-political action committee funds and a couple of million in PAC funds as well," Mr. Baker said. "We're also going to be involved in hundreds of state and local races as well."

The NRA's tactic could be used by other groups wanting to make an oblique attack on political enemies, Mr. Baker said.

"I think it's highly probable that other groups will adopt the same tactic" of going after an opponent with ads unrelated to the real issue at hand, he said. "No one has a lock on this idea. And they've been highly successful." □

P&G's 'super' move

Dumping 25% of stock keeping units; 'bone' to retailers?

By Bradley Johnson and Jennifer Lawrence

Procter & Gamble Co.'s plan to drop slow-selling varieties of brands representing up to 25% of its product line should improve the marketer's relations with supermarkets.

P&G is reviewing its least productive sizes, colors and flavors, and the company over the next 18 months could stop selling 15% to 25% of stock keeping units, or individual items. No brand would be completely eliminated.

"It's a tremendous leadership step for P&G to be taking, something that's needed to be done for a long time," said Christie Hunt, associate with Willard Bishop Consulting, a supermarket industry consultancy.

But P&G may have other motives as well.

The company is cleaning up its product roster following a period of aggressive acquisitions and product introductions. P&G added more stock keeping units in the past year than at any time in its history.

Also, the elimination of slow-selling products meshes with P&G's move away from trade price promotions and toward value pricing, in which the marketer charges a lower everyday wholesale price and eliminates periodic wholesale price cuts.

That move to everyday low pricing has angered some supermarkets. A source close to Unilever said: "P&G is throwing a bone to retailers who are pissed off with EDLP and who have been threatening to pull flankers and SKUs that are not doing very well."

For those chains that carry most or all of P&G's line, often part of a strategy of having the best selection in town, the P&G cutbacks could free up shelf space, Ms. Hunt said. But she said P&G could convince retailers to fill up that space with faster-selling versions of its brands.

Michael Rourke, VP-communications and corporate affairs at the Great Atlantic & Pacific Tea Co., said of the stock keeping unit eliminations: "If they were slow-moving items for us, we would cut them out anyway, and we probably already have." □

Say goodbye to Mr. Whipple; say hello to Charmin-Land

By Jennifer Lawrence

Mr. Whipple, watch out.

Procter & Gamble Co. is making squeezable pleasable in a new network TV campaign for Charmin bathroom tissue.

Three commercials, two 30-second and one 45-second, use animation to introduce viewers to Charmin-Land, the place where cartoon babies make the product squeezably soft. The ads use the theme "Charmin's so pleasable because it's so squeezable."

P&G hopes the babies will take over where Mr. Whipple left off. For 21 years, Mr. Whipple implored shoppers, "Please don't squeeze the Charmin"—though he was a major squeeze culprit. The campaign went off the air in 1985, and the company has been experimenting with creative approaches since then.

After a trip to the Charmin plant, agency executives from D'Arcy Masius Benton & Bowles, New York, came up with the idea of Charmin-Land to show how the product is made.

Animated babies are shown in the factory in all three spots. The :45 introduces Charmin-Land, while the other two spots focus on Charmin Plus and Charmin Potpourri tissues.

"We were looking for a refreshing way to talk about Charmin and squeezable softness," said a P&G spokeswoman. "With animation, we can talk about squeezable softness in a unique way."

Adios, Mr. Whipple: Babies now squeeze Charmin.

But Jack Trout, president of marketing consultancy Trout & Ries, thinks animation isn't the right way to go.

"I'd bring back a new generation of Mr. Whipple," Mr. Trout said. "Get Mr. Whipple's son or nephew . . . my feeling is animation is good for the youth market but not for grown-ups." □

Coen's crystal ball

Ad industry forecaster proud of his predictions, despite recent slips

By Gary Levin

NEW YORK—He's the guru of the ad forecasting business and has been since 1950.

Twice a year, his predictions are wildly anticipated and widely quoted.

And his reading of the relative health of the industry is an influential barometer of shifts in media pricing, advertiser activity and by extension, agency fortunes.

But is he accurate?

Robert J. Coen, senior VP-director of forecasting at McCann-Erickson Worldwide, readily admits he's slipped recently.

"Over 30-odd years, my track record has been pretty good," he said. But "the last few years have not been great, and probably the last two years have been most disappointing."

"The combination of the economic slowdown and the war just disrupted everything. They blew all my forecasts to smithereens."

An analysis of Mr. Coen's December forecasts for the coming year, and his own estimate of actual results a year or more later, show increasing discrepancies since 1988 *(see chart)*.

Although usually on target in periods of economic growth, Mr. Coen, 68, has lately tended to be overly optimistic about U.S. ad spending.

He initially thought 1990 spending would grow 6.2% but later said it gained just 3.8%.

In December 1990, he predicted spending would rise 4.6% during 1991; in the final tally, he reported it fell 1.7%, the biggest decline since 1942 and the first since 1961.

Last December, he predicted domestic ad spending in 1992 would grow 6.2%. But in June, he revised the forecast to 5% growth, based on evidence of a slower-than-expected economic recovery.

Agency and industry executives say they value Mr. Coen's projections to monitor sea changes but don't rely too heavily on the numbers for financial planning purposes.

"I use his historical data a lot, and I use his projections as provocations," said Alan Gottesman, an analyst at PaineWebber.

"It's sort of a game where you give more credit for the right questions than for the right answers," Mr. Gottesman said. "If I'm right or he's right, it's not important. Calling the directional change is the key, and the rest of it is details."

"The last few years have not been great, and probably the last two years have been most disappointing."

Others are sympathetic to the risks in recessionary forecasting.

"The trickiest parts are the turning points," said Victor Zarnowitz, a professor emeritus of economics and finance at the University of Chicago's Graduate School of Business. "Particularly in a downturn, this is frequently a major source of errors indeed. He has plenty of company."

Mr. Coen has had his share of challengers, but none have matched his longevity or consistency.

J. Walter Thompson Co. was among the few other early forecasters. Lately, investment banker Veronis, Suhler & Associates, Myers Marketing & Research, Data Resources Inc. and Saatchi & Saatchi Co.'s Zenith Media have begun issuing their own forecasts, but even some of them are based partly on Mr. Coen's own research.

The McCann ad forecasts started with a seminal tome, "Economic Effects of Advertising," by Harvard Business School Professor Neil Borden.

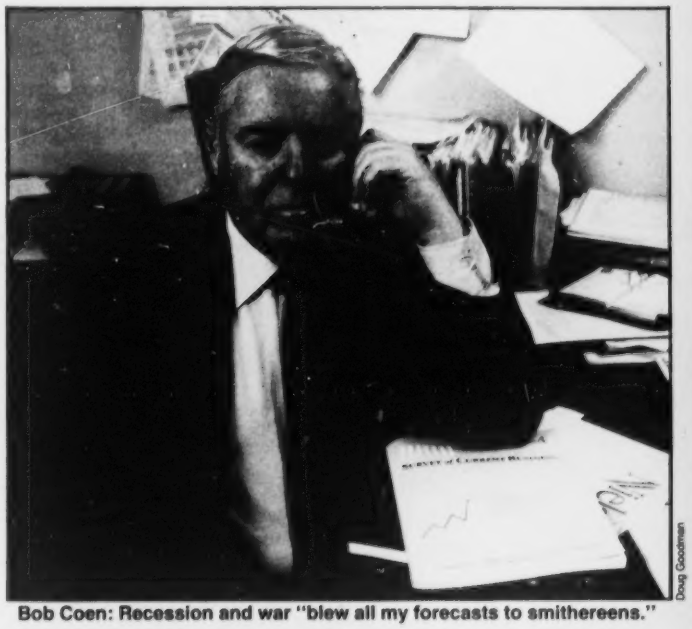
Anna Erickson, the widow of McCann founder Alfred Erickson, supplied a grant and some of McCann's research for the book, published in 1942.

The agency was thus "sucked into being the collector and custodian of this data," Mr. Coen said.

Subsequent forecasts based on data from L.D.H. Weld, then the agency's research director, were reported annually as an advertising study in *Printer's Ink*.

Mr. Weld was succeeded upon his retirement in 1948 by Hans Zeisel, a sociologist and lawyer, who was joined the same year by a "helper" named Bob Coen.

After a hitch in the Navy during World War II, Mr. Coen majored in economics at Holy Cross College, then received a master's degree in mathematics at Columbia University. While there, he was recruited by newly installed McCann President Marion Harper—later the founder of Interpublic Group of Cos.—who hired him as a research analyst and statistician.



Doug Goodman

Bob Coen: Recession and war "blew all my forecasts to smithereens."

Until that time, most agency researchers did little more than copy testing and other measurements to make sure their ads persuaded consumers to buy.

But Mr. Harper wanted to give McCann a competitive edge, so he asked Mr. Coen to produce ratings projections in the nascent days of TV, and to predict price changes for all media.

Two years later, Mr. Coen replaced Mr. Zeisel as the agency's chief forecaster and continued the yearly forecasts.

In 1964, Mr. Harper shifted Mr. Coen to Interpublic, where he directed the Applied Science Division, whose lofty, then-daring and expensive goal was the use of a computer model to predict the likelihood that a panel of 2,000 households would watch a certain program or read a particular magazine.

"It cost a lot of money and probably helped put the skids under poor Marion Harper," Mr. Coen recalled, referring to the ouster of the free-spending Interpublic founder in 1967.

The forecaster then returned to McCann. In 1970, he began producing overseas spending forecasts, and in 1979 was named to his current post of senior VP.

Mr. Coen's methods are part scientific numbers-crunching, part artful conjecture.

He uses historical data to track the likely effect of growth in the gross national product on ad spending, estimating how far one lags behind the other. And he takes stock of significant events, like deregulation of airlines and utilities, that spur advertising activity in a major category.

But he also uses an extensive network of contacts to work from the ground up. Interviews with McCann clients, the agency's own media staffers, media sales reps and others provide information on advertiser demand and pricing.

"It's a guessing game," Mr. Coen said. "You're creating hypotheses and testing them out quantitatively, then watching them and continually revising them."

The benefits of his activity at McCann are twofold.

"There's a great internal benefit of not working in a black box, knowing what's going on out there," he said. "It helps to communicate with the media department and our own clients . . . We can say [to clients], 'Hold back, it's a weak market and it's going to collapse.' "

There's also the public relations value. The forecasts, touted in news conferences and meetings with securities analysts, "get tremendous coverage, and the name McCann-Erickson is well known."

He proudly pointed out that his midyear update figures are published worldwide in newspapers with a combined circulation of 15 million to 20 million, and the agency's foreign offices distribute hundreds of copies.

"It's sort of a game where you give more credit for the right questions than for the right answers."

Mr. Coen's final estimates of previous years' advertising volume are widely accepted and have been used as "official" by U.S. government agencies.

Although Mr. Coen said he has no immediate plans to retire, he believes that if he did, McCann has the resources to carry on his work. But there's no obvious successor at the agency, and other shops might jockey to fill the void if McCann didn't.

Mr. Coen seems to worry about whether anyone who takes his place will win the credibility he's built up.

"I hate to see all the historical experience get lost down the drain." □

Coen: How's he doing?

Year	Forecast*	Actual
1974	5.0	6.6
1975	6.1	4.8
1976	9.7	19.4
1977	10.6	12.4
1978	10.9	15.7
1979	11.0	12.6
1980	11.0	9.8
1981	10.8	12.8
1982	11.7	10.2
1983	9.2	13.9
1984	13.8	15.8
1985	9.7	7.9
1986	8.0	7.7
1987	7.6	7.4
1988	9.0	7.9
1989	6.1	5.0
1990	6.2	3.8
1991	4.6	−1.7
1992	6.2	—

*Made in prior December. Source: McCann-Erickson Worldwide and *Advertising Age*

Statistics prof calls Coen's ad forecasts 'a mixed bag'

By Dennis Chase

Forecaster Robert J. Coen gets a mixed grade from the statistics profession.

Advertising Age asked Peter Rossi, associate professor of econometrics and statistics at the University of Chicago's Graduate School of Business, to analyze Mr. Coen's forecasts for the past 18 years.

Mr. Rossi looked at two sets of numbers: Mr. Coen's forecasts of the coming year's growth and how fast spending actually grew. He ignored forecast revisions that Mr. Coen, McCann-Erickson Worldwide senior VP-director of forecasting, makes throughout the year.

The professor used a "root mean square error" measure to find the average size of Mr. Coen's errors. This measure does not gauge whether Mr. Coen overestimates or undershoots the actual percentage of ad spending growth. Instead, it looks at the absolute size of the error: The larger the number, the worse the forecast.

Mr. Coen's average mean-squared error during the 1974-91 period was roughly 3.4%, which Mr. Rossi called "rather large" relative to ad spending growth.

The good news is that Mr. Coen does better than simply guessing how fast ad spending will grow based on how it changed in the previous year—a common technique Mr. Rossi called the "simple, naive rule."

Guessing that ad spending would grow by the same percentage in one year as it grew the previous year yields a root mean square error of 5%, and "Coen beats that," Mr. Rossi said. "If you can't beat that, you shouldn't be forecasting."

Asked to assess Mr. Coen's performance overall, he said: "It's a mixed bag." □

● NEW YORK ● LOS ANGELES ● CHICAGO ● PHILADELPHIA ● SAN FRANCISCO/OAKLAND/SAN JOSE
● BOSTON ● WASHINGTON, DC. ● DALLAS/FORT WORTH ● DETROIT ● HOUSTON ● ATLANTA
● CLEVELAND ● SEATTLE/TACOMA ● TAMPA/ST. PETERSBURG/SARASOTA ● MINNEAPOLIS/ST. PAUL
● MIAMI/FORT LAUDERDALE ● PITTSBURGH ● ST. LOUIS ● SACRAMENTO/STOCKTON/MODESTO ● PHOENIX

Spotlight on the Top 20

With the U.S. population increasingly concentrated in metropolitan markets, this special advertising section focuses on the biggest of them all: the Top 20 markets.

The markets on the A.C. Nielsen Co. Data Profile pages that follow are the 20 largest Nielsen Designated Market Areas: markets whose boundaries are defined by TV viewing habits and ranked in size by the number of TV households they contain rather than their population. (With a few exceptions, the Top 20 DMA population ranking corresponds to the DMA TV households ranking.)

The Top 20 markets can vary greatly in geographical size. They represent the nation's largest urban/suburban marketplaces, yet where there are no nearby TV markets they sprawl across portions of rural and small-town America, too. For marketers, they are a common building block for marketing and media plans. Hence, their use in this section.

These Top 20 markets accounted for 44.4% of all U.S. TV households in January 1992, according to A.C. Nielsen Co.-published estimates. Within them live 113.2 million people, or 44.7% of the U.S. population, Nielsen reported.

By comparison, the next 20 Nielsen DMAs represented 16.6% of U.S. TV homes and 41.3 million people.

They represent the nation's largest urban/suburban marketplaces, yet they can sprawl across portions of rural and small-town America, too.

Most regions of the country are represented on the Top 20 list: five of the Top 20 are in the East, three in the South, five in the Midwest, two in the Southwest and five in the West.

The specific market data profiles in this section rely on information made available by Nielsen and Donnelley Marketing Information Services (DMIS), a division of Nielsen Marketing Research. The exception is unemployment and retail sales data, provided by the U.S. Labor and Commerce departments.

All the data are based on the Nielsen DMA market definition, with the exception of unemployment and retail sales figures, which are based on U.S. Census Bureau market definitions (Consolidated Metropolitan Statistical Areas and Metropolitan Statistical Areas) that are similar to but often smaller in geographical area than the Nielsen DMA definition.

Each Data Profile page includes the following categories of information:

Total DMA TV households
Total DMA population
Age 2+ population
Adult population
Men 18+ population
Women 18+ population
Population by race (white, Hispanic, nonwhite and black)

Total households
Owner-occupied households
Renter-occupied households
Households by family size
Households with infants/preschoolers
Households by age of head of household
Households by disposable income category
Households by car availability

The data for these sections of each profile were provided to Nielsen by Market Statistics. TV household estimates were derived by Nielsen from total household data provided by Market Statistics. Data are based on the 1990 census and updated to January 1992.

Each category of data is benchmarked against a national index of 100. An index of 150 means a category in that DMA is 50% over the national average; an index of 80 means a category is 20% below the national average.

For example, the Los Angeles DMA has an age 2+ Hispanic population of 4.8 million. The index applied to the population segment, 364, indicates this Top 20 market has more than triple the national average of Hispanics age 2+.

Major retail outlets in 1991

Each Data Profile page also identifies the largest retailers by number of stores in the DMA in 1991, in the areas of supermarkets, major discount department stores and major drug/health & beauty aids stores. Data were provided to Nielsen by Progressive Grocer Trade Dimensions and Chain Store Guide Information Services.

ClusterPLUS™ demographics and lifestyles

From Donnelley Marketing Information Services, the lifestyle and demographic segments listed for each Top 20 market represent the largest segments in the market as ranked by percentage of total DMA households. Each segment is benchmarked against a national index of 100. For example, 4.7% of households in the Boston DMA are classed in the ClusterPLUS™ category "established affluent," with an index of 220, or more than twice the proportion of such households in the nation as a whole.

Each of the 47 ClusterPLUS™ categories represents a distinct lifestyle. DMIS ranks each segment using its proprietary Socio-Economic Status Indicator (SESI) from No. 1, the highest, to No. 47, the lowest.

The 20 ClusterPLUS™ categories with the highest SESI ratings are:

Nos. 1 through 5—established wealthy; mobile wealthy with children; young affluents with children; suburban families with teens; established affluents.

Nos. 6 through 10—highly mobile young families; affluent urban singles; older mobile well-educated; non-urban working families; young professionals.

Nos. 11 through 15—small-town families; highly mobile working couples; older small-town households; urban retirees and professionals; older non-mobile urban households.

Nos. 16 through 20—urban working families; young urban educated singles; working couples with children; young ex-urban families; group quarters.

Median household income
Aggregate household income
Median family income
Most affluent counties (by median household income)
Household income distribution
Average household net worth
Age distribution
Median age
Median age adult population
County population growth forecasts

These data are supplied from DMIS.

Retail sales
Unemployment trends

Labor department unemployment data are for April 1992, the latest metro area data available at press time, and are not seasonally adjusted. For comparison, of 271 metro areas for which April unemployment data were available, 60 areas reported rates higher than 8.5% and 50 reported rates below 5%.■

The markets and ranks

#11 **Atlanta** M-17
#6 **Boston** M-10
#3 **Chicago** M-7
#12 **Cleveland** M-18
#8 **Dallas/Fort Worth** M-12
#9 **Detroit** M-14
#10 **Houston** M-16
#2 **Los Angeles** M-6
#16 **Miami/Fort Lauderdale** M-26
#15 **Minneapolis/St. Paul** M-24
#1 **New York** M-4
#4 **Philadelphia** M-8
#20 **Phoenix** M-31
#17 **Pittsburgh** M-28
#19 **Sacramento/Stockton/Modesto** M-30
#18 **St. Louis** M-29
#5 **San Francisco/Oakland/San Jose** M-9
#13 **Seattle/Tacoma** M-20
#14 **Tampa/St. Petersburg/Sarasota** M-22
#7 **Washington, D.C.** M-11

About this supplement

The Top 20 Markets special advertising section was edited and produced by the *Advertising Age* Special Projects Department: Director, Richard L. Gordon; Design, Jill D'Angelo; Cover illustration, Kevin Fegan, Crain InfoGraphics, New York; Maps, Crain InfoGraphics, Chicago.

#1 New York

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 1

		% U.S.
DMA TV HHs	6,723,980	7.305
DMA population	18,761,900	7.410

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	18,202.5	100	7.43	100
Total adults	14,396.6	100	7.67	100
Men (18+)	6,741.9	47	7.50	98
Women (18+)	7,654.7	53	7.82	102

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	13,546.6	74	6.61	89
Hispanic	2,829.7	16	12.48	168
Non-White	4,655.9	26	11.56	156
Black	3,592.3	20	11.95	161

DMA households

	(000)	%DMA	%U.S.	Index
Total	6,845.2	100	7.31	100
Owner-occupied	3,545.4	52	5.90	81
Rented	3,299.8	48	9.83	135

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	1,801.9	26	7.84	107
2 members	1,983.1	29	6.61	90
3 members	1,185.4	17	7.29	100
4 members	1,030.7	15	7.30	100
5 members	493.8	7	7.84	107
6+ members	350.3	5	8.85	121

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	1,133.0	17	6.87	94

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	1,580.0	23	6.22	85
35-54	2,709.8	40	7.67	105
55+	2,555.4	37	7.77	106

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	356.5	5	6.02	82
$5,000-9,999	540.1	8	6.42	88
$10,000-14,999	530.3	8	5.95	81
$15,000-19,999	505.5	7	5.72	78
$20,000-24,999	483.8	7	5.87	80
$25,000+	4,429.0	65	8.31	114

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	2,358.8	34	7.11	97
Two or more	2,336.7	34	4.75	65
No car	2,149.7	31	19.02	260

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

A & P Tea Co.	345
Grand Union	124
Supermarkets General Corp.	103
King Kullen Grocery	50
Red Apple Supermarkets	50

Major discount department stores

Caldor	54
Marshalls	39
Kmart Stores	38
Bradlees	30

Major drug, health & beauty aids stores

Rite Aid Corp.	210
Pathmark Drug Stores	133
Melville Corp.X	121
Genovese Drug Stores	94
Hook-SuperX	51
Walgreen Co.	42

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category

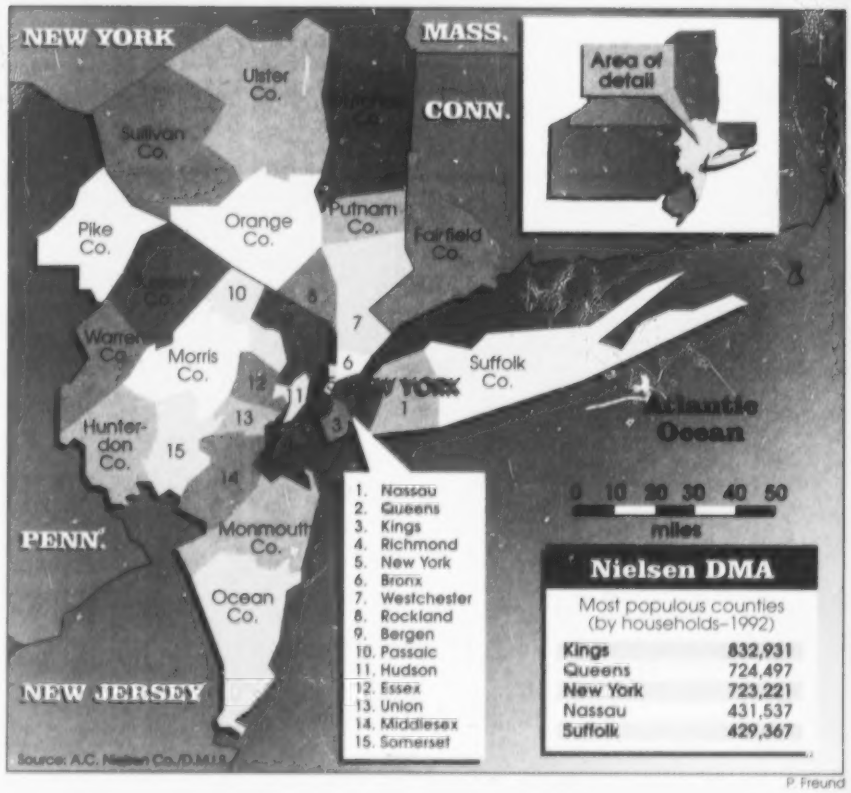
	% of HHs	Index
Old urban ethnics	14.5	664
Center city blacks	9.3	673
Affluent urban singles	7.7	320
Urban retirees & professionals	5.7	313
Lowest income Hispanics	5.3	267
Older non-mobile urban HHs	5.2	203
Urban working families	4.9	203
Suburban families w/teens	4.7	212
Lowest income urban retirees	4.5	347
Established affluents	4.0	188
Established wealthy	3.4	294

DMA household income (1991)

Median HH income	$36,995
Aggregate HH income	$348.07 billion
Median family income	$47,398

Most affluent counties
(by 1991 median HH income)

1. Somerset (N.J.)	$59,704
2. Morris (N.J.)	$58,936
3. Hunterdon (N.J.)	$55,743
4. Nassau (N.Y.)	$54,897
5. Rockland (N.Y.)	$52,593



P. Freund

DMA HH income distribution (1991)

$0-7,499	7.9%
$7,500-9,999	5.6%
$10,000-14,999	7.9%
$15,000-24,999	13.9%
$25,000-34,999	12.6%
$35,000-49,999	16.0%
$50,000-74,999	17.6%
$75,000+	18.5%

Average HH net worth $263,678
Regional index 115.7
National index 133.3

DMA age distribution 1992

0-5	7.9%
6-13	9.9%
14-17	5.0%
18-24	9.7%
25-34	17.0%
35-44	15.7%
45-54	11.7%
55-64	9.2%
65+	13.5%
Median age	35.14
Median age adult population	42.32

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Ocean (N.J.)	+39,689
2. Kings (N.Y.)	+39,150
3. Middlesex (N.J.)	+31,740
4. Queens (N.Y.)	+26,261
5. Bronx (N.Y.)	+24,774

Retail sales*
New York-Northern N.J.-Long Island CMSA
1991 $135.105 billion
Change from 1990 −1.6%

1992/1991 retail sales trend
April 1992 $10.915 billion, −0.9%
Jan.-April 1992 +0.1%
*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. CMSA is Consolidated Metropolitan Statistical Area.

Unemployment trends
Unemployment within the CMSA in April 1992 ranged from 4.9% in the Stamford (Conn.) Primary MSA to 10.5% in the Jersey City PMSA. In the New York PMSA, the rate was 8.8%. Source: U.S. Labor Department

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On Marketing

#2 Los Angeles

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 2

		% U.S.
DMA TV HHs	4,875,100	5.297
DMA population	14,873,300	5.874

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	14,321.1	100	5.84	100
Total adults	10,865.2	100	5.79	100
Men (18+)	5,383.6	50	5.99	103
Women (18+)	5,481.6	50	5.60	97

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	11,401.8	80	5.57	95
Hispanic	4,821.0	34	21.26	364
Non-White	2,919.3	20	7.25	124
Black	1,284.0	9	4.27	73

DMA households

	(000)	%DMA	%U.S.	Index
Total	4,976.2	100	5.31	100
Owner-occupied	2,676.7	54	4.46	84
Rented	2299.5	46	6.85	129

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	1,143.9	23	4.98	94
2 members	1,456.9	29	4.85	91
3 members	820.1	16	5.04	95
4 members	734.2	15	5.20	98
5 members	394.7	8	6.27	118
6+ members	426.5	9	10.78	203

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	1,067.2	21	6.47	122

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	1,482.9	30	5.84	110
35-54	1,992.6	40	5.64	106
55+	1,500.6	30	4.56	86

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	240.1	5	4.05	76
$5,000-9,999	335.9	7	3.99	75
$10,000-14,999	380.9	8	4.28	80
$15,000-19,999	400.0	8	4.53	85
$20,000-24,999	386.4	8	4.69	88
$25,000+	3,233.0	65	6.06	114

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	1,812.3	36	5.46	103
Two or more	2,672.6	54	5.44	102
No car	491.3	10	4.35	82

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Alpha Beta	304
Vons	217
Ralph's Grocery	127
Stater Bros. Markets	104
Albertson's	82

Major discount department stores

Kmart	72
Target	59
Marshalls	26
Pace Membership Warehouse	16

Major drug, health & beauty aids stores

Thrifty Corp.	319
American Drug Stores	140
Melville Corp.	74
Medicine Shoppe International	53
Longs Drug Stores	40
Pay Less Drug Stores	35

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category

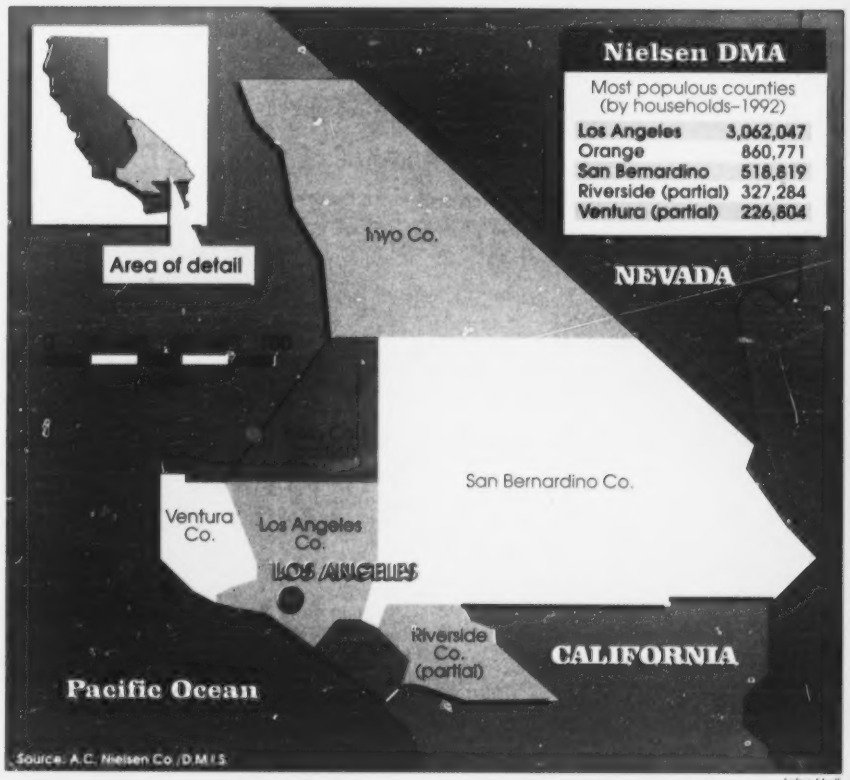
	% of HHs	Index
Young urban ethnics	9.9	385
Middle income Hispanics	9.6	587
Highly mobile working couples	8.1	113
Lowest income Hispanics	7.1	359
Affluent urban singles	6.9	286
Young urban educated singles	5.7	200
Urban working families	5.2	218
Avg income familes in SFDUs	4.5	145
Mobile wealthy w/children	4.3	336
Established wealthy	3.1	264

DMA household income (1991)

Median HH income	$35,200
Aggregate HH income	$234.50 billion
Median family income	$44,060

Most affluent counties
(by 1991 median HH income)

1. Orange	$42,392
2. Ventura	$40,841
3. Los Angeles	$33,786
4. San Bernardino	$33,693
5. Riverside	$31,613



John Hall

DMA HH income distribution (1991)

$0-7,499	7.8%
$7,500-9,999	4.9%
$10,000-14,999	7.8%
$15,000-24,999	15.3%
$25,000-34,999	14.0%
$35,000-49,999	17.8%
$50,000-74,999	17.2%
$75,000+	15.2%

Average HH net worth	$359,702
Regional index	132.7
National index	181.9

DMA age distribution 1992

0-5	9.7%
6-13	11.5%
14-17	5.5%
18-24	11.1%
25-34	18.7%
35-44	15.6%
45-54	10.2%
55-64	7.3%
65+	9.9%
Median age	31.36
Median age adult population	38.89

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Los Angeles	+733,615
2. San Bernardino	+385,479
3. Riverside	+248,102
4. Orange	+245,890
5. Ventura	+71,297

Retail sales*

Los Angeles-Anaheim-Riverside CMSA 1991	$118.177 billion
Change from 1990	−2.7%

1992/1991 retail sales trend

April 1992	$9.470 billion, −2.7%
Jan.-April 1992	−0.5%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. CMSA is Consolidated Metropolitan Statistical Area.

Unemployment trends
Unemployment within the CMSA in April 1992 ranged from 5.7% in the Anaheim-Santa Ana Primary MSA to 10.3% in the Riverside-San Bernardino PMSA. In the Los Angeles-Long Beach PMSA, the rate was 7.1%.
Source: U.S. Labor Department

• 86% SHOPPED IN A DEPARTMENT OR DISCOUNT STORE
• 78% SHOPPED FOR SHOES
• 59% SHOPPED FOR MEN'S CLOTHING
• 53% SHOPPED FOR WOMEN'S CLOTHING
• 48% SHOPPED FOR CHILDREN'S CLOTHING

•SOURCE: CLARK, MARTIRE & BARTOLOMEO 1991 STUDY "LAST MONTH"

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• 41% SHOPPED FOR ELECTRONICS
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• 50% FREQUENTLY SWITCH BRANDS

FOR MORE INFORMATION ON LA OPINION'S READERS, PLEASE CONTACT THE MARKETING DEPARTMENT AT (213) 896-2020

#3 Chicago

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 3

		% U.S.
DMA TV HHs	3,016,930	3.278
DMA population	8,498,000	3.356

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	8,214.1	100	3.35	100
Total adults	6,258.7	100	3.33	100
Men (18+)	2,985.4	48	3.32	100
Women (18+)	3,273.3	52	3.34	100

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	6,370.5	78	3.11	93
Hispanic	903.1	11	3.98	119
Non-White	1,843.6	22	4.58	137
Black	1,536.9	19	5.11	153

DMA households

	(000)	%DMA	%U.S.	Index
Total	3,059.2	100	3.27	100
Owner-occupied	1,909.0	62	3.18	97
Rented	1,150.2	38	3.43	105

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	772.4	25	3.36	103
2 members	892.3	29	2.97	91
3 members	519.7	17	3.19	98
4 members	471.2	15	3.34	102
5 members	236.1	8	3.75	115
6+ members	167.5	5	4.23	130

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	556.7	18	3.38	103

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	824.1	27	3.25	99
35-54	1,197.3	39	3.39	104
55+	1,037.8	34	3.16	97

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	175.5	6	2.96	91
$5,000-9,999	228.8	7	2.72	83
$10,000-14,999	220.5	7	2.48	76
$15,000-19,999	229.1	7	2.59	79
$20,000-24,999	228.5	7	2.77	85
$25,000+	1976.8	65	3.71	113

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	1,177.1	38	3.55	109
Two or more	1,344.7	44	2.74	84
No car	537.4	18	4.75	145

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Jewel Food Stores	189
Dominick's Finer Foods	98
Eagle Food Centers	48
Aldi Inc.	31
Butera Finer Foods	17

Major discount department stores

Kmart	71
Venture Stores	36
Wal-Mart Stores	32
Marshalls	22

Major drug, health & beauty aids stores

Walgreen Co.	243
American Drug Stores	157
Hook-SuperX	59
F&M Distributors	24
Perry Drug Stores	21
Phar-Mor	18

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category

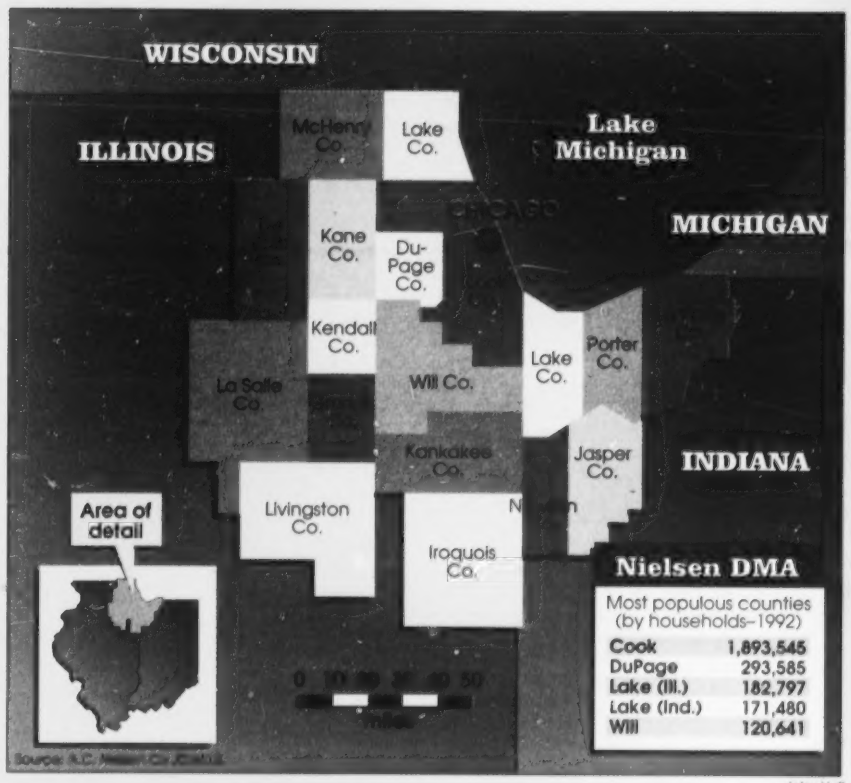
	% of HHs	Index
Old urban ethnics	10.3	472
Affluent urban singles	5.3	222
Urban working families	4.8	200
Highly mobile working couples	4.7	66
Older small town HHs	4.6	202
Young affluents w/kids	4.1	147
Lowest income black female hd HHs	4.0	302
Established affluents	3.9	182
Older non-mobile urban HHs	3.6	141
Small town families	3.3	134
Small town apt. dwellers	3.2	173

DMA household income (1991)

Median HH income	$35,580
Aggregate HH income	$136.97 billion
Median family income	$46,408

Most affluent counties
(by 1991 median HH income)

1. DuPage	$52,290
2. Lake (Ill.)	$47,397
3. McHenry	$42,979
4. Kane	$38,550
5. Will	$38,334



John Hall

DMA HH income distribution (1991)

$0-7,499	8.3%
$7,500-9,999	4.2%
$10,000-14,999	7.0%
$15,000-24,999	14.3%
$25,000-34,999	15.5%
$35,000-49,999	19.4%
$50,000-74,999	18.3%
$75,000+	13.1%

Average HH net worth	$218,466
Regional index	124.0
National index	110.5

DMA age distribution 1992

0-5	8.9%
6-13	11.3%
14-17	5.6%
18-24	10.2%
25-34	17.2%
35-44	15.6%
45-54	10.8%
55-64	8.2%
65+	11.7%
Median age	33.06
Median age adult population	40.86

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. DuPage	+57,850
2. Lake (Ill.)	+37,159
3. Kane	+19,381
4. McHenry	+18,295
5. Will	+14,455

Retail sales*

Chicago-Gary-Lake County, Ill.-Ind.-Wis. CMSA, 1991	$68.643 billion
Change from 1990	+1.7%

1992/1991 retail sales trend

April 1992	$5.578 billion, –3.2%
Jan.-April 1992	+0.4%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. CMSA is Consolidated Metropolitan Statistical Area.

Unemployment trends
Unemployment within the CMSA in April 1992 ranged from 5.1% in the Lake County (Ill.) Primary MSA to 8.9% in the Joliet PMSA. In the Chicago PMSA, the rate was 7.7%.
Source: U.S. Labor Department

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#4 Philadelphia

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 4

		% U.S.
DMA TV HHs	2,634,970	2.863
DMA population	7,242,200	2.860

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	7,018.1	100	2.86	100
Total adults	5,477.0	100	2.92	100
Men (18+)	2,573.7	47	2.86	98
Women (18+)	2,903.3	53	2.97	102

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	5,649.8	81	2.76	96
Hispanic	295.6	4	1.30	46
Non-White	1,368.3	19	3.40	119
Black	1,193.6	17	3.97	139

DMA households

	(000)	%DMA	%U.S.	Index
Total	2,666.6	100	2.85	100
Owner-occupied	1,859.1	70	3.09	109
Rented	807.5	30	2.41	85

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	662.6	25	2.88	101
2 members	820.9	31	2.74	96
3 members	472.3	18	2.90	102
4 members	413.4	16	2.93	103
5 members	188.2	7	2.99	105
6+ members	109.2	4	2.76	97

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	456.9	17	2.77	97

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	658.0	25	2.59	91
35-54	996.4	37	2.82	99
55+	1,012.2	38	3.08	108

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	129.6	5	2.19	77
$5,000-9,999	208.8	8	2.48	87
$10,000-14,999	215.2	8	2.42	85
$15,000-19,999	216.3	8	2.45	86
$20,000-24,999	210.4	8	2.55	90
$25,000+	1,686.3	63	3.16	111

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	994.7	37	3.00	105
Two or more	1,225.3	46	2.49	88
No car	446.6	17	3.95	139

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

American Stores	164
A&P Tea Co.	69
Supermarkets General	36
Laneco	32
Genuardi Supermarkets	28
Weiss Markets	16

Major discount department stores

Kmart	65
Jamesway Corp.	38
Clover	24
Bradlees	22

Major drug, health & beauty aids stores

Rite Aid Corp.	235
Thrift Drug	156
Melville Corp.	81
Pathmark Drug Stores	37
Jack Eckerd Corp.	32
Medicine Shoppe International	28

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

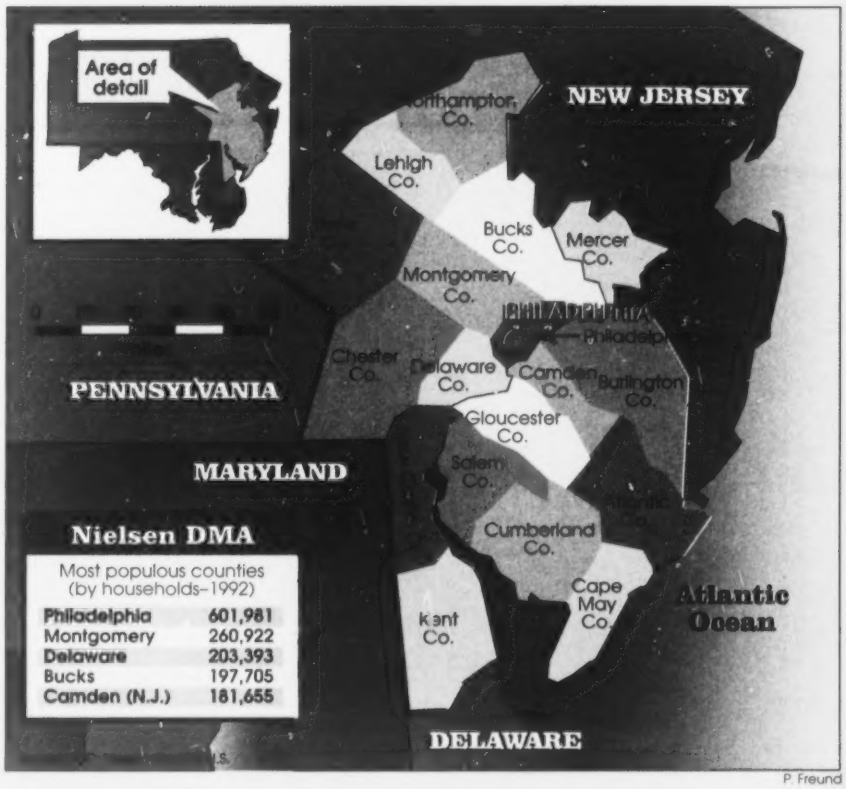
ClusterPLUS™ category	% of HHs	Index
Low income blue collar workers	9.8	460
Older non-mobile urban HHs	6.4	250
Older small town HHs	6.1	266
Urban working families	4.2	175
Non-urban working families	4.1	135
Rural families w/children	4.1	96
Lowest income urban blacks	3.9	269
Suburban families w/teens	3.8	173
Small town families	3.8	155

DMA household income (1991)

Median HH income	$35,181
Aggregate HH income	$124.18 billion
Median family income	$43,377

Most affluent counties
(by 1991 median HH income)

1. Chester (Pa.)	$46,911
2. Montgomery (Pa.)	$46,396
3. Burlington (N.J.)	$45,501
4. Bucks (Pa.)	$44,652
5. Gloucester (N.J.)	$40,770



P. Freund

DMA HH income distribution (1991)

$0-7,499	7.8%
$7,500-9,999	4.9%
$10,000-14,999	7.6%
$15,000-24,999	14.8%
$25,000-34,999	14.6%
$35,000-49,999	17.8%
$50,000-74,999	17.6%
$75,000+	14.8%

Average HH net worth	$267,451
Regional index	118.3
National index	135.2

DMA age distribution 1992

0-5	8.3%
6-13	10.6%
14-17	5.3%
18-24	10.0%
25-34	16.3%
35-44	15.3%
45-54	10.9%
55-64	8.9%
65+	14.0%
Median age	34.58
Median age adult population	42.30

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Chester (Pa.)	+27,511
2. Bucks (Pa.)	+24,734
3. New Castle (Del.)	+18,725
4. Atlantic (N.J.)	+15,689
5. Gloucester (N.J.)	+13,885

Retail sales*
Philadelphia-Wilmington-Trenton CMSA

1991	$47.873 billion
Change from 1990	−4.3%

1992/1991 retail sales trend

April 1992	$4.022 billion, +3.0%
Jan.-April 1992	+5.0%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. CMSA is Consolidated Metropolitan Statistical Area.

Unemployment trends
Unemployment within the CMSA in April 1992 ranged from 5.5% in the Trenton Primary MSA to 11.3% in the Vineland-Millville-Bridgeton (N.J.) PMSA. In the Philadelphia PMSA, the rate was 7.4%.
Source: U.S. Labor Department

REASON NUMBER 2 TO READ ADVERTISING AGE: JAMESBRADY

Advertising Age
WHERE PHILADELPHIA GETS THE WORD
On Marketing

#5 San Francisco/ Oakland/San Jose

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 5

		% U.S.
DMA TV HHs	2,215,470	2.407
DMA population	6,119,800	2.417

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	5,932.1	100	2.42	100
Total adults	4,703.6	100	2.50	100
Men (18+)	2,316.6	49	2.58	103
Women (18+)	2,387.0	51	2.44	97

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	4,393.4	74	2.15	89
Hispanic	919.2	15	4.05	167
Non-White	1,538.7	26	3.82	158
Black	515.5	9	1.71	71

DMA households

	(000)	%DMA	%U.S.	Index
Total	2,282.7	100	2.44	100
Owner-occupied	1,291.5	57	2.15	88
Rented	991.2	43	2.95	121

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	596.6	26	2.60	106
2 members	742.5	33	2.47	101
3 members	379.1	17	2.33	96
4 members	314.0	14	2.22	91
5 members	138.9	6	2.21	90
6+ members	111.6	5	2.82	116

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	382.4	17	2.32	95

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	620.6	27	2.44	100
35-54	950.8	42	2.69	110
55+	711.3	31	2.16	89

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	93.7	4	1.58	65
$5,000-9,999	133.4	6	1.59	65
$10,000-14,999	146.8	6	1.65	68
$15,000-19,999	152.9	7	1.73	71
$20,000-24,999	155.5	7	1.89	77
$25,000+	1600.4	70	3.00	123

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	811.3	36	2.44	100
Two or more	1,207.5	53	2.46	101
No car	263.9	12	2.33	96

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Safeway Stores	153
Lucky Stores	125
Quality Foods Intl	25
Save Mart Stores	24
Market Wholesale Grocery	19

Major discount department stores

Kmart	26
Marshalls	15
Target	14
Costco Wholesale	10

Major drug, health & beauty aids stores

Longs Drug Stores	83
Thrifty Corp	83
Walgreen Co	65
Pay Less Drug Stores	47
Bill's Drugs	22
Merrill Reese	10

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category	% of HHs	Index
Highly mobile working couples	8.9	126
Affluent urban singles	8.6	361
Young urban ethnics	6.7	259
Young urban educated singles	6.1	215
Young professionals	4.7	302
Established affluents	4.2	200
Middle income Hispanics	3.9	240
Older mobile well-educated	3.8	147
Urban working families	3.8	159
Mobile wealthy w/children	3.7	291
Established wealthy	3.6	308

DMA household income (1991)

Median HH income	$39,961
Aggregate HH income	$113.26 billion
Median family income	$52,807

Most affluent counties
(by 1991 median HH income)

1. Marin	$49,129
2. San Mateo	$47,391
3. Santa Clara	$46,627
4. Contra Costa	$42,359
5. Alameda	$35,825

John Hall

DMA HH income distribution (1991)

$0-7,499	6.4%
$7,500-9,999	4.5%
$10,000-14,999	6.5%
$15,000-24,999	13.4%
$25,000-34,999	13.3%
$35,000-49,999	18.1%
$50,000-74,999	19.3%
$75,000+	18.6%

Average HH net worth	$446,555
Regional index	166.2
National index	225.8

DMA age distribution 1992

0-5	8.2%
6-13	10.1%
14-17	4.8%
18-24	9.6%
25-34	18.2%
35-44	17.4%
45-54	11.8%
55-64	8.0%
65+	11.4%
Median age	34.42
Median age adult population	40.79

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Santa Clara	90,710
2. Alameda	+82,050
3. Contra Costa	+70,755
4. Sonoma	+46,371
5. Solano	+28,604

Retail sales*

San Francisco-Oakland-San Jose CMSA 1991	$50.559 billion
Change from 1990	−3.1%

1992/1991 retail sales trend

April 1992	$4.318 billion, −0.3%
Jan.-April 1992	+1.9%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. CMSA is Consolidated Metropolitan Statistical Area.

Unemployment trends
Unemployment within the CMSA in April 1992 ranged from 5.3% in the San Francisco Primary MSA to 5.9% in the Oakland PMSA, 6.4% in the San Jose PMSA and 7.7% in the Vallejo-Fairfield-Napa PMSA.
Source: U.S. Labor Department

REASON NUMBER 14 TO READ ADVERTISING AGE: MarketPlace

Advertising Age
WHERE SAN FRANCISCO GETS THE WORD
On Marketing

#6 Boston

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 6

		% U.S.
DMA TV HHs	2,109,710	2.292
DMA population	5,731,500	2.264

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	5,555.4	100	2.27	100
Total adults	4,417.8	100	2.35	100
Men (18+)	2,093.0	47	2.33	99
Women (18+)	2,324.8	53	2.38	101

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	5,098.1	92	2.49	110
Hispanic	240.4	4	1.06	47
Non-White	457.3	8	1.14	50
Black	278.3	5	0.93	41

DMA households

	(000)	%DMA	%U.S.	Index
Total	2,138.7	100	2.28	100
Owner-occupied	1,293.4	60	2.15	94
Rented	845.3	40	2.52	110

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	540.5	25	2.35	103
2 members	672.9	31	2.24	98
3 members	375.0	18	2.30	101
4 members	332.6	16	2.36	103
5 members	144.5	7	2.30	100
6+ members	73.2	3	1.85	81

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	353.1	17	2.14	94

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	580.5	27	2.29	100
35-54	811.2	38	2.29	100
55+	747.0	35	2.27	99

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	80.8	4	1.36	60
$5,000-9,999	154.0	7	1.83	80
$10,000-14,999	162.5	8	1.82	80
$15,000-19,999	158.3	7	1.79	78
$20,000-24,999	158.5	7	1.92	84
$25,000+	1,424.6	67	2.67	117

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	881.9	41	2.66	116
Two or more	930.4	44	1.89	83
No car	326.4	15	2.89	126

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Purity Supreme Markets	58
Demoulas Supermarkets	45
Stop and Shop	44
Shaws Supermarkets	41
Star Market	33

Major discount department stores

Ames Dept. Stores	43
Bradlees	37
Marshalls	33
Kmart	21

Major drug, health & beauty aids stores

Melville Corp.	187
Hook-SuperX	60
American Drug Stores	53
Walgreen Co.	51
CVS (Consumer Value Store)	34
Rite Aid Corp.	31

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category

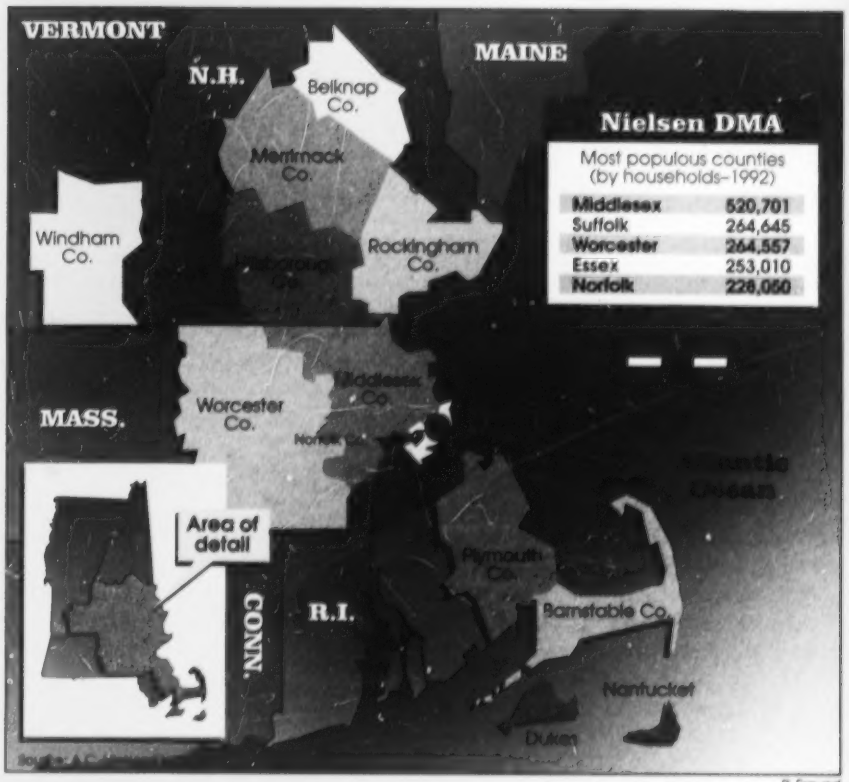
	% of HHs	Index
Older non-mobile urban HHs	10.7	418
Small town apt. dwellers	9.6	514
Old urban ethnics	8.4	384
Non-urban working families	5.9	197
Established affluents	4.7	220
Suburban families w/teens	4.2	190
Older mobile well educated	4.1	158
Rural families w/children	3.9	91
Working couples w/children	3.1	229
Affluent urban singles	3.0	126

DMA household income (1991)

Median HH income	$40,549
Aggregate HH income	$117.02 billion
Median family income	$51,058

Most affluent counties
(by 1991 median HH income)

1. Norfolk (Mass.)	$49,858
2. Middlesex (Mass)	$46,687
3. Rockingham (N.H.)	$44,874
4. Hillsborough (N.H.)	$43,902
5. Plymouth (Mass.)	$41,575



P. Freund

DMA HH income distribution (1991)

$0-7,499	5.9%
$7,500-9,999	4.3%
$10,000-14,999	7.1%
$15,000-24,999	13.2%
$25,000-34,999	12.8%
$35,000-49,999	18.1%
$50,000-74,999	19.9%
$75,000+	18.7%

Average HH net worth	$482,968
Regional index	223.1
National index	244.2

DMA age distribution 1992

0-5	8.1%
6-13	9.9%
14-17	5.1%
18-24	10.5%
25-34	17.8%
35-44	16.0%
45-54	10.9%
55-64	8.3%
65+	13.1%
Median age	34.15
Median age adult population	41.03

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Hillsborough (N.H.)	+29,261
2. Rockingham (N.H.)	+29,072
3. Worcester (Mass.)	+28,186
4. Barnstable (Mass.)	+18,402
5. Essex (Mass.)	+14,234

Retail sales*
Boston-Lawrence-Salem-Lowell-Brockton NECMA

1991	$28.391 billion
Change from 1990	+1.5%

1992/1991 retail sales trend

April 1992	$2.536 billion, +16.0%
Jan.-April 1992	+13.3%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Dept. NECMA is New England County Metropolitan Area.

Unemployment trends
Unemployment within the NECMA in April 1992 ranged from 7.5% in the Boston Primary MSA to 10.3% in the Brockton PMSA.
Source: U.S. Labor Department

REASON NUMBER 3 TO READ ADVERTISING AGE:

Advertising Age
WHERE BOSTON GETS THE WORD
On Marketing

#7 Washington

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 7

		% U.S.
DMA TV HHs	1,819,900	1.977
DMA population	4,984,200	1.969

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	4,824.6	100	1.97	100
Total adults	3,784.2	100	2.02	100
Men (18+)	1,820.6	48	2.02	101
Women (18+)	1,963.6	52	2.01	100

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	3,469.7	72	1.69	86
Hispanic	246.6	5	1.09	55
Non-White	1,354.9	28	3.36	171
Black	1,109.7	23	3.69	188

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,846.5	100	1.97	100
Owner-occupied	1,161.1	63	1.93	98
Rented	685.4	37	2.04	104

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	451.4	24	1.96	100
2 members	575.3	31	1.92	97
3 members	343.5	19	2.11	107
4 members	284.5	15	2.02	102
5 members	119.7	6	1.90	96
6+ members	72.1	4	1.82	92

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	330.7	18	2.01	102

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	532.5	29	2.10	106
35-54	794.7	43	2.25	114
55+	519.3	28	1.58	80

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	73.0	4	1.23	63
$5,000-9,999	90.8	5	1.08	55
$10,000-14,999	107.8	6	1.21	61
$15,000-19,999	123.4	7	1.40	71
$20,000-24,999	131.2	7	1.59	81
$25,000+	1,320.3	72	2.48	126

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	655.5	35	1.98	100
Two or more	986.6	53	2.01	102
No car	204.4	11	1.81	92

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Safeway Stores	109
Giant Food	105
A & P Tea Co.	39
Food Lion Stores/Save Rite	26
Jumbo Food Stores	19

Major discount department stores

Kmart	30
Ames Dept. Stores	28
Marshalls	11
Jamesway Corp.	8

Major drug, health & beauty aids stores

Melville Corp.	195
Rite Aid Corp.	106
Revco D.S.	21
Drug Emporium	20
Standard Drug Co.	15
The Cosmetic Centers	14

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category

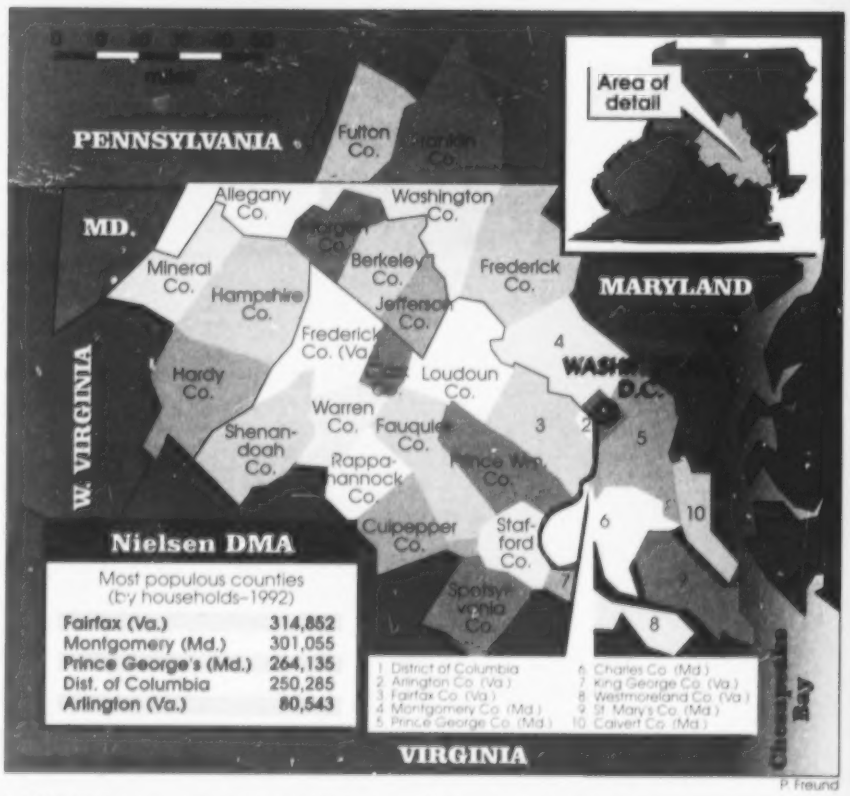
	% of HHs	Index
Affluent urban singles	10.8	450
Young affluents w/children	9.3	331
Highly mobile working couples	8.9	125
Suburban families w/teens	5.3	241
Non-urban working families	4.1	137
Established wealthy	4.0	344
Established affluents	4.0	191
Young urban educated singles	3.6	125
Rural families w/children	3.4	78
Center city blacks	3.4	245

DMA household income (1991)

Median HH income	$43,625
Aggregate HH income	$101.62 billion
Median family income	$55,107

Most affluent counties
(by 1991 median HH income)

1. Fairfax (Va.)	$63,679
2. Fairfax City (Va.)	$57,059
3. Montgomery (Md.)	$55,379
4. Falls Church City (Va.)	$55,254
5. Prince William (Va.)	$53,507



P. Freund

DMA HH income distribution (1991)

$0-7,499	5.4%
$7,500-9,999	3.5%
$10,000-14,999	5.3%
$15,000-24,999	12.6%
$25,000-34,999	12.9%
$35,000-49,999	17.7%
$50,000-74,999	20.9%
$75,000+	21.6%

Average HH net worth	$276,564
Regional index	161.5
National index	139.8

DMA age distribution 1992

0-5	8.4%
6-13	10.3%
14-17	5.1%
18-24	10.3%
25-34	18.7%
35-44	17.2%
45-54	12.1%
55-64	7.8%
65+	9.6%
Median age	33.41
Median age adult population	39.98

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Fairfax (Va.)	+124,632
2. Montgomery (Md.)	+96,655
3. Prince William (Va.)	+45,027
4. Prince George's (Md.)	+27,028
5. Frederick (Md.)	+19,268

Retail sales*

Washington, D.C.-Md.-Va. MSA	
1991	$35.217 billion
Change from 1990	−0.6%

1992/1991 retail sales trend

April 1992	$2.810 billion,	−2.3%
Jan.-April 1992		−1.4%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. MSA is Metropolitan Statistical Area.

Unemployment trends
Unemployment within the Washington Metropolitan Statistical Area in April 1992 was 7.3% in the District of Columbia and 4.7% for the MSA.
Source: U.S. Labor Department

The way the Washington DC market gets its news has changed-shouldn't the way you buy it?

When you want Maryland newscasts, you can buy 'em- When you want Virginia newscasts, you can buy 'em -When you want DC newscasts, you can buy 'em- Altogether or a la carte, when you shop for specifics, Nobody does news like we do!

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#8 Dallas/ Fort Worth

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 8

		% U.S.
DMA TV HHs	1,760,270	1.912
DMA population	4,783,600	1.889

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	4,613.8	100	1.88	100
Total adults	3,479.0	100	1.85	100
Men (18+)	1,691.4	49	1.88	102
Women (18+)	1,787.6	51	1.83	99

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	3,841.3	83	1.88	100
Hispanic	575.5	12	2.54	135
Non-White	772.5	17	1.92	102
Black	626.6	14	2.08	111

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,787.1	100	1.91	100
Owner-occupied	1,056.0	59	1.76	92
Rented	731.1	41	2.18	114

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	448.8	25	1.95	102
2 members	556.8	31	1.86	97
3 members	315.4	18	1.94	102
4 members	274.7	15	1.95	102
5 members	117.4	7	1.86	98
6+ members	74.0	4	1.87	98

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	352.0	20	2.14	112

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	600.8	34	2.37	124
35-54	693.9	39	1.96	103
55+	492.4	28	1.50	78

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	108.8	6	1.84	96
$5,000-9,999	139.6	8	1.66	87
$10,000-14,999	155.1	9	1.74	91
$15,000-19,999	161.6	9	1.83	96
$20,000-24,999	154.8	9	1.88	98
$25,000+	1,067.2	60	2.00	105

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	577.4	32	1.74	91
Two or more	1,094.2	61	2.23	117
No car	115.5	6	1.02	54

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Minyard Food Stores	74
Kroger	67
Winn-Dixie Stores	59
The Cullum Companies	55
Skaggs Alpha Beta	41

Major discount department stores

Wal-Mart	59
Kmart	43
Target	16
50 Off Stores	8

Major drug, health & beauty aids stores

Jack Eckerd Corp.	181
Revco D.S.	99
American Drug Stores	40
Sack 'n Save	30
Cullum Co.	17
True Quality Pharmacies	16

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category

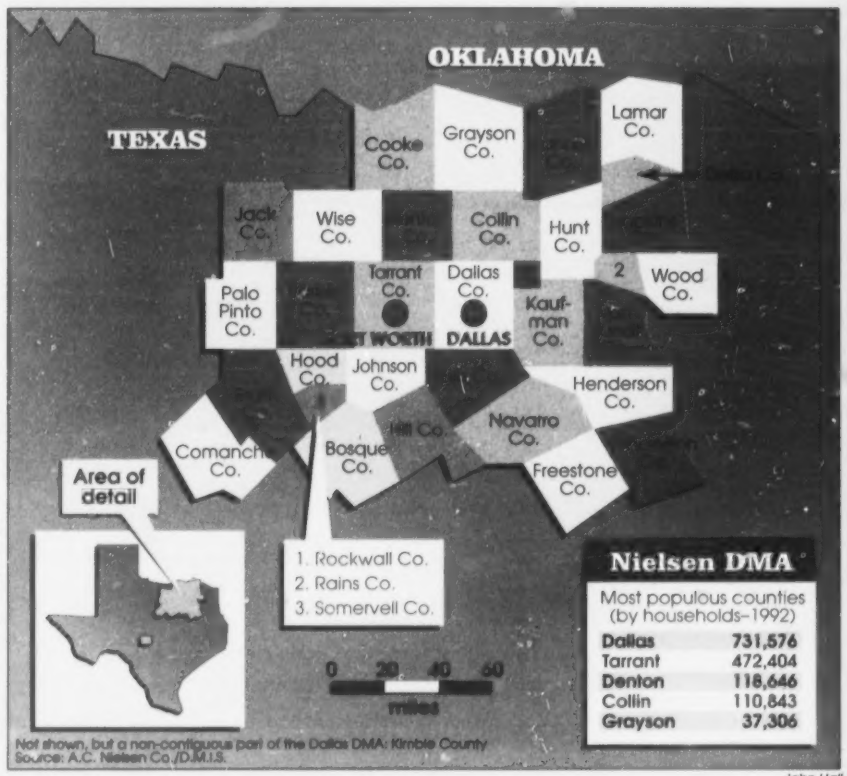
	% of HHs	Index
Highly mobile working couples	11.7	164
Young urban educated singles	10.2	357
Young affluents w/children	7.7	275
Highly mobile young families	6.8	267
Average income families in SFDUs	5.6	183
Small town families	4.1	169
Low income farmers	3.7	197
Older below avg. income homeowners	2.9	118

DMA household income (1991)

Median HH income	$31,634
Aggregate HH income	$72.13 billion
Median family income	$38,520

Most affluent counties
(by 1991 median HH income)

1. Collin	$45,411
2. Rockwall	$39,961
3. Denton	$38,833
4. Tarrant	$34,296
5. Dallas	$31,932



Not shown, but a non-contiguous part of the Dallas DMA: Kimble County
Source: A.C. Nielsen Co./D.M.I.S.

John Hall

DMA HH income distribution (1991)

$0-7,499	9.3%
$7,500-9,999	4.3%
$10,000-14,999	8.0%
$15,000-24,999	17.0%
$25,000-34,999	17.1%
$35,000-49,999	17.6%
$50,000-74,999	15.4%
$75,000+	11.2%

Average HH net worth	$267,661
Regional index	155.4
National index	135.3

DMA age distribution 1992

0-5	9.6%
6-13	11.7%
14-17	5.5%
18-24	10.6%
25-34	19.1%
35-44	15.9%
45-54	10.5%
55-64	7.2%
65+	9.4%
Median age	31.47
Median age adult population	38.90

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Tarrant	+186,782
2. Dallas	+150,610
3. Collin	+80,171
4. Denton	+76,712
5. Johnson	+18,918

Retail sales*
Dallas-Fort Worth CMSA.

1991	$31.227 billion
Change from 1990	+2.5%

1992/1991 retail sales trend

April 1992	$2.776 billion,	+8.2%
Jan.-April 1992		+7.9%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. CMSA is Consolidated Metropoiitan Statistical Area.

Unemployment trends
Unemployment within the CMSA in April 1992 ranged from 7.0% in the Dallas Primary Metropoiitan Statistical Area to 7.5% in the Fort Worth-Arlington PMSA.
Source: U.S. Labor Department

REASON NUMBER 4 TO READ ADVERTISING AGE:

T.N.T.
The Next Trend

Advertising Age
WHERE DALLAS/FORT WORTH GETS THE WORD
On Marketing

#9 Detroit

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 9

		% U.S.
DMA TV HHs	1,714,970	1.863
DMA population	4,686,500	1.851

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	4,530.0	100	1.85	100
Total adults	3,464.4	100	1.84	100
Men (18+)	1,634.8	47	1.82	99
Women (18+)	1,829.6	53	1.87	101

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	3,484.6	77	1.70	92
Hispanic	89.2	2	0.39	21
Non-White	1,045.4	23	2.59	140
Black	950.8	21	3.16	171

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,733.0	100	1.85	100
Owner-occupied	1,193.7	69	1.99	107
Rented	539.3	31	1.61	87

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	423.0	24	1.84	99
2 members	527.2	30	1.76	95
3 members	310.8	18	1.91	103
4 members	273.7	16	1.94	105
5 members	124.5	7	1.98	107
6+ members	73.8	4	1.87	101

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	309.5	18	1.88	101

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	457.8	26	1.80	97
35-54	681.7	39	1.93	104
55+	593.5	34	1.80	97

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	106.2	6	1.79	97
$5,000-9,999	146.9	8	1.75	94
$10,000-14,999	143.0	8	1.61	87
$15,000-19,999	134.7	8	1.52	82
$20,000-24,999	132.9	8	1.61	87
$25,000+	1,069.3	62	2.01	108

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	604.3	35	1.82	98
Two or more	941.6	54	1.92	104
No car	187.1	11	1.66	89

Major retail outlets 1991

Chains with largest number of stores in the market.

Supermarkets

A & P Tea Co./Bormans	117
Kroger	74
Meijer	17
Danny's Markets	11
Seaway Food Town	9

Major discount department stores

Kmart	59
Meijer	17
Target	16
Marshalls	9

Major drug, health & beauty aids stores

Perry Drug Stores	115
Arbor Drugs	104
A.L. Price	23
F&M Distributors	20
Concord/Wrigley Drugs	13
M & R Pharmacy	10

ClusterPLUS™ lifestyles/demographics

Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category	% of HHs	Index
Urban working families	7.8	325
Older small town HHs	6.5	283
Avg. income blue collar families	5.1	363
Lowest income black female head HHs	4.8	363
Small town families	4.5	182
Suburban families with teens	4.0	182
Highly mobile working couples	4.0	56
Young affluents w/children	3.6	127
Young ex-urban families	3.5	220

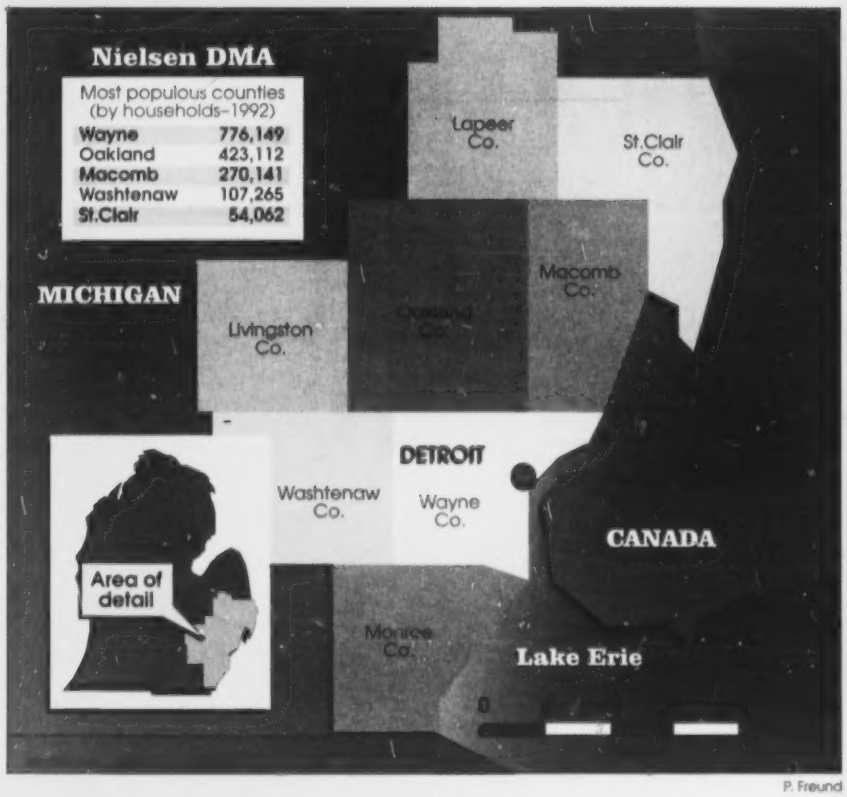
DMA household income (1991)

Median HH income	$36,178
Aggregate HH income	$75.79 billion
Median family income	$46,299

Most affluent counties

(by 1991 median HH income)

1. Oakland	$44,685
2. Livingston	$41,078
3. Macomb	$39,279
4. Washtenaw	$38,877
5. Monroe	$33,989



P. Freund

DMA HH income distribution (1991)

$0-7,499	8.2%
$7,500-9,999	4.4%
$10,000-14,999	6.9%
$15,000-24,999	13.5%
$25,000-34,999	15.4%
$35,000-49,999	19.9%
$50,000-74,999	18.7%
$75,000+	12.9%

Average HH net worth	$225,370
Regional index	127.2
National index	113.9

DMA age distribution 1992

0-5	8.7%
6-13	11.1%
14-17	5.6%
18-24	10.3%
25-34	16.5%
35-44	15.8%
45-54	11.1%
55-64	8.4%
65+	11.9%
Median age	33.52
Median age adult population	41.26

County growth forecasts

Counties forecast to have the largest population gains 1992-1997.

1. Oakland	+26,496
2. Washtenaw	+7,430
3. Livingston	+6,636
4. St. Clair	+2,443
5. Lapeer	+1,641

Retail sales*

Detroit-Ann Arbor CMSA

1991	$35.140 billion
Change from 1990	+0.8%

1992/1991 retail sales trend

April 1992	$3.044 billion, +5.8%
Jan.-April 1992	+7.1%

*Estimated retail sales, not seasonally adjusted, U.S Commerce Department. CMSA is Consolidated Metropolitan Statistical Area.

Unemployment trends

Unemployment within the CMSA in April 1992 ranged from 5.2% in the Ann Arbor Primary Metropolitan Statistical Area to 9.2% in the Detroit PMSA.

Source: U.S. Labor Department

REASON NUMBER 5 TO READ ADVERTISING AGE: FORUM

Advertising Age
WHERE DETROIT GETS THE WORD
On Marketing

#10 Houston

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 10

		% U.S.
DMA TV HHs	1,445,550	1.571
DMA population	4,117,500	1.626

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	3,968.8	100	1.62	100
Total adults	2,926.3	100	1.56	100
Men (18+)	1,446.7	49	1.61	103
Women (18+)	1,479.6	51	1.51	97

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	3,080.9	78	1.50	93
Hispanic	827.4	21	3.65	225
Non-White	887.9	22	2.20	136
Black	718.7	18	2.39	148

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,473.4	100	1.57	100
Owner-occupied	841.4	57	1.40	89
Rented	632.0	43	1.88	120

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	361.4	25	1.57	100
2 members	423.1	29	1.41	90
3 members	260.1	18	1.60	102
4 members	236.3	16	1.67	106
5 members	112.1	8	1.78	113
6+ members	80.4	5	2.03	129

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	306.9	21	1.86	118

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	476.2	32	1.88	119
35-54	614.5	42	1.74	110
55+	382.7	26	1.16	74

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	101.0	7	1.70	108
$5,000-9,999	105.2	7	1.25	79
$10,000-14,999	124.8	8	1.40	89
$15,000-19,999	131.2	9	1.48	94
$20,000-24,999	124.9	8	1.52	96
$25,000+	886.3	60	1.66	106

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	509.5	35	1.54	98
Two or more	858.6	58	1.75	111
No car	105.3	7	0.93	59

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Kroger Co.	69
Appletree Markets	56
Randalls Food Markets	42
Gerlands Food Fair	30
Rice Food Markets	29
Brookshire Brothers	29

Major discount department stores

Wal-Mart	46
Kmart	34
Target	15
Marshalls	9

Major drug, health & beauty aids stores

Jack Eckerd Corp.	144
Walgreen Co.	112
Ralston Drug Stores	17
Medi-Save Pharmacies	11
Clinic Drugs	7
Phar-Mor	7

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category

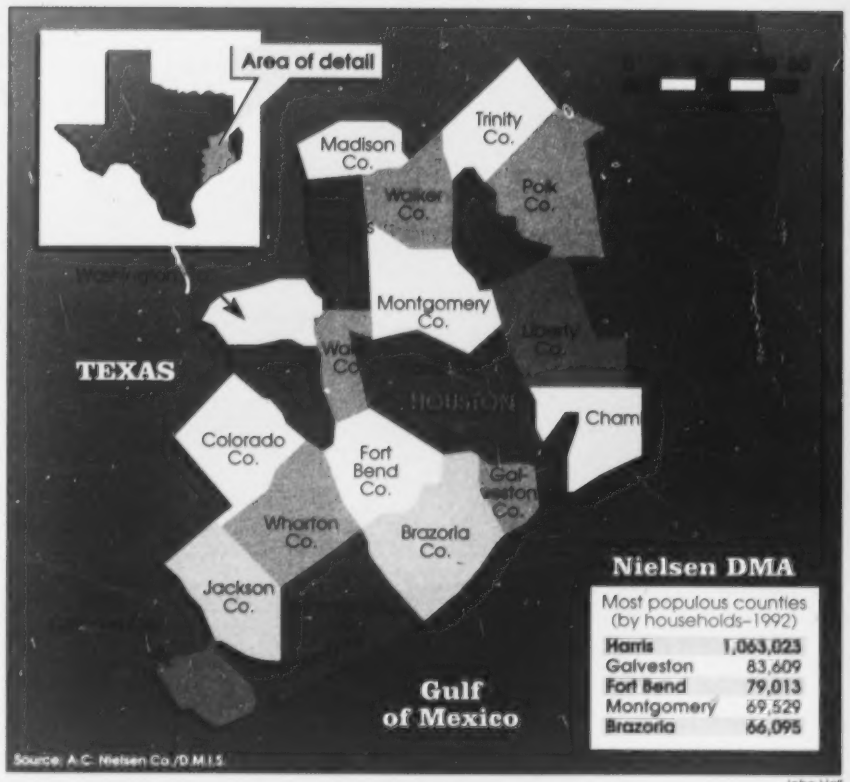
	% of HHs	Index
Highly mobile working couples	18.1	254
Young urban educated singles	11.7	409
Young affluents w/children	10.0	358
Highly mobile young families	7.5	295
Average income families in SFDUs	6.8	220
Middle income Hispanics	3.7	224
Low income farmers	3.6	191
Young urban ethnics	2.9	112

DMA household income (1991)

Median HH income	$30,353
Aggregate HH income	$54.84 billion
Median family income	$38,595

Most affluent counties
(by 1991 median HH income)

1. Fort Bend	$38,897
2. Brazoria	$35,809
3. Galveston	$30,590
4. Montgomery	$30,445
5. Harris	$30,430



John Hall

DMA HH income distribution (1991)

$0-7,499	9.9%
$7,500-9,999	3.7%
$10,000-14,999	8.3%
$15,000-24,999	18.4%
$25,000-34,999	18.0%
$35,000-49,999	20.2%
$50,000-74,999	14.2%
$75,000+	7.2%

Average HH net worth	$167,817
Regional index	97.0
National index	84.8

DMA age distribution 1992

0-5	9.9%
6-13	12.5%
14-17	5.9%
18-24	10.5%
25-34	18.4%
35-44	16.8%
45-54	10.5%
55-64	7.0%
65+	8.0%
Median age	31.13
Median age adult population	38.70

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Harris	+201,457
2. Fort Bend	+59,565
3. Montgomery	+31,695
4. Brazoria	+10,344
5. Galveston	+9,638

Retail sales*

Houston-Galveston-Brazoria CMSA	
1991	$30.113 billion
Change from 1990	+5.0%

1992/1991 retail sales trend

April 1992	$2.641 billion, +11.6%
Jan.-April 1992	+7.2%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. CMSA is Consolidated Metropolitan Statistical Area.

Unemployment trends
Unemployment within the CMSA in April 1992 ranged from 6.9% in the Houston Primary MSA to 7.5% in the Brazoria PMSA and 8.6% in the Galveston-Texas City PMSA.
Source: U.S. Labor Department

Reason Number 6 To Read Advertising Age: AD REVIEW

Advertising Age
Where Houston gets the word
On Marketing

#11 Atlanta

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 11

		% U.S.
DMA TV HHs	1,444,390	1.569
DMA population	3,940,600	1.556

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	3,810.2	100	1.55	100
Total adults	2,913.4	100	1.55	100
Men (18+)	1,390.6	48	1.55	100
Women (18+)	1,522.8	52	1.56	100

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	2,841.3	75	1.39	89
Hispanic	73.1	2	0.32	21
Non-White	968.9	25	2.40	155
Black	895.1	23	2.98	192

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,464.8	100	1.56	100
Owner-occupied	940.2	64	1.56	100
Rented	524.6	36	1.56	100

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	332.3	23	1.45	92
2 members	467.3	32	1.56	100
3 members	285.1	19	1.75	112
4 members	236.8	16	1.68	107
5 members	93.9	6	1.49	95
6+ members	49.4	3	1.25	80

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	272.6	19	1.65	106

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	459.3	31	1.81	116
35-54	608.3	42	1.72	110
55+	397.2	27	1.21	77

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	92.9	6	1.57	100
$5,000-9,999	112.1	8	1.33	85
$10,000-14,999	120.9	8	1.36	87
$15,000-19,999	127.1	9	1.44	92
$20,000-24,999	125.3	9	1.52	97
$25,000+	886.5	61	1.66	106

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	451.9	31	1.36	87
Two or more	872.2	60	1.77	113
No car	140.7	10	1.24	80

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Winn-Dixie Stores	81
Kroger	74
Grand Union	52
Ingles Markets	47
A & P Tea Co.	26

Major discount department stores

Kmart	52
Wal-Mart	46
Target	15
Marshalls	11

Major drug, health & beauty aids stores

Jack Eckerd Corp.	109
Revco D.S.	85
Big B	77
Thrift Drug	60
Drug Emporium	23

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category

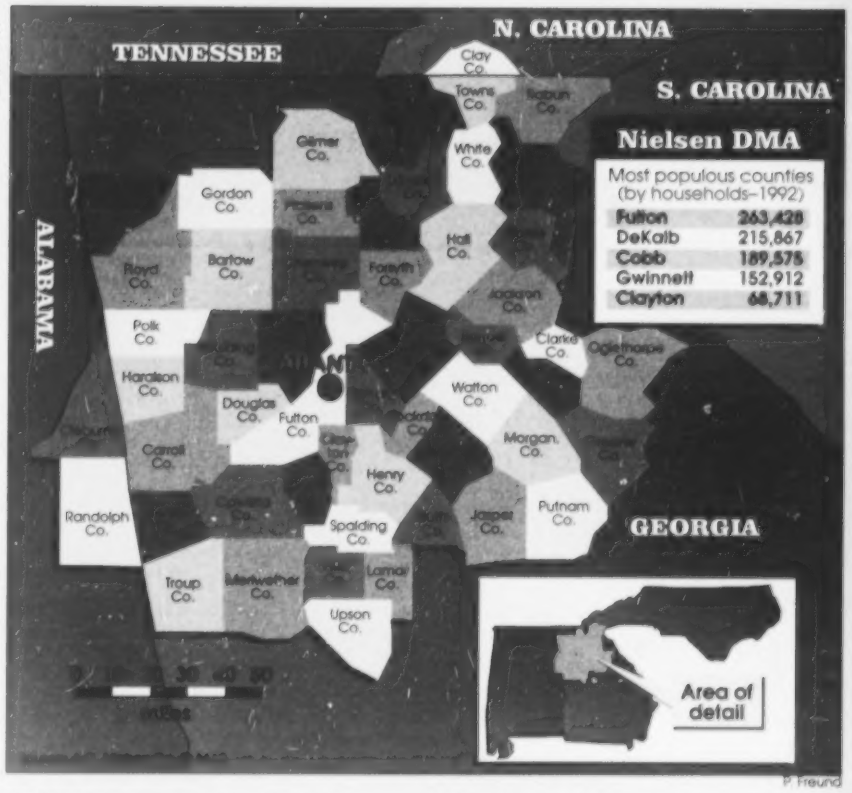
	% of HHs	Index
Southern low income workers	11.5	356
Highly mobile young families	8.9	348
Highly mobile working couples	8.1	113
Young affluents w/children	6.7	238
Young urban educated singles	5.0	175
Rural families w/children	4.5	104
Non urban working families	4.0	132
Low income black families	4.0	213

DMA household income (1991)

Median HH income	$33,447
Aggregate HH income	$63.68 billion
Median family income	$38,495

Most affluent counties
(by 1991 median HH income)

1. Fayette	$50,536
2. Gwinnett	$45,166
3. Cobb	$44,756
4. Rockdale	$40,369
5. DeKalb	$39,733



P. Freund

DMA HH income distribution (1991)

$0-7,499	8.6%
$7,500-9,999	5.0%
$10,000-14,999	7.9%
$15,000-24,999	15.7%
$25,000-34,999	15.1%
$35,000-49,999	17.5%
$50,000-74,999	15.9%
$75,000+	14.3%

Average HH net worth $234,987
Regional index 137.9
National index 118.8

DMA age distribution 1992

0-5	8.8%
6-13	11.2%
14-17	5.6%
18-24	10.9%
25-34	18.3%
35-44	16.9%
45-54	11.4%
55-64	7.4%
65+	9.1%
Median age	32.29
Median age adult population	39.45

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

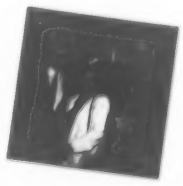
1. Gwinnett	+121,492
2. Cobb	+97,629
3. DeKalb	+27,770
4. Fulton	+27,349
5. Cherokee	+24,636

Retail sales*
Atlanta MSA
1991 $21.71 billion
Change from 1990 +2.7%

1992/1991 retail sales trend
April 1992 $1.973 billion, +16.4%
Jan.-April 1992 +12.2%
*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. MSA is Metropolitan Statistical Area.

Unemployment trends
Unemployment within the Atlanta Metropolitan Statistical Area in April 1992 was 5.3%.
Source: U.S. Labor Department

REASON NUMBER 15 TO READ ADVERTISING AGE: PHOTOREVIEW



Advertising Age
WHERE ATLANTA GETS THE WORD
On Marketing

#12 Cleveland

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 12

		% U.S.
DMA TV HHs	1,436,400	1.561
DMA population	3,823,600	1.510

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	3,704.9	100	1.51	100
Total adults	2,844.4	100	1.51	100
Men (18+)	1,328.9	47	1.48	98
Women (18+)	1,515.5	53	1.55	102

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	3,186.5	86	1.56	103
Hispanic	60.7	2	0.27	18
Non-White	518.4	14	1.29	85
Black	475.7	13	1.58	105

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,454.2	100	1.55	100
Owner-occupied	991.0	68	1.65	106
Rented	463.2	32	1.38	89

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	371.0	26	1.61	104
2 members	462.6	32	1.54	99
3 members	252.3	17	1.55	100
4 members	219.7	15	1.56	100
5 members	97.6	7	1.55	100
6+ members	51.0	4	1.29	83

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	238.1	16	1.44	93

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	357.2	25	1.41	91
35-54	542.4	37	1.53	99
55+	554.6	38	1.69	109

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	92.1	6	1.55	100
$5,000-9,999	132.1	9	1.57	101
$10,000-14,999	132.5	9	1.49	96
$15,000-19,999	131.2	9	1.48	96
$20,000-24,999	128.2	9	1.56	100
$25,000+	838.1	58	1.57	101

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	522.1	36	1.57	101
Two or more	770.5	53	1.57	101
No car	161.6	11	1.43	92

Major retail outlets 1991

Chains with largest number of stores in the market.

Supermarkets

Riser Foods	54
First National Supermarkets	48
Fred W. Albrecht Grocery	33
Heinens	10
Seaway Food Town	8

Major discount department stores

Kmart	42
Hills Dept. Stores	20
Fisher's Big Wheel	16
Ames Dept. Stores	13

Major drug, health & beauty aids stores

Rite Aid Corp.	148
Revco D.S.	97
Discount Drug Mart	29
Youngfellow Drug	28
Medic Discount Drug Store	23
Marc Glassman	18

ClusterPLUS™ lifestyles/demographics

Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category

	% of HHs	Index
Older small town HHs	9.3	409
Low income blue collar workers	7.1	332
Rural families w/children	7.0	162
Small town families	5.5	224
Stable blue collar workers	5.3	279
Older non-mobile urban HHs	4.0	155
Average income blue collar families	3.8	271
Urban working families	3.3	138
Established affluents	3.2	149
Older mobile well educated	2.9	112

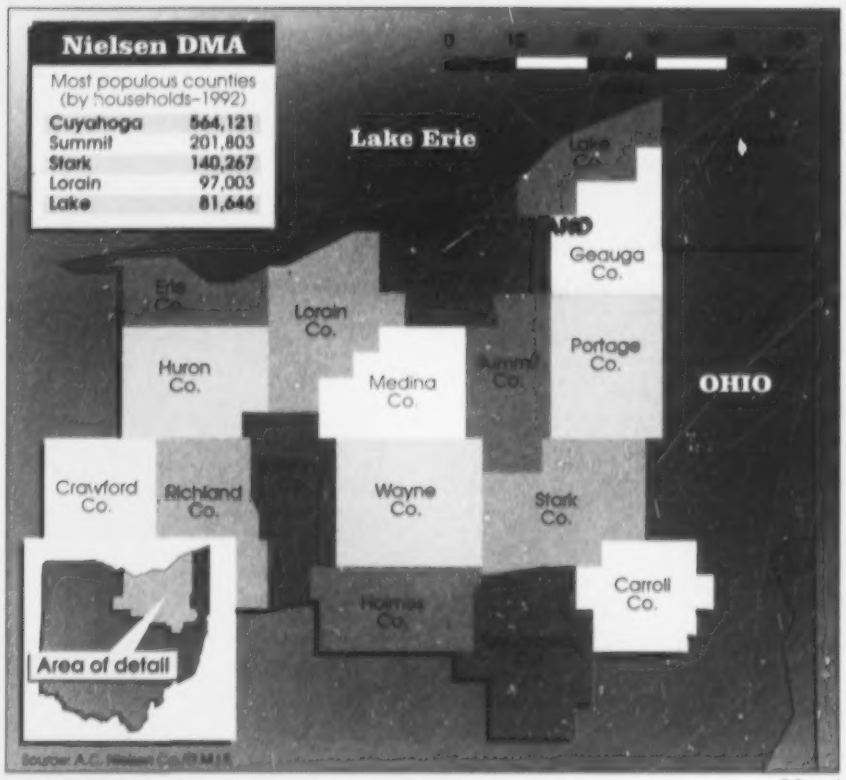
DMA household income (1991)

Median HH income	$30,080
Aggregate HH income	$54.39 billion
Median family income	$37,684

Most affluent counties

(by 1991 median HH income)

1. Geauga	$44,254
2. Medina	$39,231
3. Lake	$35,345
4. Lorain	$31,582
5. Erie	$31,056



P. Freund

DMA HH income distribution (1991)

$0-7,499	10.0%
$7,500-9,999	4.9%
$10,000-14,999	8.5%
$15,000-24,999	17.3%
$25,000-34,999	18.1%
$35,000-49,999	18.5%
$50,000-74,999	14.5%
$75,000+	8.0%

Average HH net worth	$249,521
Regional index	142.9
National index	126.2

DMA age distribution 1992

0-5	8.3%
6-13	11.1%
14-17	5.6%
18-24	9.8%
25-34	15.2%
35-44	15.2%
45-54	11.1%
55-64	9.2%
65+	14.2%
Median age	34.91
Median age adult population	43.03

County growth forecasts

Counties forecast to have the largest population gains 1992-1997.

1. Medina	+3,067
2. Portage	+2,507
3. Geauga	+2,144
4. Holmes	+1,848
5. Wayne	+1,309

Retail sales*

Cleveland-Akron-Lorain CMSA.

1991	$18.595 billion
Change from 1990	−6.1%

1992/1991 retail sales trend

April 1992	$1.687 billion, +11.6%
Jan.-April 1992	+11.2%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. CMSA is Consolidated Metropolitan Statistical Area.

Unemployment trends

Unemployment within the CMSA in April 1992 ranged from 6.3% in the Cleveland Primary Metropolitan Statistical Area to 6.9% in the Akron PMSA.

Source: U.S. Labor Department

Reason Number 7 To Read Advertising Age: CONSIDERATIONS

Advertising Age
WHERE CLEVELAND GETS THE WORD
On Marketing

#13 Seattle/ Tacoma

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 13

		% U.S.
DMA TV HHs	1,369,620	1.488
DMA population	3,621,300	1.430

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	3,504.9	100	1.43	100
Total adults	2,705.0	100	1.44	100
Men (18+)	1,327.8	49	1.48	103
Women (18+)	1,377.2	51	1.41	98

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	3,108.9	89	1.52	106
Hispanic	109.1	3	0.48	34
Non-White	396.0	11	0.98	69
Black	137.5	4	0.46	32

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,410.7	100	1.51	100
Owner-occupied	872.1	62	1.45	96
Rented	538.6	38	1.61	107

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	364.3	26	1.59	105
2 members	488.2	35	1.63	108
3 members	231.8	16	1.42	95
4 members	200.9	14	1.42	94
5 members	82.1	6	1.30	86
6+ members	43.4	3	1.10	73

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	238.4	17	1.45	96

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	414.1	29	1.63	108
35-54	564.1	40	1.60	106
55+	432.5	31	1.31	87

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	69.5	5	1.17	78
$5,000-9,999	114.4	8	1.36	90
$10,000-14,999	120.1	9	1.35	89
$15,000-19,999	121.1	9	1.37	91
$20,000-24,999	113.9	8	1.38	92
$25,000+	871.7	62	1.64	109

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	462.0	33	1.39	92
Two or more	824.2	58	1.68	111
No car	124.5	9	1.10	73

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Safeway Stores	119
Albertson's	49
Keith Uddenberg	29
Quality Food Centers	26
Fred Meyer	19

Major discount department stores

Fred Meyer	24
Kmart	24
Target	12
Costco Wholesale Corp.	7

Major drug, health & beauty aids stores

Pay Less Drug Stores	38
The Bartell Drug Co.	36
Medicine Shoppe International	15
Drug Emporium	11
Western Drug Distributors	11
A & H Stores	9

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category

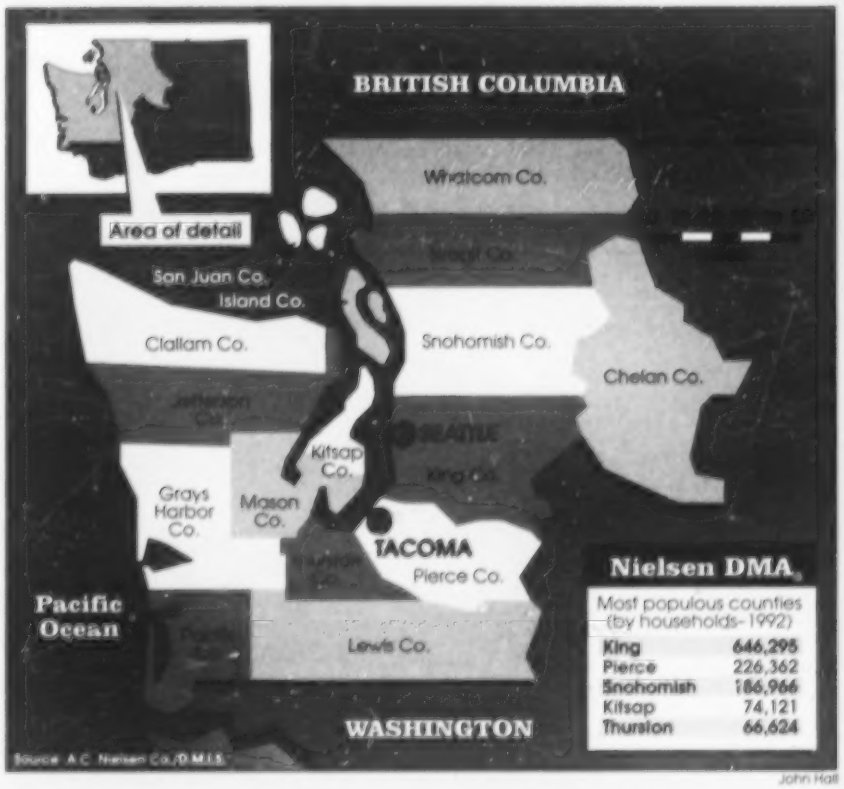
	% of HHs	Index
Highly mobile working couples	12.7	178
Young apartment dwellers	7.6	274
Non urban working families	6.0	200
Young urban ethnics	5.7	222
Highly mobile young families	5.0	197
Older mobile well educated	4.8	184
Young affluents w/children	3.9	140
Young professionals	3.8	249

DMA household income (1991)

Median HH income	$35,338
Aggregate HH income	$63.27 billion
Median family income	$45,757

Most affluent counties
(by 1991 median HH income)

1. King	$41,661
2. Snohomish	$39,539
3. Thurston	$34,511
4. Kitsap	$33,448
5. Whatcom	$31,877



John Hall

DMA HH income distribution (1991)

$0-7,499	7.7%
$7,500-9,999	4.5%
$10,000-14,999	7.4%
$15,000-24,999	15.0%
$25,000-34,999	15.0%
$35,000-49,999	18.8%
$50,000-74,999	17.5%
$75,000+	14.1%

Average HH net worth	$276,912
Regional index	108.4
National index	140.0

DMA age distribution 1992

0-5	8.7%
6-13	11.2%
14-17	5.2%
18-24	9.7%
25-34	16.9%
35-44	17.1%
45-54	11.3%
55-64	7.7%
65+	11.7%
Median age	33.87
Median age adult population	40.99

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. King	+119,472
2. Snohomish	+75,459
3. Pierce	+51,267
4. Kitsap	+23,223
5. Thurston	+19,284

Retail sales*

Seattle-Tacoma CMSA 1991	$22.0 billion
Change from 1990	+5.5%

1992/1991 retail sales trend

April 1992	$1.873 billion, +7.4%
Jan.-April 1992	+10.3%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. CMSA is Consolidated Metropolitan Statistical Area.

Unemployment trends
Unemployment within the CMSA in April 1992 was reported as 5.6% in the Seattle Primary Metropolitan Statistical Area. No figure was reported for the Tacoma PMSA.
Source: U.S. Labor Department

REASON NUMBER 8 TO READ ADVERTISING AGE:

Advertising Age
WHERE SEATTLE GETS THE WORD
On Marketing

#14 Tampa/St. Petersburg/ Sarasota

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 14

		% U.S.
DMA TV HHs	1,365,800	1.484
DMA population	3,297,900	1.303

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	3,213.4	100	1.31	100
Total adults	2,620.2	100	1.40	100
Men (18+)	1,225.1	47	1.36	98
Women (18+)	1,395.1	53	1.43	102

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	2,892.1	90	1.41	108
Hispanic	191.1	6	0.84	64
Non-White	321.3	10	0.80	61
Black	279.4	9	0.93	71

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,383.8	100	1.48	100
Owner-occupied	978.3	71	1.63	110
Rented	405.5	29	1.21	82

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	371.7	27	1.62	109
2 members	567.2	41	1.89	128
3 members	201.9	15	1.24	84
4 members	149.5	11	1.06	72
5 members	60.5	4	0.96	65
6+ members	33.0	2	0.83	56

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	177.7	13	1.08	73

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	295.6	21	1.16	79
35-54	417.0	30	1.18	80
55+	671.2	49	2.04	138

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	81.0	6	1.37	93
$5,000-9,999	126.4	9	1.50	102
$10,000-14,999	154.4	11	1.73	117
$15,000-19,999	160.7	12	1.82	123
$20,000-24,999	145.1	10	1.76	119
$25,000+	716.2	52	1.34	91

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	656.4	47	1.98	134
Two or more	592.2	43	1.20	82
No car	135.2	10	1.20	81

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Winn-Dixie Stores	104
Publix Super Markets	103
Kash N Karry Food Stores	93
Food Lion Stores/Save Rite	31
Albertson's	21

Major discount department stores

Kmart	41
Wal-Mart	34
Marshalls	8
Target	8

Major drug, health & beauty aids stores

Jack Eckerd Corp.	152
Walgreen Co.	83
Rite Aid Corp.	46
Phar-Mor	15
Joel N' Jerry's	7

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 index is the national average).

ClusterPLUS™ category

	% of HHs	Index
Old rural retirees	25.1	1,210
Urban retirees and professionals	8.8	483
Low income single retirees	8.4	715
Highly mobile working couples	7.3	103
Older mobile well educated	6.2	241
Older below average income homeowners	4.2	171
Mobile less educated families	3.9	226
Average income families in SFDUs	3.7	119

DMA household income (1991)

Median HH income	$26,103
Aggregate HH income	$47.47 billion
Median family income	$28,080

Most affluent counties
(by 1991 median HH income)

1. Hillsborough	$29,847
2. Sarasota	$28,624
3. Pinellas	$27,687
4. Manatee	$25,381
5. Polk	$23,919

P. Freund

DMA HH income distribution (1991)

$0-7,499	10.4%
$7,500-9,999	6.6%
$10,000-14,999	10.2%
$15,000-24,999	21.0%
$25,000-34,999	16.0%
$35,000-49,999	16.6%
$50,000-74,999	11.8%
$75,000+	7.3%

Average HH net worth	$219,963
Regional index	127.4
National index	111.2

DMA age distribution 1992

0-5	7.0%
6-13	8.9%
14-17	4.4%
18-24	8.0%
25-34	14.1%
35-44	13.4%
45-54	10.1%
55-64	10.4%
65+	23.2%
Median age	40.25
Median age adult population	48.70

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Hillsborough	+100,594
2. Pinellas	+58,011
3. Sarasota	+39,226
4. Polk	+37,963
5. Pasco	+37,562

Retail sales*

Tampa-St. Petersburg-Clearwater MSA 1991	$23.650 billion
Change from 1990	+4.7%

1992/1991 retail sales trend

April 1992	$1.705 billion, −14.7%
Jan.-April 1992	−14.8%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. MSA is Metropolitan Statistical Area.

Unemployment trends
Unemployment within the Metropolitan Statistical Area in April 1992 was 7.0%. Rates were not reported separately for Tampa, St. Petersburg or Clearwater.
Source: U.S. Labor Department

REASON NUMBER 9 TO READ ADVERTISING AGE: NEWS SUMMARY

Advertising Age
WHERE TAMPA GETS THE WORD
On Marketing

#15 Minneapolis/ St. Paul

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 15

		% U.S.
DMA TV HHs	1,348,880	1.466
DMA population	3,641,300	1.438

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	3,516.5	100	1.43	100
Total adults	2,654.6	100	1.41	100
Men (18+)	1,281.9	48	1.43	101
Women (18+)	1,372.7	52	1.40	99

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	3,306.8	94	1.61	113
Hispanic	45.7	1	0.20	14
Non-White	209.7	6	0.52	36
Black	94.6	3	0.31	22

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,366.4	100	1.46	100
Owner-occupied	968.2	71	1.61	110
Rented	398.2	29	1.19	81

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	336.7	25	1.47	100
2 members	443.5	32	1.48	101
3 members	224.9	16	1.38	95
4 members	216.7	16	1.53	105
5 members	98.8	7	1.57	108
6+ members	45.7	3	1.16	79

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	249.9	18	1.52	104

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	417.7	31	1.65	113
35-54	520.6	38	1.47	101
55+	428.0	31	1.30	89

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	67.0	5	1.13	78
$5,000-9,999	114.4	8	1.36	93
$10,000-14,999	122.1	9	1.37	94
$15,000-19,999	124.7	9	1.41	97
$20,000-24,999	119.3	9	1.45	99
$25,000+	818.9	60	1.54	105

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	464.4	34	1.40	96
Two or more	774.8	57	1.58	108
No car	127.3	9	1.13	77

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Country Club Market	31
Rainbow Food Stores	28
Erickson's Diversified Corp.	14
Holiday Companies	14
Coborns	11

Major discount department stores

Kmart	32
Pamida	26
Target	24
Wal-Mart	14

Major drug, health & beauty aids stores

Snyder's Drug Stores	44
Walgreen Co.	40
Thrifty-White Drug Stores	24
Snyder Bros. Drug Stores	20
Erickson's Valu Drugs	13
Medicine Shoppe International	11

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category

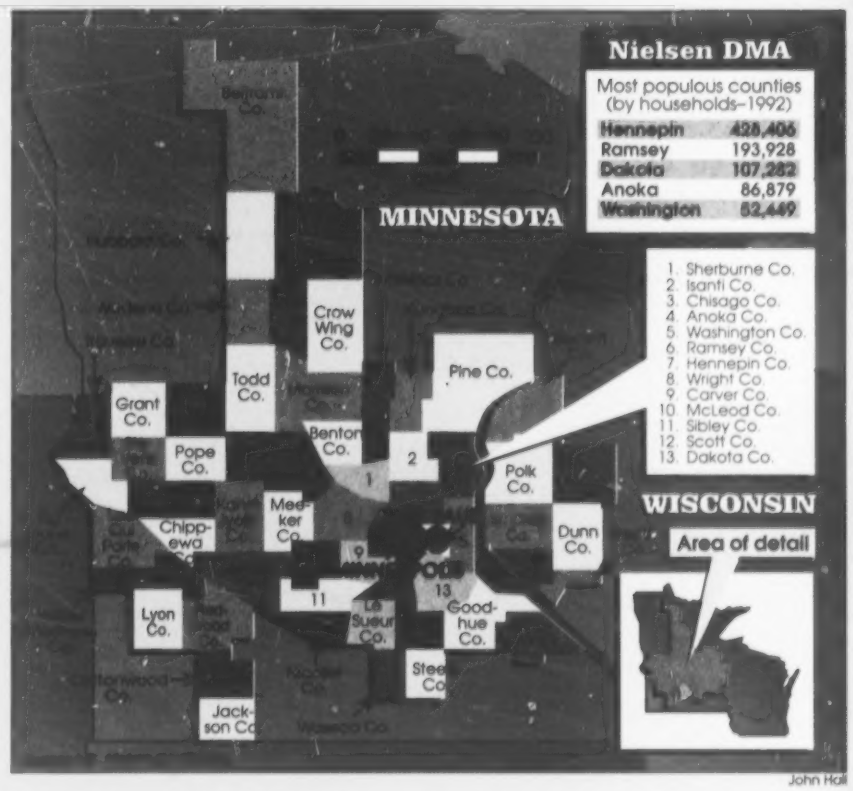
	% of HHs	Index
Highly mobile working couples	7.4	103
Low mobility rural families	5.6	496
Highly mobile young families	5.2	202
Young apartment dwellers	5.2	186
Older non-mobile urban HHs	4.8	188
Young affluents w/children	4.4	156
Rural families w/children	4.3	99
Older low income couples	4.2	314

DMA household income (1991)

Median HH income	$33,433
Aggregate HH income	$56.34 billion
Median family income	$42,488

Most affluent counties
(by 1991 median HH income)

1. Washington	$43,953
2. Dakota	$43,253
3. Scott	$40,205
4. Anoka	$39,486
5. Hennepin	$37,269



John Hall

DMA HH income distribution (1991)

$0-7,499	8.3%
$7,500-9,999	4.9%
$10,000-14,999	7.5%
$15,000-24,999	15.7%
$25,000-34,999	16.1%
$35,000-49,999	19.6%
$50,000-74,999	17.0%
$75,000+	10.9%

Average HH net worth $298,558
Regional index 173.0
National index 151.0

DMA age distribution 1992

0-5	9.3%
6-13	12.0%
14-17	5.5%
18-24	10.1%
25-34	17.4%
35-44	15.9%
45-54	10.4%
55-64	7.4%
65+	11.5%

Median age 32.53
Median age adult population 40.26

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Dakota	+49,513
2. Hennepin	+39,751
3. Anoka	+23,768
4. Washington	+16,951
5. Ramsey	+11,068

Retail sales*
Minneapolis-St. Paul MSA
1991 $19.319 billion
Change from 1990 +3.9%

1992/1991 retail sales trend
April 1992 $1.727 billion, +12.7%
Jan.-April 1992 +12.0%
*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. CMSA is Consolidated Metropolitan Statistical Area.

Unemployment trends
Unemployment within the Minneapolis-St. Paul Metropolitan Statistical Area in April 1992 was 4.3%.
Source: U.S. Labor Department

REASON NUMBER 10 TO READ ADVERTISING AGE:

GREEN

Advertising Age
WHERE MINNEAPOLIS/ST. PAUL GETS THE WORD
On Marketing

#16 Miami/ Fort Lauderdale

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 16

		% U.S.
DMA TV HHs	1,275,990	1.386
DMA population	3,377,800	1.334

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	3,278.8	100	1.34	100
Total adults	2,609.3	100	1.39	100
Men (18+)	1,226.9	47	1.36	98
Women (18+)	1,382.4	53	1.41	102

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	2,613.3	80	1.28	95
Hispanic	1,119.9	34	4.94	369
Non-White	665.5	20	1.65	123
Black	607.7	19	2.02	151

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,294.6	100	1.38	100
Owner-occupied	779.5	60	1.30	94
Rented	515.1	40	1.54	111

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	348.6	27	1.52	110
2 members	426.5	33	1.42	103
3 members	209.2	16	1.29	93
4 members	168.7	13	1.19	86
5 members	80.1	6	1.27	92
6+ members	61.5	5	1.55	113

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	208.4	16	1.26	91

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	303.9	23	1.20	87
35-54	466.3	36	1.32	95
55+	524.4	41	1.59	115

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	87.9	7	1.48	107
$5,000-9,999	105.4	8	1.25	91
$10,000-14,999	118.6	9	1.33	96
$15,000-19,999	123.1	10	1.39	101
$20,000-24,999	114.4	9	1.39	100
$25,000+	745.2	58	1.40	101

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	571.2	44	1.79	125
Two or more	538.3	42	1.10	79
No car	185.1	14	1.64	118

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Winn-Dixie Stores	107
Publix Super Markets	92
Florida Supermarkets	27
Sedano's Markets	20
Albertson's	8

Major discount department stores

Kmart	25
Marshalls	17
Wal-Mart	6
Costco Wholesale Corp.	4
Target	4

Major drug, health & beauty aids stores

Jack Eckerd Corp.	116
Walgreen Co.	68
Rite Aid Corp.	65
Phar-Mor	10
Melville Corp.	9
Sedano's Pharmacy	9

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

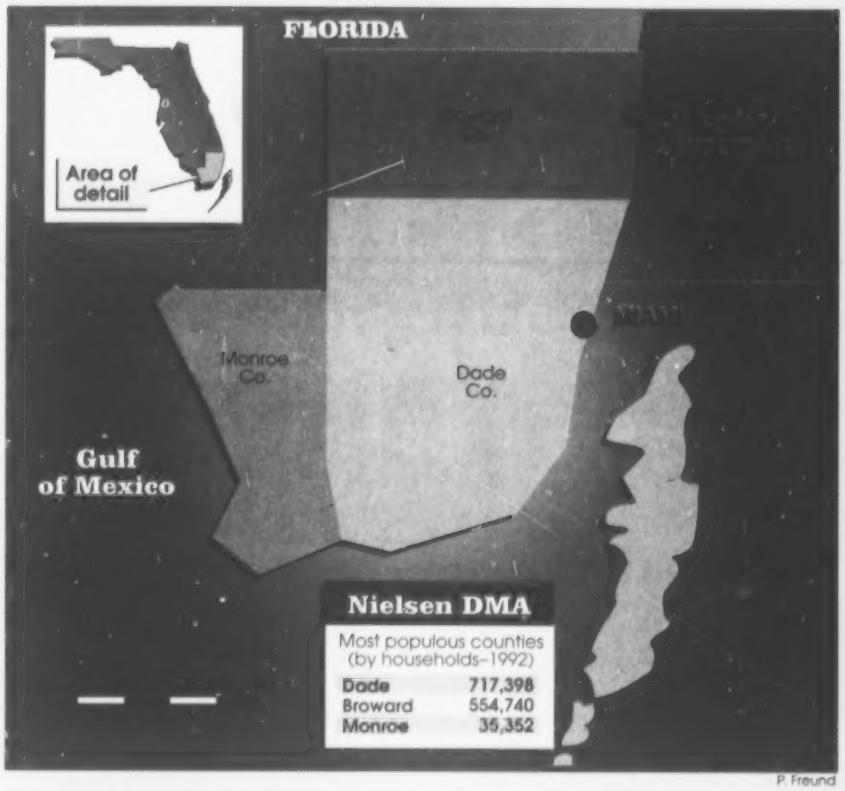
ClusterPLUS™ category	% of HHs	Index
Urban retirees and professionals	18.7	1,027
Middle income Hispanics	12.6	774
Highly mobile working couples	11.7	165
Lowest income Hispanics	4.6	233
Average income families in SFDUs	4.2	137
Old rural retirees	3.7	177
Young affluents w/children	3.6	129
Affluent urban singles	3.1	130
Young urban ethnics	3.1	119
Lowest income urban retirees	3.1	239

DMA household income (1991)

Median HH income	$28,601
Aggregate HH income	$50.12 billion
Median family income	$33,707

Most affluent counties
(by 1991 median HH income)

1. Broward	$30,744
2. Monroe	$27,709
3. Dade	$27,028



P. Freund

DMA HH income distribution (1991)

$0-7,499	11.4%
$7,500-9,999	5.2%
$10,000-14,999	9.5%
$15,000-24,999	18.1%
$25,000-34,999	16.4%
$35,000-49,999	16.5%
$50,000-74,999	13.4%
$75,000+	9.7%

Average HH net worth	$208,356
Regional index	120.0
National index	105.3

DMA age distribution 1992

0-5	7.9%
6-13	9.8%
14-17	4.7%
18-24	8.9%
25-34	16.2%
35-44	15.0%
45-54	11.1%
55-64	9.2%
65+	16.8%
Median age	36.38
Median age adult population	43.92

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Dade	+165,739
2. Broward	+121,020
3. Monroe	+6,899

Retail sales*

Miami-Fort Lauderdale CMSA.	
1991	$25.991 billion
Change from 1990	+0.2%

1992/1991 retail sales trend

April 1992	$2.383 billion, +17.8%
Jan.-April 1992	+13.0%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. CMSA is Consolidated Metropolitan Statistical Area.

Unemployment trends
Unemployment within the Miami-Fort Lauderdale CMSA in April 1992 ranged from 8.0% in the Fort Lauderdale-Hollywood-Pompano Beach Primary Metropolitan Statistical Area to 10.0% in the Miami-Hialeah PMSA.
Source: U.S. Labor Department

REASON NUMBER 11 TO READ ADVERTISING AGE:

MEDIA WORKS

Advertising Age
WHERE MIAMI GETS THE WORD
On Marketing

#17 Pittsburgh

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 17

		% U.S.
DMA TV HHs	1,128,260	1.226
DMA population	2,908,300	1.149

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	2,831.7	100	1.16	100
Total adults	2,251.5	100	1.20	100
Men (18+)	1,044.7	46	1.16	97
Women (18+)	1,206.8	54	1.23	103

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	2,625.4	93	1.28	111
Hispanic	15.5	1	0.07	6
Non-White	206.3	7	0.51	44
Black	180.3	6	0.60	52

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,142.2	100	1.22	100
Owner-occupied	806.5	71	1.34	110
Rented	335.7	29	1.00	82

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	306.1	27	1.33	109
2 members	371.6	33	1.24	101
3 members	201.0	18	1.24	101
4 members	167.9	15	1.19	97
5 members	68.3	6	1.08	89
6+ members	27.3	2	0.69	57

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	161.7	14	0.98	80

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	251.6	22	0.99	81
35-54	394.1	35	1.11	91
55+	496.5	43	1.51	124

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	73.0	6	1.23	101
$5,000-9,999	119.9	10	1.43	117
$10,000-14,999	115.8	10	1.30	107
$15,000-19,999	109.5	10	1.24	102
$20,000-24,999	104.1	9	1.26	104
$25,000+	619.9	54	1.16	95

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	454.2	40	1.37	112
Two or more	507.1	44	1.03	85
No car	180.9	16	1.60	131

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets	
Giant Eagle	37
Penn Traffic	8
PJ's Retail/Franchise	4
Major discount department stores	
Kmart	31
Hills Dept. Stores	22
Ames Dept. Stores	19
Marshalls	5
Pace Membership Warehouse	4
Major drug, health & beauty aids stores	
Thrift Drug	111
Rite Aid Corp.	65
Medicine Shoppe International	43
Revco D.S.	43
Hook-SuperX	19
Phar-Mor	17

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

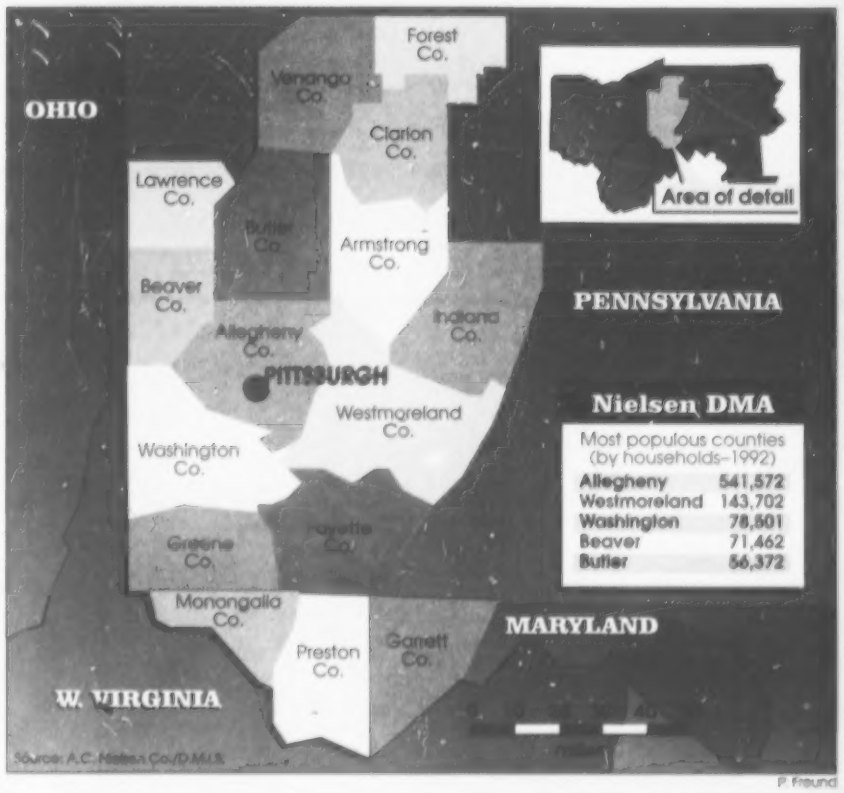
ClusterPLUS™ category	% of HHs	Index
Low income blue collar workers	16.3	766
Rural families w/children	9.1	209
Rural blue collar workers	8.9	396
Older small town HHs	8.3	364
Stable blue collar workers	6.4	338
Rural manufacturing workers	4.3	262
Lowest income retirees-old homes	4.1	370
Older non-mobile urban HHs	4.0	157
Urban working families	3.3	137
Non-urban working families	2.7	91

DMA household income (1991)

Median HH income	$28,423
Aggregate HH income	$40.41 billion
Median family income	$34,534

Most affluent counties
(by 1991 median HH income)

1. Allegheny (Pa.)	$30,954
2. Butler (Pa.)	$29,772
3. Beaver (Pa.)	$28,258
4. Westmoreland (Pa.)	$28,114
5. Washington (Pa.)	$27,813



P. Freund

DMA HH income distribution (1991)

$0-7,499	11.6%
$7,500-9,999	5.1%
$10,000-14,999	9.4%
$15,000-24,999	17.9%
$25,000-34,999	17.8%
$35,000-49,999	17.0%
$50,000-74,999	12.9%
$75,000+	8.4%
Average HH net worth	$212,119
Regional index	100.1
National index	107.2

DMA age distribution 1992

0-5	7.3%
6-13	9.8%
14-17	5.3%
18-24	9.8%
25-34	14.6%
35-44	14.9%
45-54	10.8%
55-64	10.0%
65+	17.1%
Median age	36.94
Median age adult population	44.51

County growth forecasts
Counties forecast to have the largest population gains/smallest losses 1992-1997.

1. Garrett (Md.)	+587
2. Butler (Pa.)	+537
3. Monongalia (W.Va.)	–95
4. Forest (Pa.)	–196
5. Greene (Pa.)	–585

Retail sales*

Pittsburgh-Beaver Valley CMSA	
1991	$15.291 billion
Change from 1990	+3.1%

1992/1991 retail sales trend

April 1992	$1.272 billion,	+3.8%
Jan.-April 1992		+1.4%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. CMSA is Consolidated Metropolitan Statistical Area.

Unemployment trends
Unemployment within the CMSA in April 1992 ranged from 7.1% in the Pittsburgh Primary Metropolitan Statistical Area to 10.5% in the Beaver County PMSA.
Source: U.S. Labor Department

— We Deliver The Other Pittsburgh —

PITTSBURGH ADI NEWSPAPER NETWORK

- Beaver County Times, Pa.
- Butler Eagle, Pa.
- Ellwood City Ledger, Pa.
- Indiana Gazette, Pa.
- Irwin Standard-Observer, Pa.
- Latrobe Bulletin, Pa.
- McKeesport Daily News, Pa.
- Uniontown Herald-Standard, Pa.
- Washington Observer-Reporter, Pa.
- Greensburg Tribune-Review, Pa.
- Morgantown Dominion Post, W. Va.

290,936 The Audit Bureau TOTAL DAILY CIRCULATION

RATE $170.87 per inch

ONE RATE / ONE BILL

Our 28th Year

THE PITTSBURGH AREA pamm MAJOR MARKET DAILY NEWSPAPER NETWORK

- Beaver County Times
- Butler Eagle
- Greensburg Tribune-Review
- McKeesport Daily News
- Irwin Standard-Observer
- Uniontown Herald-Standard
- Washington Observer-Reporter

234,885 The Audit Bureau TOTAL DAILY CIRCULATION

RATE $131.36 per inch

ONE RATE / ONE BILL

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#18 St. Louis

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 18

		% U.S.
DMA TV HHs	1,093,750	1.188
DMA population	2,936,100	1.160

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	2,842.5	100	1.16	100
Total adults	2,157.0	100	1.15	100
Men (18+)	1,011.7	47	1.13	98
Women (18+)	1,145.3	53	1.17	102

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	2,387.9	84	1.17	101
Hispanic	28.1	1	0.12	11
Non-White	454.6	16	1.13	97
Black	420.2	15	1.40	121

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,109.5	100	1.18	100
Owner-occupied	777.5	70	1.29	109
Rented	332.0	30	0.99	84

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	282.3	25	1.23	104
2 members	348.2	31	1.16	98
3 members	193.6	17	1.19	100
4 members	169.9	15	1.20	102
5 members	75.6	7	1.20	101
6+ members	39.9	4	1.01	85

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	194.5	18	1.18	100

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	291.0	26	1.15	97
35-54	408.3	37	1.15	97
55+	410.2	37	1.25	105

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	61.9	6	1.04	88
$5,000-9,999	94.5	9	1.12	95
$10,000-14,999	100.4	9	1.13	95
$15,000-19,999	98.4	9	1.11	94
$20,000-24,999	94.0	8	1.14	96
$25,000+	660.3	60	1.24	105

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	381.4	34	1.15	97
Two or more	607.4	55	1.24	104
No car	120.7	11	1.07	90

Major retail outlets 1991

Chains with largest number of stores in the market.

Supermarkets

Schnuck Markets	53
National Super Markets	52
Wetterau	23
Aldi	15
Dierbergs Markets	14

Major discount department stores

Wal-Mart	50
Kmart	24
Venture	15
Grandpa's	9

Major drug, health & beauty aids stores

Walgreen Co.	61
Kare Drugs	51
Medicine Shoppe International	27
Hook-SuperX	15
Medi-Save Pharmacies	9
Rinderer Drug	7

ClusterPLUS™ lifestyles/demographics

Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

ClusterPLUS™ category	% of HHs	Index
Highly mobile working couples	5.5	77
Small town families	5.2	211
Older below average income homeowners	5.0	206
Rural families w/children	4.7	109
Young affluents w/children	3.7	134
Highly mobile young families	3.6	139
Small town apartment dwellers	3.5	189
Rural manufacturing workers	3.5	219

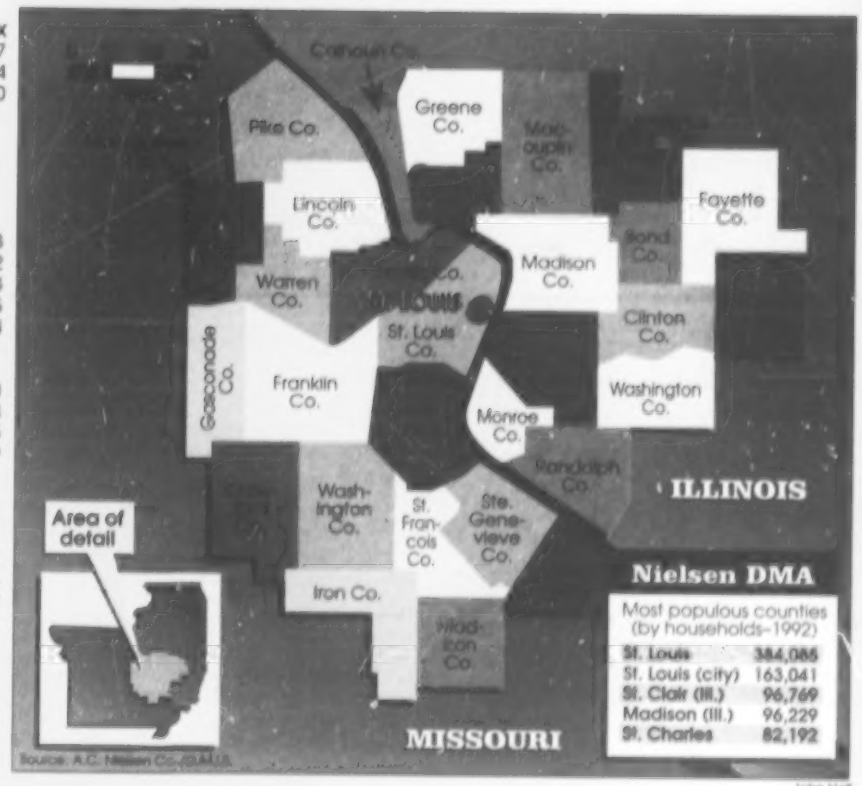
DMA household income (1991)

Median HH income	$31,501
Aggregate HH income	$43.05 billion
Median family income	$38,736

Most affluent counties

(by 1991 median HH income)

1. St. Louis (Mo.)	$41,537
2. St. Charles (Mo.)	$41,525
3. Monroe (Ill.)	$34,496
4. Jefferson Co. (Mo.)	$33,270
5. Madison Co. (Ill.)	$30,098



John Hall

DMA HH income distribution (1991)

$0-7,499	9.7%
$7,500-9,999	5.0%
$10,000-14,999	8.4%
$15,000-24,999	16.1%
$25,000-34,999	16.7%
$35,000-49,999	19.1%
$50,000-74,999	15.3%
$75,000+	9.8%

Average HH net worth	$250,711
Regional index	143.9
National index	126.8

DMA age distribution 1992

0-5	8.8%
6-13	11.6%
14-17	5.5%
18-24	9.4%
25-34	16.0%
35-44	15.1%
45-54	10.7%
55-64	8.7%
65+	13.6%
Median age	34.03
Median age adult population	42.33

County growth forecasts

Counties forecast to have the largest population gains 1992-1997.

1. St. Charles (Mo.)	+44,143
2. Jefferson (Mo.)	+12,372
3. Franklin (Mo.)	+4,301
4. Lincoln (Mo.)	+4,157
5. St. Francois	+2,810

Retail sales*

St. Louis MSA, 1991	$18.939 billion
Change from 1990	+0.9%

1992/1991 retail sales trend

April 1992	$1.595 billion, −1.5%
Jan.-April 1992	+0.3%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. MSA is Metropolitan Statistical Area.

Unemployment trends

Unemployment within the St. Louis Metropolitan Statistical Area in April 1992 was 5.7%.

Source: U.S. Labor Department

REASON NUMBER 16 TO READ ADVERTISING AGE: NEW CAMPAIGNS

Advertising Age
WHERE ST. LOUIS GETS THE WORD
On Marketing

#19 Sacramento/ Stockton/Modesto

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 19

		% U.S.
DMA TV HHs	1,054,160	1.145
DMA population	2,996,300	1.183

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	2,890.6	100	1.18	100
Total adults	2,165.5	100	1.15	100
Men (18+)	1,063.0	49	1.18	103
Women (18+)	1,102.5	51	1.13	98

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	2,411.8	83	1.18	100
Hispanic	436.7	15	1.93	163
Non-White	478.8	17	1.19	101
Black	179.5	6	0.60	51

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,075.1	100	1.15	100
Owner-occupied	644.2	60	1.07	93
Rented	430.9	40	1.28	112

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	240.9	22	1.05	91
2 members	357.0	33	1.19	104
3 members	185.0	17	1.14	99
4 members	163.1	15	1.16	101
5 members	74.3	7	1.18	103
6+ members	54.9	5	1.39	121

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	215.0	20	1.30	114

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	306.8	29	1.21	105
35-54	421.4	39	1.19	104
55+	347.0	32	1.05	92

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	55.6	5	0.94	82
$5,000-9,999	90.5	8	1.08	94
$10,000-14,999	100.2	9	1.13	98
$15,000-19,999	102.3	10	1.16	101
$20,000-24,999	93.4	9	1.13	99
$25,000+	633.1	59	1.19	103

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	362.3	34	1.09	95
Two or more	627.5	58	1.28	111
No car	85.3	8	0.75	66

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets	
Lucky Stores	52
Safeway Stores	35
Raleys	33
Save Mart Stores	27
Albertson's	18
Major discount department stores	
Kmart	28
Target	15
Marshalls	7
Costco Wholesale Corp.	3
The Price Co.	3
Wal-Mart	3
Major drug, health & beauty aids stores	
Thrifty Corp.	59
Long's Drug Stores	38
Pay Less Drug Stores	38
Medicine Shoppe International	9
Green Brothers Pharmacies	4

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

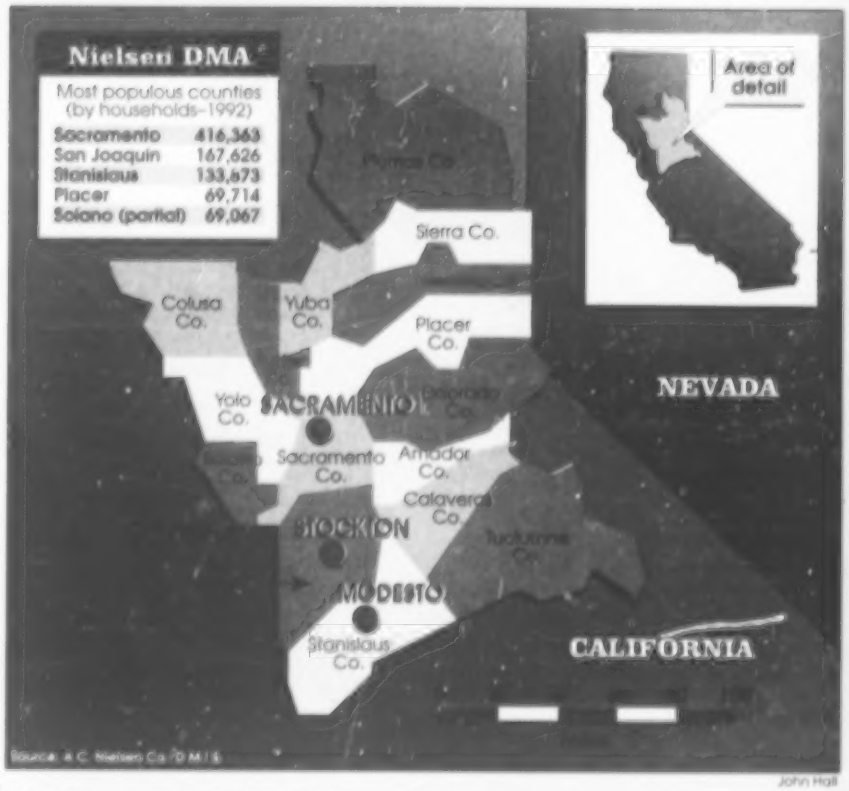
ClusterPLUS™ category	% of HHs	Index
Highly mobile working couples	21.7	305
Average income families in SFDUs	8.3	269
Old rural retirees	6.1	292
Young urban ethnics	5.4	209
Young apartment dwellers	4.8	171
Non urban working families	4.1	137
Highly mobile young families	3.5	135
Lowest income Hispanics	3.4	172

DMA household income (1991)

Median HH income	$30,553
Aggregate HH income	$39.79 billion
Median family income	$36,197

Most affluent counties
(by 1991 median HH income)

1. Solano	$36,859
2. Placer	$34,358
3. El Dorado	$33,707
4. Nevada	$31,552
5. Sacramento	$31,345



Source: A.C. Nielsen Co. DMA 6

John Hall

DMA HH income distribution (1991)

$0-7,499	9.3%
$7,500-9,999	5.6%
$10,000-14,999	8.9%
$15,000-24,999	17.5%
$25,000-34,999	15.7%
$35,000-49,999	18.3%
$50,000-74,999	15.1%
$75,000+	9.7%

Average HH net worth	$281,083
Regional index	108.9
National index	142.1

DMA age distribution 1992

0-5	9.6%
6-13	12.3%
14-17	5.6%
18-24	10.0%
25-34	16.5%
35-44	16.0%
45-54	10.5%
55-64	7.7%
65+	11.3%
Median age	32.54
Median age adult population	40.70

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Sacramento	+145,478
2. San Joaquin	+80,809
3. Stanislaus	+64,351
4. Solano	+36,851
5. Placer	+34,486

Retail sales*
U.S. Commerce Dept. estimates of retail sales are not available for metros within this market. Total taxable sales for key metro counties, as reported by the California State Board of Equalization, for 1991 (and percent change from 1990) are show below.

Sacramento	$10.13 billion, -2.8%
San Joaquin (Stockton)	$3.64 billion, -4.3%
Stanislaus (Modesto)	$3.22 billion, -3.4%

Unemployment trends
Unemployment within the DMA in April 1992 ranged from 7.8% in the Sacramento Primary MSA to 14.7% in the Stockton PMSA to 17.4% in the Modesto PMSA.
Source: U.S. Labor Department

Reason Number 12 To Read Advertising Age: ONE ON ONE

Advertising Age
On Marketing

#20 Phoenix

A.C. Nielsen Co. Data Profile

DMA rank (by TV HHs, Jan. '92): No. 20

		% U.S.
DMA TV HHs	1,043,850	1.134
DMA population	2,848,500	1.125

DMA population segments

	(000)	%DMA	%U.S.	Index
Age 2+	2,749.6	100	1.12	100
Total adults	2,079.9	100	1.11	100
Men (18+)	1,014.2	49	1.13	102
Women (18+)	1,065.7	51	1.09	98

DMA population (age 2+) by race

	(000)	%DMA	%U.S.	Index
White	2,464.4	90	1.20	107
Hispanic	431.2	16	1.90	170
Non-White	285.2	10	0.71	63
Black	85.6	3	0.28	25

DMA households

	(000)	%DMA	%U.S.	Index
Total	1,067.8	100	1.14	100
Owner-occupied	688.6	64	1.15	100
Rented	379.2	36	1.13	99

DMA HHs by HH size

	(000)	%DMA	%U.S.	Index
1 member	259.2	24	1.13	99
2 members	376.1	35	1.25	110
3 members	166.0	16	1.02	89
4 members	142.9	13	1.01	89
5 members	69.4	6	1.10	97
6+ members	54.3	5	1.37	120

HHs with infants/preschoolers

	(000)	%DMA	%U.S.	Index
0 to age 5	191.2	18	1.16	102

HHs by age of head of HH

	(000)	%DMA	%U.S.	Index
Under 35	313.6	29	1.24	108
35-54	386.6	36	1.09	96
55+	367.7	34	1.12	98

HHs by disposable income

	(000)	%DMA	%U.S.	Index
$0-4,999	65.0	6	1.10	96
$5,000-9,999	88.8	8	1.06	93
$10,000-14,999	104.9	10	1.18	103
$15,000-19,999	110.2	10	1.25	109
$20,000-24,999	100.6	9	1.22	107
$25,000+	598.3	56	1.12	98

HHs by car availability

	(000)	%DMA	%U.S.	Index
One car	391.9	37	1.18	104
Two or more	609.4	57	1.24	109
No car	66.5	6	0.59	52

Major retail outlets 1991
Chains with largest number of stores in the market.

Supermarkets

Safeway Stores	64
Abco Markets	54
Bashas Markets	52
Kroger	34
Smitty's Super Valu	25

Major discount department stores

Kmart	25
Smitty's	21
Wal-Mart	14
Target	11

Major drug, health & beauty aids stores

RDS	76
Walgreen Co.	62
American Drug Stores	29
Thrifty Corp.	22
Revco D.S.	18

ClusterPLUS™ lifestyles/demographics
Largest lifestyle and demographic segments by percent of total HHs in DMA indexed to the national average (a national household index of 100 is the national average).

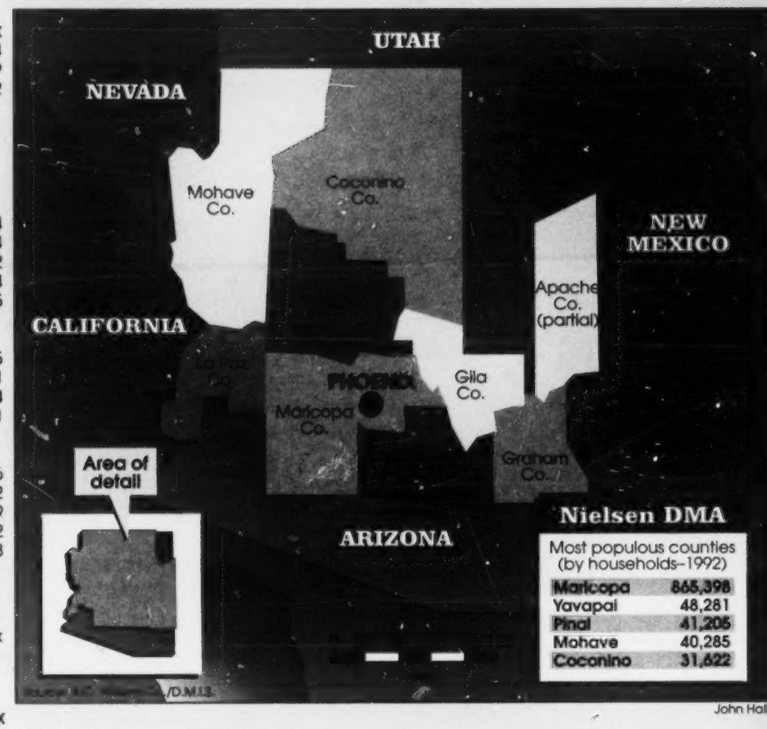
ClusterPLUS™ category	% of HHs	Index
Highly mobile working couples	16.9	238
Old rural retirees	13.4	644
Highly mobile young families	10.8	423
Mobile less educated families	5.4	313
Young urban ethnics	5.0	193
Young affluents w/children	4.4	157
Urban retirees and professionals	4.3	238
Lowest income Hispanics	3.8	192
Average income families in SFDUs	3.6	115

DMA household income (1991)

Median HH income	$31,486
Aggregate HH income	$41.31 billion
Median family income	$36,038

Most affluent counties
(by 1991 median HH income)

1. Maricopa	$33,254
2. Coconino	$31,944
3. Greenlee	$28,524
4. Navajo	$24,803
5. Mohave	$23,734



John Hall

DMA HH income distribution (1991)

$0-7,499	8.5%
$7,500-9,999	4.9%
$10,000-14,999	8.4%
$15,000-24,999	17.5%
$25,000-34,999	16.4%
$35,000-49,999	18.8%
$50,000-74,999	15.2%
$75,000+	10.3%

Average HH net worth	$265,787
Regional index	106.9
National index	134.4

DMA age distribution 1992

0-5	9.4%
6-13	11.7%
14-17	5.6%
18-24	10.2%
25-34	16.7%
35-44	14.8%
45-54	10.1%
55-64	8.0%
65+	13.1%
Median age	32.78
Median age adult population	41.27

County growth forecasts
Counties forecast to have the largest population gains 1992-1997.

1. Maricopa	+364,072
2. Mohave	+19,795
3. Yavapai	+18,764
4. Pinal	+12,491
5. Coconino	+11,704

Retail sales*
Phoenix MSA

1991	$15.543 billion
Change from 1990	−0.4%

1992/1991 retail sales trend

April 1992	$1.481 billion, +14.0%
Jan.-April 1992	+13.2%

*Estimated retail sales, not seasonally adjusted, U.S. Commerce Department. MSA is Metropolitan Statistical Area.

Unemployment trends
Unemployment within the Phoenix Metropolitan Statistical Area in April 1992 was 6.5%.
Source: U.S. Labor Department

REASON NUMBER 17 TO READ ADVERTISING AGE:

Advertising Age
KFC squawks as Pizza Hut tries chicken
Della Femina offices may fold

"IT'S THE WHOLE ENCHILADA!"

Advertising Age
WHERE PADDIES GETS THE WORD
On Marketing

100 LEADING MEDIA COMPANIES

Time Warner new No. 1 as double whammy hits hard

By R. Craig Endicott

Growth in cable TV enabled Time Warner to supplant Capital Cities/ABC as the nation's leading media company in 1991, with media revenues of $5.23 billion, up 5.3%.

The tally, exclusive of non-media operations such as Warner Bros., syndication sales, and record and book publishing, included a slight decline in magazines that was more than offset by a 9.4% boost in cable, according to *Advertising Age's* charting of the nation's 100 Leading Media Companies.

Time Warner's media mix in fact represented the only two media among the Top 100 to show growth in revenue in 1991.

Capital Cities/ABC wasn't so fortunate: Its media total declined 0.06%. Cable, too, was its high point, rising 9.6% while revenues for its remaining media categories were declining.

Among the Top 100, total media revenues grew 0.5% to $74.8 billion in 1991, and followed a 6% advance in 1990. Media growth in 1991 was at the lowest level recorded by *Ad Age* in the 12 years it has been monitoring the players.

The war in the Persian Gulf and the deepening economic recession were universally cited by the companies as the key elements in a weakened advertising market.

Only two out of the 10 media tracked by LNA/Arbitron Multi-Media Service grew in ad volume in 1991—syndicated TV and cable networks. Little wonder that revenues from 48 of the Top 100 slipped below 1990 levels.

The price of admission to the Top 100 even dropped in 1991, to $144.4 million in revenues by newcomer Westwood One, compared with $149.3 million from 1990's No. 100 Park Communications, which slid to No. 103.

Newspapers and TV—the former still the largest media contributor—each declined 4.1% in revenue to $23.1 billion and $15.4 billion, respectively. Newspapers slipped 0.1% last year, extending the medium's slump to two years. TV had grown 4.2% in revenue in 1990.

Cap Cities slips to second; war, economy drag down revenues for '91 media leaders

Radio dipped 0.7% to $1.4 billion after a 20.2% gain in 1990. Magazines edged upward 0.5% to $12.7 billion compared with a 6.3% growth in 1990. The "other" category, dominated by free standing insert business, news services, outdoor and emerging-but-less-traditional forms of media, pushed ahead 6.6% to $4.2 billion.

Gordon Swanson/The Image Bank

Cable was the media industry lifesaver. Cable properties grew to $18 billion, up 11% compared with 18.1% growth in 1990. Time Warner led all cable contributors in revenue volume at $3.3 billion. Some 57% of that was generated by Time Warner Cable (ATC and Warner Cable) and the rest by Home Box Office.

No Top 100 company that drew more than 35% of its media total from cable showed a year-to-year decline in total media. All cable units of the 37 companies with cable advanced in revenue.

Cable companies leapfrogged others in the ranking. Apart from Time Warner's newfound claim on the top spot, Tele-Communications Inc. vaulted from No. 7 a year ago to No. 4. Viacom International moved up two slots to No. 15, and Turner Broadcasting System and Continental Cablevision, each advanced a rung to No. 18 and No. 20, respectively.

A change in *Ad Age* methodology now allows joint ventures to stand on their own and not be portioned into their respective parents. This paved the way for three new members.

They include No. 55 USA Network, a 50/50 venture of No. 65 Paramount Communications and Matsushita Electric Industrial Co. (through its MCA Inc. unit); No. 58 Paragon Communications, a venture of Time Warner and No. 75 Houston Industries; and No. 87 King Broadcasting Co., half owned each by No. 69 Providence Journal Co. and investment partner Kelso & Co.

Apart from outright ownership by another media company, several companies are under the imprint of Top 100 media moguls. Both No. 48 Landmark Communications and No. 72 TeleCable Corp. have Frank Batten as chairman. TeleCable was spun off from Landmark in the mid-1980s. Gaylord Entertainment Co., No. 49, shares Chairman Edward L. Gaylord with Oklahoma Publishing Co. (Opubco), a Top 100 member until this year.

Opubco formed GEC last year by spinning off four TV stations and The Nashville Network, the two media segments of GEC. Opubco fell from the Top 100 because returns from its sole remaining media property, the *Daily Oklahoman*, fell short of the cutoff.

Slipping from last year's ranking were Edgell Communications (now called Advanstar Communications), which emerged this January from Chapter 11 bankruptcy protection with fewer media properties; Family Media, which dissolved last August; Times Journal Co., sold to Gannett Co., which held it for only four months before selling the Journal newspaper division at yearend; and Pittway Corp. and Park, both hurt by the depressed economy.

Poised to exit the Top 100 is No. 89 Pinelands. Chris-Craft Industries, No. 68, recently bid $310 million for its sole property, superstation WWOR-TV in Secaucus, N.J.

Ownership of the lone remaining media property of No. 84 Maxwell Communication Corp., the New York *Daily News*, is being sought by Mortimer B. Zuckerman, owner of No. 86 U.S. News & World Report, and Conrad M. Black, head of Hollinger Inc.

A Hollinger victory would secure its American Publishing Inc. subsidiary, comprised of a growing list of more than 80 U.S. newspapers, a spot on the elite 100. Hollinger barely finished out of the running this year at No. 101 based on $141.2 million in revenues. □

100 leading media companies by revenue

Rank 1991	Rank 1990	Company, U.S. headquarters	Total media revenue 1991	Total media revenue 1990	% chg	Newspaper revenue 1991	Newspaper revenue 1990	Magazine revenue 1991	Magazine revenue 1990	Broadcast* revenue 1991	Broadcast* revenue 1990	Cable TV revenue 1991	Cable TV revenue 1990	Other media revenue 1991	Other media revenue 1990
1	2	**Time Warner**, New York	$5,229.0	$4,964.8	5.3	—	—	$1,928.0	$1,947.8	—	—	$3,301.0	$3,017.0	—	—
2	1	**Capital Cities/ABC**, New York	5,172.0	5,175.0	-0.1	$521.3	$524.2	321.0	367.2	$3,712.0	$3,724.0	489.4	446.0	$128.3	$113.6
3	3	**Gannett Co.**, Arlington, Va.	3,382.0	3,441.6	-1.7	2,629.6	2,647.9	—	—	360.1	396.7	—	—	392.1	397.0
4	7	**Tele-Communications Inc.**, Denver	3,206.0	2,942.0	9.0	—	—	—	—	—	—	3,206.0	2,942.0	—	—
5	5	**General Electric Co.**, Fairfield, Conn.	3,153.5	3,236.0	-2.5	—	—	—	—	3,086.0	3,202.9	67.5	33.1	—	—
6	4	**CBS Inc.**, New York	3,035.0	3,261.2	-6.9	—	—	—	—	3,035.0	3,261.2	—	—	—	—
7	6	**Advance Publications**, Newark, N.J.	3,013.0	3,039.6	-0.9	1,714.0	1,797.0	859.0	845.0	—	—	440.0	397.6	—	—
8	8	**Times Mirror Co.**, Los Angeles	2,763.3	2,855.2	-3.2	1,973.8	2,066.0	291.5	313.4	94.2	104.5	403.8	371.3	—	—
9	9	**News Corp.**, Sydney	2,278.0	2,363.6	-3.6	164.0	174.4	575.0	707.3	964.0	964.0	—	—	575.0	517.9
10	10	**Knight-Ridder**, Miami	1,953.8	2,040.0	-4.2	1,953.8	2,040.0	—	—	—	—	—	—	—	—
11	11	**Hearst Corp.**, New York	1,947.2	2,022.2	-3.7	680.0	715.0	1,002.0	1,022.0	265.2	285.2	—	—	—	—
12	14	**Cox Enterprises**, Atlanta	1,716.0	1,700.0	0.9	709.0	731.8	2.0	2.0	409.0	419.1	596.0	547.0	—	—
13	12	**New York Times Co.**, New York	1,703.1	1,776.8	-4.1	1,274.4	1,358.3	352.7	340.0	66.5	69.0	—	—	9.5	9.5
14	13	**Tribune Co.**, Chicago	1,636.6	1,703.0	-3.9	1,141.6	1,196.7	—	—	495.0	506.3	—	—	—	—
15	17	**Viacom International**, New York	1,459.3	1,337.5	9.1	—	—	—	—	159.1	164.0	1,300.2	1,173.5	—	—
16	15	**Thomson Corp.**, Toronto	1,419.6	1,404.0	1.1	645.2	654.0	774.4	750.0	—	—	—	—	—	—
17	16	**Washington Post Co.**, Washington	1,292.2	1,356.1	-4.7	642.7	691.0	326.5	340.2	163.5	179.4	159.5	145.5	—	—
18	19	**Turner Broadcasting System**, Atlanta	1,190.7	1,069.1	11.4	—	—	—	—	—	—	1,190.7	1,069.1	—	—
19	18	**E.W. Scripps**, Cincinnati	1,161.6	1,147.4	1.2	691.0	712.4	—	—	245.4	235.6	225.2	199.4	—	—
20	21	**Continental Cablevision**, Boston	1,127.0	938.0	20.1	—	—	—	—	—	—	1,127.0	938.0	—	—
21	22	**Reed International**, Newton, Mass.	1,015.3	804.0	26.3	—	—	760.0	624.0	—	—	—	—	255.3	180.0
22	20	**Dow Jones & Co.**, New York	963.1	983.7	-2.1	963.1	983.7	—	—	—	—	—	—	—	—
23	24	**Reader's Digest Association**, Pleasantville, N.Y.	729.2	681.4	7.0	—	—	729.2	681.4	—	—	—	—	—	—
24	25	**Advo Inc.**, Windsor, Conn.	697.4	655.0	6.5	—	—	—	—	—	—	—	—	697.4	655.0
25	23	**Westinghouse Electric Corp.**, Pittsburgh	673.0	704.0	-4.4	—	—	—	—	673.0	704.0	—	—	—	—
26	28	**Comcast Corp.**, Bala-Cynwyd, Pa.	647.1	585.7	10.5	—	—	—	—	—	—	647.1	585.7	—	—
27	29	**Valassis Communications**, Livonia, Mich.	635.7	570.7	11.4	—	—	—	—	—	—	—	—	635.7	570.7
28	33	**International Data Group**, Framingham, Mass.	627.0	528.0	18.8	—	—	627.0	528.0	—	—	—	—	—	—
29	31	**SCI Holdings**, Miami	606.7	553.1	9.7	—	—	—	—	—	—	606.7	553.1	—	—
30	30	**Cablevision Systems Corp.**, Woodbury, N.Y.	603.3	563.0	7.2	—	—	—	—	—	—	603.3	563.0	—	—
31	32	**Meredith Corp.**, Des Moines, Iowa	550.8	543.8	1.3	—	—	441.7	432.0	109.1	111.8	—	—	—	—
32	27	**McGraw-Hill**, New York	546.1	589.0	-7.3	—	—	448.0	485.0	98.1	104.0	—	—	—	—
33	26	**Media News Group**, Houston	500.0	600.0	-16.7	500.0	600.0	—	—	—	—	—	—	—	—
34	35	**Freedom Newspapers**, Irvine, Calif.	462.0	485.0	-4.7	382.0	400.0	—	—	80.0	85.0	—	—	—	—
35	36	**Media General**, Richmond, Va.	460.4	458.1	0.5	299.2	302.8	1.6	1.9	52.3	56.8	107.3	96.6	—	—
36	48	**Ziff Communications**, New York	436.0	363.0	20.1	—	—	436.0	363.0	—	—	—	—	—	—
37	38	**A.H. Belo Corp.**, Dallas	431.6	439.1	-1.7	249.7	246.5	—	—	181.9	192.6	—	—	—	—
38	40	**Reuters Holdings**, London	427.1	419.0	1.9	—	—	—	—	—	—	—	—	427.1	419.0
39	37	**Chronicle Publishing Co.**, San Francisco	425.0	440.0	-3.4	235.0	248.0	—	—	98.0	108.0	92.0	84.0	—	—
40	39	**Central Newspapers**, Indianapolis	420.4	431.7	-2.6	420.4	431.7	—	—	—	—	—	—	—	—
41	44	**Multimedia Inc.**, Greenville, S.C.	415.1	390.6	6.3	129.0	135.3	—	—	150.6	134.8	135.5	120.5	—	—
42	41	**McClatchy Newspapers**, Sacramento, Calif.	412.1	405.9	1.5	412.1	405.9	—	—	—	—	—	—	—	—
43	43	**Pulitzer Publishing Co.**, St. Louis	393.4	402.8	-2.3	284.4	287.3	—	—	109.0	115.5	—	—	—	—
44	34	**Affiliated Publications**, Boston	392.8	510.2	-23.0	392.8	416.0	—	94.2	—	—	—	—	—	—
45	46	**Hachette Publications**, Paris	389.0	387.0	0.5	—	—	389.0	387.0	—	—	—	—	—	—
46	42	**Copley Newspapers**, La Jolla, Calif.	386.5	405.2	-4.6	386.5	405.2	—	—	—	—	—	—	—	—
47	49	**K-III Holdings**, New York	376.4	361.9	4.0	73.6	70.0	302.8	291.9	—	—	—	—	—	—
48	47	**Landmark Communications**, Norfolk, Va.	367.4	370.3	-0.8	279.0	292.0	9.2	10.3	19.5	15.5	59.7	52.5	—	—
49	50	**Gaylord Entertainment Co.**, Nashville, Tenn.	360.9	344.5	4.8	—	—	—	—	138.4	160.0	222.5	184.5	—	—
50	57	**Cablevision Industries Corp.**, Liberty, N.Y.	334.7	299.4	11.8	—	—	—	—	—	—	334.7	299.4	—	—
51	55	**Associated Press**, New York	328.9	311.9	5.5	—	—	—	—	—	—	—	—	328.9	311.9
52	53	**Journal Register Co.**, Princeton, N.J.	325.0	323.0	0.6	325.0	323.0	—	—	—	—	—	—	—	—
53	52	**Donrey Media Group**, Fort Smith, Ark.	319.1	323.6	-1.4	237.0	245.0	—	—	9.9	10.3	15.2	14.0	57.0	54.3
54	51	**Harte-Hanks Communications**, San Antonio, Texas	318.7	334.9	-4.8	292.1	306.5	—	—	26.6	28.4	—	—	—	—
55	64	**USA Network**, New York	315.0	267.0	18.0	—	—	—	—	—	—	315.0	267.0	—	—
56	56	**Cowles Media Co.**, Minneapolis	303.6	307.6	-1.3	244.9	251.2	58.7	56.4	—	—	—	—	—	—
57	62	**Sammons Communications**, Dallas	284.6	268.5	6.0	—	—	—	—	—	—	284.6	268.5	—	—
58	67	**Paragon Communications**, Stamford, Conn.	284.0	254.0	11.8	—	—	—	—	—	—	284.0	254.0	—	—
59	58	**Journal Communications**, Milwaukee	281.6	289.0	-2.6	229.5	232.5	—	—	52.1	56.5	—	—	—	—
60	59	**National Geographic Society**, Washington	279.7	279.6	0.0	—	—	279.7	279.6	—	—	—	—	—	—
61	63	**Lee Enterprises**, Davenport, Iowa	277.3	267.8	3.6	207.6	196.5	—	—	69.7	71.3	—	—	—	—
62	68	**Adelphia Communications Corp.**, Coudersport, Pa.	276.7	250.2	10.6	—	—	—	—	—	—	276.7	250.2	—	—
63	45	**Gillett Holdings**, Denver	275.6	390.0	-29.3	—	—	—	—	275.6	390.0	—	—	—	—
64	71	**Enquirer/Star Group**, Lantana, Fla.	275.2	235.8	16.7	—	—	275.2	235.8	—	—	—	—	—	—
65	76	**Paramount Communications**, New York	270.3	222.0	21.8	—	—	—	—	184.6	145.0	85.7	77.0	—	—
66	61	**Morris Communications**, Augusta, Ga.	267.0	273.0	-2.2	267.0	273.0	—	—	—	—	—	—	—	—
67	65	**3M**, St. Paul, Minn.	265.0	265.0	0.0	—	—	—	—	—	—	—	—	265.0	265.0
68	60	**Chris-Craft Industries**, New York	262.6	278.1	-5.6	—	—	—	—	262.6	278.1	—	—	—	—
69	66	**Providence Journal Co.**, Providence, R.I.	261.5	262.6	-0.4	127.0	131.0	—	—	43.0	46.0	91.5	85.6	—	—
70	77	**Century Communications Corp.**, New Canaan, Conn.	257.3	219.3	17.3	—	—	—	—	—	—	257.3	219.3	—	—
71	70	**Maclean Hunter**, Toronto	251.5	243.1	3.5	—	—	79.2	83.6	—	—	172.3	159.5	—	—
72	72	**TeleCable Corp.**, Norfolk, Va.	249.0	231.0	7.8	—	—	—	—	—	—	249.0	231.0	—	—
73	69	**Chicago Sun-Times**, Chicago	229.0	244.0	-6.1	229.0	244.0	—	—	—	—	—	—	—	—
74	79	**Seattle Times Co.**, Seattle	225.0	210.0	7.1	225.0	210.0	—	—	—	—	—	—	—	—
75	84	**Houston Industries**, Houston	224.7	199.9	12.4	—	—	—	—	—	—	224.7	199.9	—	—
76	82	**Heritage Media Corp.**, Dallas	222.3	203.9	9.0	—	—	—	—	51.2	51.0	—	—	171.1	152.9
77	75	**Petersen Publishing Co.**, Los Angeles	220.3	224.3	-1.8	—	—	220.3	224.3	—	—	—	—	—	—
78	73	**Blade Communications**, Toledo, Ohio	219.3	226.0	-3.0	162.0	172.0	—	—	18.5	18.0	38.8	36.0	—	—
79	74	**Forbes Inc.**, New York	211.2	225.7	-6.4	6.2	6.7	205.0	219.0	—	—	—	—	—	—
80	83	**Whittle Communications**, Knoxville, Tenn.	207.0	201.6	2.7	—	—	15.0	20.4	—	—	135.0	106.4	57.0	74.8
81	81	**Dispatch Printing Co.**, Columbus, Ohio	205.6	204.5	0.5	145.0	141.5	1.9	2.0	58.9	61.3	—	—	—	—
82	78	**Times Publishing Co.**, St. Petersburg, Fla.	204.0	213.0	-4.2	174.0	183.0	30.0	30.0	—	—	—	—	—	—
83	80	**Great American Communications**, Cincinnati	195.9	204.6	-4.3	—	—	—	—	195.9	204.6	—	—	—	—
84	54	**Maxwell Communications Corp.**, New York	180.7	321.8	-43.9	180.7	321.8	—	—	—	—	—	—	—	—
85	87	**CMP Publications**, Manhasset, N.Y.	178.0	175.0	1.7	—	—	178.0	175.0	—	—	—	—	—	—
86	89	**U.S. News & World Report**, Washington	175.0	170.2	2.8	—	—	175.0	170.2	—	—	—	—	—	—
87	88	**King Broadcasting Co.**, Seattle	175.0	157.0	11.5	—	—	—	—	100.0	91.0	75.0	66.0	—	—
88	86	**Patrick Media Group**, Scranton, Pa.	170.0	178.5	-4.8	—	—	—	—	—	—	—	—	170.0	178.5
89	85	**Pinelands**, Secaucus, N.J.	166.2	181.1	-8.2	—	—	—	—	166.2	181.1	—	—	—	—
90	90	**Univision Holdings**, New York	165.8	167.7	-1.1	—	—	1.8	2.0	164.0	165.7	—	—	—	—
91	92	**General Media International**, New York	163.0	162.0	0.6	—	—	163.0	162.0	—	—	—	—	—	—
92	91	**Howard Publications**, Oceanside, Calif.	155.0	163.0	-4.9	155.0	163.0	—	—	—	—	—	—	—	—
93	93	**McCaw Cellular Communications**, Kirkland, Wash.	150.3	157.8	-4.8	—	—	20.8	23.4	129.5	134.5	—	—	—	—
94	104	**Discovery Communications**, Bethesda, Md.	150.0	130.0	15.4	—	—	—	—	—	—	150.0	130.0	—	—
95	100	**Playboy Enterprises**, Chicago	149.5	147.3	1.5	—	—	122.8	119.2	—	—	26.7	28.1	—	—
96	96	**Straight Arrow Publishers**, New York	148.7	152.0	-2.2	—	—	148.7	152.0	—	—	—	—	—	—
97	94	**Macromedia**, Hackensack, N.J.	148.5	154.3	-3.8	126.5	128.8	—	—	22.0	25.5	—	—	—	—
98	97	**Crain Communications**, Chicago	145.6	150.1	-2.9	—	—	145.2	149.6	0.5	0.5	—	—	—	—
99	99	**Ackerley Communications**, Seattle	144.9	147.7	-1.9	—	—	—	—	66.6	63.4	—	—	78.3	84.3
100	101	**Westwood One**, Culver City, Calif.	144.4	145.9	-1.0	—	—	—	—	144.4	145.9	—	—	—	—

Notes: Dollars are in millions. All figures are net revenues and AA estimates. 1990 rankings adjusted to reflect figures shown. *Broadcast revenues include TV and radio. See Page S-10 for methodology.

Compiled by: R. Craig Endicott **AA Chart:** Kevin Brown

Newspaper niche

Rank 1991	Rank 1990	Company	Newspaper revenue 1991	Newspaper revenue 1990	Newspaper revenue % chg	% all media 1991
1	1	Gannett Co.	$2,629.8	$2,647.9	-0.7	77.8
2	2	Times Mirror Co.	1,973.8	2,066.0	-4.5	71.4
3	3	Knight-Ridder	1,953.6	2,040.0	-4.2	100.0
4	4	Advance Publications	1,714.0	1,797.0	-4.6	56.9
5	5	New York Times Co.	1,274.4	1,358.3	-6.2	74.8
6	6	Tribune Co.	1,141.6	1,196.7	-4.6	69.8
7	7	Dow Jones & Co.	963.1	983.7	-2.1	100.0
8	8	Cox Enterprises	709.0	731.8	-3.1	41.3
9	10	E.W. Scripps	691.0	712.4	-3.0	59.5
10	9	Hearst Corp.	680.0	715.0	-4.9	34.9
11	12	Thomson Corp.	645.2	654.0	-1.3	45.4
12	11	Washington Post Co.	642.7	691.0	-7.0	49.7
13	14	Capital Cities/ABC	521.3	524.2	-0.6	10.1
14	13	Media News Group	500.0	600.0	-16.7	100.0
15	15	Central Newspapers	420.4	431.7	-2.6	100.0
16	17	McClatchy Newspapers	412.1	405.9	1.5	100.0
17	16	Affiliated Publications	392.8	416.0	-5.6	100.0
18	18	Copley Newspapers	386.5	405.2	-4.6	100.0
19	19	Freedom Newspapers	382.0	400.0	-4.5	82.7
20	20	Journal Register Co.	325.0	323.0	0.6	100.0
21	23	Media General	299.2	302.8	-1.2	65.0
22	22	Harte-Hanks Communications	292.1	306.5	-4.7	91.7
23	25	Pulitzer Publishing Co.	284.4	287.3	-1.0	72.3
24	24	Landmark Communications	279.0	292.0	-4.5	75.9
25	26	Morris Communications	267.0	273.0	-2.2	100.0
26	29	A.H. Belo Corp.	249.7	246.5	1.3	57.9
27	27	Cowles Media Co.	244.9	251.2	-2.5	80.7
28	30	Donrey Media Group	237.0	245.0	-3.3	74.3
29	28	Chronicle Publishing Co.	235.0	248.0	-5.2	55.3
30	32	Journal Communications	229.5	232.5	-1.3	81.5
31	31	Chicago Sun-Times	229.0	244.0	-6.1	100.0
32	33	Seattle Times Co.	225.0	210.0	7.1	100.0
33	34	Lee Enterprises	207.6	196.5	5.6	74.9
34	21	Maxwell Communication Corp.	180.7	321.8	-43.9	100.0
35	35	Times Publishing Co.	174.0	183.0	-4.9	85.3
36	36	News Corp.	164.0	174.4	-6.0	7.2
37	37	Blade Communications	162.0	172.0	-5.8	73.9
38	38	Howard Publications	155.0	163.0	-4.9	100.0
39	39	Dispatch Printing Co.	145.0	141.5	2.5	70.5
40	40	Multimedia Inc.	129.0	135.3	-4.7	31.1
41	41	Providence Journal Co.	127.0	131.0	-3.1	48.6
42	42	Macromedia	126.5	128.8	-1.8	85.2
43	43	K-III Holdings	73.6	70.0	5.1	19.6
44	44	Forbes Inc.	6.2	6.7	-7.5	2.9

Notes: Dollars are in millions. All figures are AA estimates. See methodology on Page S-10.

Newspapers consistent; 37 of 44 feel the pinch

The decline in the newspaper business, the revenue volume leader among Top 100 media segments, was very democratic: Lower revenues were returned by Gannett Co., the biggest newspaper company on the chart, as well as Forbes Inc., the smallest.

Thirty-seven of the 44 companies with newspaper operations that reported declines dropped an average 3.7%. Overall newspaper revenues hit $23.1 billion, down 4.1%.

However, this second annual decline in a row (in 1990 the Top 100's newspaper properties dropped 0.1%) should give way to positive growth in 1992 if the national advertising growth charted in the first five months is any indication.

National, about a tenth of total newspaper revenues, grew to $3.94 billion in the first five months, up a dramatic 39.6% over the prior-year period, notes LNA/Arbitron Multi-Media Service. For full-year 1991, national ads played out, plunging 21.2% to $7.63 billion.

Of that, the largest newspaper category, general and retail advertising, shot up 68.3% to $2.05 billion in the five months. Transportation, the second largest category, grew 16.6% to $922 million; business and financial rose 19.6% to $835 million.

Sluggish classified and local retail advertising have dampened overall growth, however. This has been reflected in marginal second-quarter upticks at newspaper divisions of Top 100 companies.

Hard times felled several newspapers in late 1991 and early this year. The *Richmond* (Va.) *Times-Dispatch* in September was folded by owner Media General into its flagship *Richmond News Leader* after years of declining circulation; the *Daily Journal* in Elizabeth, N.J., was closed in early January by Media News Group; and in February Copley Newspapers merged its morning *Union* and afternoon *Tribune* to form the *San Diego Union-Tribune*.

Dallas became a one-newspaper town when A.H. Belo Corp., which had fought long and hard with the *Dallas Times-Herald* over circulation claims and comic strip rights, finally bested its bitter rival by buying it out and then closing it.

Magazines hold their own, and that's a victory

Magazine properties among the Top 100 may have been only one of two media categories to show collective growth in revenues in 1991, but that isn't much to crow about.

The medium squeezed out a 0.5% gain in revenue to $12.7 billion—the product of fewer ad pages, higher rates and higher circulation prices.

The gain was virtually the mathematical median of the 38 companies with magazine divisions, half of which reported negative growth, the biggest decline coming from Whittle Communications, down 26.5%, as it discontinued numerous publications to expand its non-traditional media side.

Strength in the computer sector fostered growth at Ziff Communications, up 20.1%, and CMP Publications, up 1.7%. Ziff was aided by the mid-1991 introduction of *PC Sources*, which generated an estimated $10 million in net revenues from advertising for the half year.

An analysis of the nation's top 300 magazines (AA, June 15) shows total gross revenues were up 1%, a factor of a decline of 0.3% in gross ad revenues from the 300 and 2.8% growth in revenues from circulation. Circulation components included higher subscription rates and newsstand prices as paid subscribers were off 1.6% and single-copy sales were down 3.2%.

Publishers are breathing more easily in 1992. Consumer magazines rose to $2.8 billion from January through May for a 5.8% growth, albeit the numbers are being compared with an extremely depressed period in 1991.

A number of start-ups among the Top 100 include *Soap Opera Magazine* by Enquirer/Star Group, *Men's Journal* by Straight Arrow Publishers, *Martha Stewart Living* by Time Warner, *Allure* by Advance Publications' Conde Nast division, *Country Gardens* and *Creative Woodworking* by Meredith Corp., and Hearst Corp.'s *Living Well* and *SmartMoney*, ventures with American Medical Association and Dow Jones & Co., respectively.

Casualties include *Connoisseur*, merged in late 1991 by Hearst Corp. into *Town & Country* after efforts to revive the publication failed. K-III closed *European Travel & Life*, the former News Corp. publication, when it couldn't find a buyer.

Family Media, No. 82 a year ago, closed its doors last August, bringing an end to *Health* and *1,001 Home Ideas*. Two of its magazines, *Golf Illustrated* and *Discover*, found homes, but not with Top 100 companies.

Business publishers Pittway Corp. and Advanstar Communications, formerly Edgell Communications, fell from the rankings.

Magazine marks

Rank 1991	Rank 1990	Company	Magazine revenue 1991	Magazine revenue 1990	Magazine revenue % chg	% all media 1991
1	1	Time Warner	$1,928.0	$1,947.8	-1.0	36.9
2	2	Hearst Corp.	1,002.0	1,022.0	-2.0	51.5
3	3	Advance Publications	859.0	845.0	1.7	28.5
4	4	Thomson Corp.	774.4	750.0	3.3	54.6
5	7	Reed International	760.0	624.0	21.8	74.9
6	6	Reader's Digest Association	729.2	681.4	7.0	100.0
7	8	International Data Group	627.0	528.0	18.8	100.0
8	5	News Corp.	575.0	707.3	-18.7	25.2
9	9	McGraw-Hill	448.0	485.0	-7.6	82.0
10	10	Meredith Corp.	441.7	432.0	2.2	80.2
11	13	Ziff Communications	436.0	363.0	20.1	100.0
12	11	Hachette Publications	389.0	387.0	0.5	100.0
13	15	New York Times Co.	352.7	340.0	3.7	20.7
14	14	Washington Post Co.	326.5	340.2	-4.0	25.3
15	12	Capital Cities/ABC	321.0	367.2	-12.6	6.2
16	17	K-III Holdings	302.8	291.9	3.7	80.4
17	16	Times Mirror Co.	291.5	313.4	-7.0	10.5
18	18	National Geographic Society	279.7	279.6	0.0	100.0
19	19	Enquirer/Star Group	275.2	235.8	16.7	100.0
20	20	Petersen Publishing Co.	220.3	224.3	-1.8	100.0
21	21	Forbes Inc.	205.0	219.0	-6.4	97.1
22	22	CMP Publications	178.0	175.0	1.7	100.0
23	23	U.S. News & World Report	175.0	170.2	2.8	100.0
24	24	General Media International	163.0	162.0	0.6	100.0
25	25	Straight Arrow Publishers	148.7	152.0	-2.2	100.0
26	26	Crain Communications	145.2	149.6	-3.0	99.7
27	27	Playboy Enterprises	122.8	119.2	3.0	82.1
28	28	Maclean Hunter	79.2	83.6	-5.3	31.5
29	29	Cowles Media Co.	58.7	56.4	4.1	19.3
30	30	Times Publishing Co.	30.0	30.0	0.0	14.7
31	31	McCaw Cellular Communications	20.8	23.4	-11.0	13.8
32	32	Whittle Communications	15.0	20.4	-26.5	7.2
33	33	Landmark Communications	9.2	10.3	-10.7	2.5
34	35	Cox Enterprises	2.0	2.0	0.0	0.1
35	34	Dispatch Printing Co.	1.9	2.0	-5.0	0.9
36	36	Univision Holdings	1.8	2.0	-8.1	1.1
37	37	Media General	1.6	1.9	-15.8	0.3

Notes: Dollars are in millions. All figures are AA estimates. See methodology on Page S-10.

Tops in TV

Rank 1991	Rank 1990	Company	TV revenue 1991	TV revenue 1990	% chg	% all media 1991
1	1	Capital Cities/ABC	$3,395.0	$3,405.0	-0.3	65.6
2	2	General Electric Co.	3,086.0	3,202.9	-3.6	97.9
3	3	CBS Inc.	2,789.4	3,011.0	-7.4	91.9
4	4	News Corp.	964.0	964.0	0.0	42.3
5	5	Westinghouse Electric Corp.	502.0	534.0	-6.0	74.6
6	6	Tribune Co.	446.0	458.9	-2.8	27.3
7	8	Cox Enterprises	315.0	330.8	-4.8	18.4
8	9	Gannett Co.	294.8	319.2	-7.6	8.7
9	7	Gillett Holdings	275.0	389.4	-29.4	99.8
10	10	Chris-Craft Industries	262.6	278.1	-5.6	100.0
11	11	Hearst Corp.	243.0	260.0	-6.5	12.5
12	12	E.W. Scripps	232.7	222.3	4.7	20.0
13	18	Paramount Communications	184.6	145.0	27.3	68.3
14	13	A.H. Belo Corp.	181.9	192.6	-5.6	42.1
15	14	Pinelands	166.2	181.1	-8.2	100.0
16	16	Univision Holdings	164.0	165.7	-1.1	98.9
17	15	Washington Post Co.	163.5	179.4	-8.9	12.7
18	21	Multimedia Inc.	137.1	120.0	14.3	33.0
19	17	Gaylord Entertainment Co.	133.4	154.9	-13.9	37.0
20	19	McCaw Cellular Communications	129.5	134.5	-3.7	86.2
21	20	Great American Communications	120.4	133.2	-9.6	61.5
22	22	Meredith Corp.	109.1	111.8	-2.4	19.8
23	24	King Broadcasting Co.	100.0	91.0	-11.5	57.1
24	26	McGraw-Hill	98.1	104.0	-5.6	18.0
25	23	Chronicle Publishing Co.	98.0	108.0	-9.3	23.1
26	27	Pulitzer Publishing Co.	96.0	101.4	-5.3	24.4
27	25	Times Mirror Co.	94.2	104.5	-9.9	3.4
28	28	Viacom International	80.1	88.8	-9.8	5.5
29	29	Freedom Newspapers	80.0	85.0	-5.9	17.3
30	30	Lee Enterprises	69.7	71.3	-2.2	25.1
31	31	New York Times Co.	60.0	63.0	-4.8	3.5
32	32	Dispatch Printing Co.	56.6	59.0	-4.1	27.5
33	34	Ackerley Communications	55.1	50.9	8.3	38.0
34	33	Media General	52.3	56.8	-7.9	11.4
35	35	Providence Journal Co.	43.0	46.0	-6.5	16.4
36	36	Journal Communications	37.0	41.4	-10.6	13.1
37	37	Heritage Media Corp.	35.3	35.8	-1.4	15.9
38	38	Harte-Hanks Communications	26.6	28.4	-6.3	8.3
39	39	Macromedia	22.0	25.5	-13.7	14.8
40	40	Blade Communications	18.5	18.0	2.8	8.4
41	41	Landmark Communications	17.5	13.4	30.6	4.8
42	42	Donrey Media Group	9.9	10.3	-3.9	3.1

Notes: Dollars are in millions. All figures are AA estimates. See methodology on Page S-10

TV and radio-driven companies take it in ear

The nation's top TV and radio companies emitted weak signals on the revenue side in 1991. But stepped-up ad spending—at least in network and spot TV—should strengthen reception in 1992.

TV revenues for the 42 Top 100 companies with TV operations dropped a precipitous 4.1% to $15.4 billion in 1991. The dollar drain flowed from top to bottom as 34 companies suffered declines that averaged about 6%.

The Big 3 actually stemmed the flow a bit, declining only 3.6% in total TV revenues, a number highly influenced by collective network-only revenues of $7.55 billion, down 3.4%.

Both CBS and Capital Cities/ABC have shown stronger operating results in the first half of 1992, the result of growing ad dollars and higher prices.

In the first five months of 1992, total network TV advertising rose 2.7% to $4.2 billion; spot TV measured a 3.8% gain to $3.5 billion; and syndicated TV slowed, rising 8.2% to $808 million, according to LNA/Arbitron Multi-Media Service, which measured a 6.7% drop in network, 5.8% fall in spot and 16.6% growth in syndicated TV for all of 1991.

For network TV, drugs and toiletries and general and retail advertisers stimulated spending 7.6% and 5.5% in the first five months over the prior-year period. Promoters in the massive foods and beverages category spent 4.7% less.

Few TV properties changed hands in 1991 or early 1992. CBS bought WCCO-TV in Minneapolis and WFRV-TV in Green Bay in early 1992, and Providence Journal Co., in a joint venture, bought King Broadcasting Co. and its six TV stations.

Radio revenues for the 22 companies with radio properties declined 0.7% to $1.4 billion *(see radio chart on Page S-10)*.

That slippage is likely to continue through 1992. In the first five months, spot radio ad spending hit $395 million, down 4.9% compared to the prior year. Network radio slumped, too, by 3.6% to $227.3 million.

One bright spot in radio is deregulation. This month the Federal Communications Commission plans to relax its rules that limit ownership in a single market to one FM and one AM station and that hold the line on total ownership to 12 AM and 12 FM stations.

Growth slows, but cable still stands out in media

Move aside TV, cable is now the cash cow of the media business, though the grass is thinning.

Most cable companies in the Top 100 had record cash flow in 1991 as they racked up $18 billion in revenues, up 11% from 1990 when the cable segment overtook TV's contribution to the Top 100.

Revenue growth cooled off from the 18.1% notched in 1990, however. National cable network advertising grew 9.2% (vs. 16.4% in 1990) to $1.5 billion, still a relatively small portion of the cable revenue stream.

A strong May perked up cable TV network advertising in the first five months of 1992. Growth had been 7.6% through April and changed to an 11.2% cumulative in May on a total of $551.3 million, according to LNA/Arbitron Multi-Media Service. Food and beverages, cable's largest ad category, grew 6.4% in accounting for 21% of the total. General and retail advertisers, the next largest cable group, dropped 6.2% to $101.6 million.

Most of cable's growth in 1991 came from a larger customer base and higher prices for existing services. Americans paid about $18 billion for cable programming in 1991, and cable bills have shot up 61% from the beginning of 1987 when Congress deregulated the business through mid-1991. Therein lies the rub.

Regulation ahead. The U.S. House overwhelmingly approved a bill last month that would force multiple system operators to roll back prices of basic programming and allow TV stations to charge cable systems for the right to transmit their broadcast signals. The Senate passed a similar bill earlier this year.

If new regulations stanch cable's cash flow, the industry will find it hard to retire its debt, incurred largely during the 1980s as cable operators grew through acquisition.

Debt is a major reason most of the those in the Top 100 consistently suffer losses from year to year. Of the 12 public cable companies in the Top 100, 10 showed losses—albeit losses less than in 1990. A major reason for this reduction in loss is lower payments to meet lower interest rates available through refinancing.

The Top 100 still took on debt. Providence Journal Co., in a co-venture, bought King Broadcasting Co. Discovery Communications added Learning Channel, and Landmark Communications gained Travel Channel.

Time Warner refinanced its debt this May to finance Time Warner Entertainment. Toshiba Corp. and C. Itoh & Co. each contributed $500 million in exchange for 6.3% stakes in TWE.

Cable connections

Rank 1991	Rank 1990	Company	Cable TV revenue 1991	Cable TV revenue 1990	% chg	% all media 1991
1	1	Time Warner	$3,301.0	$3,017.0	9.4	63.1
2	2	Tele-Communications Inc.	3,206.0	2,942.0	9.0	100.0
3	3	Viacom International	1,300.2	1,173.5	10.8	89.1
4	4	Turner Broadcasting System	1,190.7	1,069.1	11.4	100.0
5	5	Continental Cablevision	1,127.0	938.0	20.1	100.0
6	6	Comcast Corp.	647.1	585.7	10.5	100.0
7	8	SCI Holdings	606.7	553.1	9.7	100.0
8	7	Cablevision Systems Corp.	603.3	563.0	7.2	100.0
9	9	Cox Enterprises	596.0	547.0	9.0	34.7
10	10	Capital Cities/ABC	489.4	446.0	9.7	9.5
11	11	Advance Publications	440.0	397.6	10.7	14.6
12	12	Times Mirror Co.	403.8	371.3	8.8	14.6
13	13	Cablevision Industries Corp.	334.7	299.4	11.8	100.0
14	15	USA Network	315.0	267.0	18.0	100.0
15	14	Sammons Communications	284.6	268.5	6.0	100.0
16	16	Paragon Communications	284.0	254.0	11.8	100.0
17	17	Adelphia Communications Corp.	276.7	250.2	10.6	100.0
18	19	Century Communications Corp.	257.3	219.3	17.3	100.0
19	18	TeleCable Corp.	249.0	231.0	7.8	100.0
20	21	E.W. Scripps	225.2	199.4	12.9	19.4
21	20	Houston Industries	224.7	199.9	12.4	100.0
22	22	Gaylord Entertainment Co.	222.5	184.5	20.6	61.7
23	23	Maclean Hunter	172.3	159.5	8.0	68.5
24	24	Washington Post Co.	159.5	145.5	9.6	12.3
25	25	Discovery Communications	150.0	130.0	15.4	100.0
26	26	Multimedia Inc.	135.5	120.5	12.5	32.6
27	27	Whittle Communications	135.0	106.4	26.9	65.2
28	28	Media General	107.3	96.6	11.1	23.3
29	30	Chronicle Publishing Co.	92.0	84.0	9.5	21.6
30	29	Providence Journal Co.	91.5	85.6	6.9	35.0
31	31	Paramount Communications	85.7	77.0	11.3	31.7
32	32	King Broadcasting Co.	75.0	66.0	13.6	42.9
33	35	General Electric Co.	67.5	33.1	103.9	2.1
34	33	Landmark Communications	59.7	52.5	13.7	16.2
35	34	Blade Communications	38.8	36.0	7.8	17.7
36	36	Playboy Enterprises	26.7	28.1	-5.0	17.9
37	37	Donrey Media Group	15.2	14.0	8.6	4.8

Notes: Dollars are in millions. All figures are AA estimates. See methodology on Page S-10

Top 30 publicly held media companies by return on sales

Rank 1991	Rank 1990	Company, headquarters	Percent return on sales 1991	1990	change	Total revenues 1991	1990	% chg	Net income 1991	1990	change	Total media revenues 1991	1990	% chg
1	48	Great American Communications	43.5	-17.4	60.9	211.5	223.6	-5.4	92.0	-39.0	131.0	195.9	204.6	-4.3
2	1	Chris-Craft Industries	20.5	98.0	-77.5	283.8	297.6	-4.6	58.3	291.7	-233.4	262.6	278.1	-5.6
3	3	Reuters Holdings	15.7	15.2	0.4	2,741.4	2,450.5	11.9	429.5	373.0	56.5	427.1	419.0	1.9
4	41	Meredith Corp.	11.1	-3.6	14.7	747.7	735.4	1.7	83.1	-26.4	109.5	550.8	543.8	1.3
5	8	Reed International	10.0	9.9	0.1	2,820.8	2,923.7	-3.5	283.4	290.3	-6.9	1,015.3	804.0	26.3
6	13	Houston Industries	9.4	8.1	1.3	4,443.7	4,178.6	6.3	417.4	339.5	77.9	224.7	199.9	12.4
7	9	Multimedia Inc.	9.2	9.5	-0.3	524.3	480.7	9.1	48.4	45.6	2.8	415.1	390.6	6.3
8	4	Lee Enterprises	9.1	15.1	-6.0	346.3	287.5	20.5	31.5	43.5	-12.0	277.3	267.8	3.6
9	6	Gannett Co.	8.9	11.0	-2.0	3,382.0	3,441.6	-1.7	301.6	377.0	-75.4	3,382.0	3,441.6	-1.7
10	12	Reader's Digest Association	8.9	8.8	0.2	2,345.1	2,009.7	16.7	209.1	176.0	33.1	729.2	681.4	7.0
11	7	3M	8.7	10.0	-1.4	13,340.0	13,021.0	2.4	1,154.0	1,308.0	-154.0	265.0	265.0	0.0
12	10	McGraw-Hill	7.6	8.9	-1.3	1,943.0	1,938.6	0.2	148.0	172.5	-24.5	546.1	589.0	-7.3
13	37	Paragon Communications	7.3	-0.2	7.4	284.0	254.0	11.8	20.6	-0.4	21.0	284.0	254.0	11.8
14	39	Tribune Co.	7.0	-2.7	9.7	2,034.7	2,353.0	-13.5	142.0	-63.5	205.5	1,636.6	1,703.0	-3.9
15	11	Capital Cities/ABC	6.4	8.9	-2.5	5,382.0	5,385.6	-0.1	343.5	477.8	-134.3	5,172.0	5,175.0	-0.1
16	18	Central Newspapers	6.2	6.6	-0.4	420.4	431.7	-2.6	25.9	28.3	-2.4	420.4	431.7	-2.6
17	47	Westwood One	6.1	-12.5	18.6	144.4	145.9	-1.0	8.8	-18.2	27.0	144.4	145.9	-1.0
18	19	Knight-Ridder	5.9	6.5	-0.6	2,237.3	2,305.2	-2.9	132.1	149.0	-16.9	1,953.8	2,040.0	-4.2
19	36	Turner Broadcasting System	5.8	0.3	5.5	1,480.2	1,393.5	6.2	85.9	4.6	81.3	1,190.7	1,069.1	11.4
20	20	McClatchy Newspapers	5.6	6.3	-0.7	426.8	421.4	1.3	23.7	26.4	-2.7	412.1	405.9	1.5
21	22	E.W. Scripps	5.5	5.5	-0.1	1,299.6	1,296.6	0.2	71.0	71.7	-0.7	1,161.6	1,147.4	1.2
22	15	Thomson Corp.	5.2	7.2	-2.0	5,589.0	5,364.0	4.2	292.0	385.0	-93.0	1,419.6	1,404.0	1.1
23	5	Washington Post Co.	5.1	12.1	-7.0	1,380.3	1,436.6	-4.1	70.8	174.6	-103.8	1,292.2	1,356.1	-4.7
24	21	Dow Jones & Co.	4.2	6.2	-2.0	1,725.1	1,720.1	0.3	72.2	106.9	-34.7	963.1	983.7	-2.1
25	14	General Electric Co.	3.9	7.4	-3.4	60,236.0	58,414.0	3.1	2,363.0	4,303.0	-1,940.0	3,153.5	3,236.0	-2.5
26	33	Cowles Media Co.	3.4	1.9	1.5	303.6	307.6	-1.3	10.2	5.8	4.4	303.6	307.6	-1.3
27	35	Maclean Hunter	3.3	1.0	2.3	1,335.6	1,315.1	1.6	44.0	13.1	30.9	251.5	243.1	3.5
28	17	Paramount Communications	3.1	6.7	-3.6	3,895.4	3,869.0	0.7	122.2	259.1	-136.9	270.3	222.0	21.8
29	16	A.H. Belo Corp.	2.9	6.7	-3.9	431.6	439.1	-1.7	12.4	29.6	-17.2	431.6	439.1	-1.7
30	30	Advo Inc.	2.8	2.5	0.3	697.4	655.0	6.5	19.3	16.4	2.9	697.4	655.0	6.5

Notes: Dollars are in millions. **Source:** Company reports.

Methodology for Top 100 media

Companies among the 100 Leading Media Companies were ranked by net revenues generated by their media properties.

Net revenues exclude ad agency commission and such circulation items as provision for newsstand returns, unpaid subscriptions and subscription agency commissions. These are accepted practices by public companies.

Revenues from non-media activities were not included in totals. Such businesses generally included contract printing, book publishing, book and record clubs, movie production, syndication, broadcast program production, database delivery, real estate, paper mills, etc.

Net revenue totals were either for calendar year 1991 or the latest available fiscal year. In few exceptions did *Advertising Age* pull fiscal numbers from periods ending prior to 1992.

Essentially, the ranking is based on net revenues from U.S. media operations. Foreign-based companies were ranked by U.S. media returns, while U.S.-based companies were ranked by total media returns. U.S. media companies have few media properties of any size abroad.

Editors applied GAAP (General Accepted Accounting Principles) standards in consolidating revenues from media operations. This standard is followed by the public companies on the list. Under this standard a company must own more than 50% of a media unit before it consolidates the subsidiary's returns. A 51% ownership means full credit of revenues.

This procedure allows the 50/50 joint ventures to be ranked. Revenues of such operations are not consolidated in parent totals. Such companies include: Paragon Communications, King Broadcasting Co. and USA Network.

Figures were either pulled from public documents or provided by contacts at the 46 private companies on the list. Where required, estimates were either calculated by editors based on historic readings of properties involved or obtained from consultants, including Paul Kagan & Associates for cable and for radio, Jim Duncan, who publishes the annual "Duncan's Radio Market Guide." Estimates were read to the company when possible.

Top 10 in Yellow Pages

Rank 1991	Rank 1990	Company	Yellow Pages revenue 1991	1990	% chg	Total revenue 1991
1	1	BellSouth Corp.	$1,426.3	$1,394.2	2.3	$14,445.5
2	2	GTE Corp.	1,200.0	1,200.0	0.0	19,621.0
3	3	Bell Atlantic	994.6	956.3	4.0	12,279.7
4	4	Pacific Telesis Group	990.0	948.0	4.4	9,895.0
5	6	US West	853.7	843.2	1.2	10,577.2
6	5	Nynex Corp.	849.2	850.8	-0.2	13,228.8
7	7	Southwestern Bell Corp.	847.7	794.3	6.7	9,331.9
8	9	Ameritech Corp.	515.4	NA	NA	10,818.4
9	8	Dun & Bradstreet Corp.	463.1	449.9	2.9	4,642.8
10	10	DonTech	459.6	NA	NA	459.6

Notes: Dollars are in millions. **Sources:** Company reports. See story below.

BellSouth builds lead in year of flat growth

The advertising well isn't getting any deeper for Yellow Pages.

Total revenues from directories advertising in 1991 rose to $9.18 billion, up 2.9% from the prior year—still better than most media.

The medium is maintaining that low growth; revenues were up 2.25% in first quarter 1992, according to Yellow Pages Publishers Association.

BellSouth Corp., which claimed the revenue lead among directory publishers in 1990 by overtaking GTE Corp., built on its lead in 1991 with a 2.3% increase to $1.4 billion as GTE remained flat at $1.2 billion, a figure the company terms "approximate."

New entry No. 10 DonTech represents a redistribution of revenues from Ameritech Corp. Ameritech linked with Dun & Bradstreet's R.H. Donnelley unit to form the 50/50 joint venture publishing Ameritech's Illinois and Northwest Indiana directories.

Unlike other media that may benefit from elections or the Olympics, Yellow Pages calls every year upon its bread-and-butter, the mom-and-pop operations (national advertising represents only about 12.6% of total Yellow Pages advertising).

"And a lot of mom-and-pops have gone out of business in the recession," says Larry Small, VP-marketing services at YPPA. Growth depends on building an eroded ad base by developing new ideas.

There are several new offerings: Map books, a collection of full-color community street maps, ZIP codes and airport and railroad information; CD-ROM versions of street-address directories of residential and business listings for direct marketers; menu listings; and four-color ads.

Radio rankings

Rank 1991	Rank 1990	Company	Radio revenue 1991	1990	% chg	% all media 1991
1	1	Capital Cities/ABC	$317.0	$319.0	-0.6	6.1
2	2	CBS Inc.	245.6	250.2	-1.8	8.1
3	3	Westinghouse Electric Corp.	171.0	170.0	0.6	25.4
4	4	Westwood One	144.4	145.9	-1.0	100.0
5	5	Cox Enterprises	94.0	88.3	6.5	5.5
6	7	Viacom International	79.0	75.2	5.1	5.4
7	8	Great American Communications	75.5	71.4	5.7	38.5
8	6	Gannett Co.	65.3	77.5	-15.7	1.9
9	9	Tribune Co.	49.0	47.4	3.4	3.0
10	10	Hearst Corp.	22.2	25.2	-11.9	1.1
11	11	Heritage Media Corp.	15.9	15.2	4.9	7.2
12	12	Journal Communications	15.1	15.1	0.0	5.4
13	13	Multimedia Inc.	13.5	14.8	-8.8	3.3
14	14	Pulitzer Publishing Co.	13.0	14.1	-7.8	3.3
15	15	E.W. Scripps	12.7	13.3	-4.7	1.1
16	16	Ackerley Communications	11.5	12.5	-8.0	7.9
17	17	New York Times Co.	6.5	6.0	8.3	0.4
18	18	Gaylord Entertainment Co.	5.0	5.1	-2.0	1.4
19	19	Dispatch Printing Co.	2.3	2.3	0.0	1.1
20	20	Landmark Communications	2.0	2.1	-4.8	0.5
21	21	Gillett Holdings	0.6	0.6	0.0	0.2
22	22	Crain Communications	0.5	0.5	0.0	0.3

Notes: Dollars are in millions. All figures are AA estimates. See broadcast story Page S-8.

FOR THE RECORD

HILTON HOTELS CORP. said it won't broaden its review in the wake of the withdrawal of Goodby, Berlin & Silverstein, San Francisco. Remaining agencies under consideration for the estimated $16 million account are Chiat/Day/Mojo, Venice, Calif.; Dailey & Associates, Los Angeles; Wieden & Kennedy, Portland, Ore.; and incumbent McCann-Erickson Worldwide, Los Angeles.

BRIDGESTONE/FIRESTONE this fall will introduce the Runflat tire and wheel system, which allows a vehicle to travel 50 miles on a flat tire. The system will cost about $5,000 and will initially be available only on some Corvettes. A limited ad campaign launching the Runflat system breaks in October. Goodyear Tire & Rubber Co. will launch a similar product, the Eagle EMT (Extended Mobility Tire).

LANG COMMUNICATIONS awarded exclusive TV development rights for its magazines for at least one year to Pat Mastandrea, who resigned as group publisher. Lang said "Working Woman," the syndicated show based on the magazine of the same name, is adding markets and that the company is close to a deal with a new production partner for "Jane," a talk show for young adults starring *Sassy* Editor in Chief Jane Pratt. Lang is also believed to be developing a show based on *Dirt*, its magazine for teen boys.

SNACK VENTURES EUROPE, formed by the merger of the European snack food businesses of General Mills and PepsiCo Foods International, has received the European Commission's go-ahead to operate. The $600 million company will be headquartered in Brussels. Michael J. Dolan, former senior VP-operations of PepsiCo Foods International, will serve as president-ceo.

WEEBOK, the juvenile division of Reebok International, has joined forces with Right Start to launch a Weebok catalog. The new catalog will be mailed in the first quarter of 1993.

GREEN GIANT CO. in October will launch a line of seven vegetable mixes packed in glass jars. Six of the products were the top sellers of Aunt Nellie's, acquired by Pillsbury Co. last year.

NEW CAMPAIGNS: Ralston Purina Co. last week broke a promotion and ad campaign for Cookie-Crisp cereal. The cereal's two animated spokescharacters, Chip the dog and the Cookie Crook, star in the promotion and commercial, running on network and spot TV. On-pack coupons support the promotion. Avrett, Free & Ginsberg, New York, handles. . . . **Anheuser-Busch** has unveiled new spots in the "Beer talk" Budweiser campaign, some using footage from old Budweiser spots with spokesman Ed McMahon. D'Arcy Masius Benton & Bowles, St. Louis, handles. . . . **General Mills** has begun a network, cable and spot TV campaign for its renamed Oatmeal Crisp cereals. Campbell-Mithun-Esty, Minneapolis, handles.

ACCOUNT ACTION: Sun Co., Radnor, Pa., to **Hal Riney & Partners**, New York, pending an agreement on compensation, from Wells Rich Greene BDDP for its estimated $10 million Sunoco account. . . . **Domino's Pizza**, Ann Arbor, Mich., to **Ross Roy Advertising**, Bloomfield Hills, from Bayer Bess Vanderwarker, Chicago, for the estimated $6 million Midwest regional account. . . . **Serta**, Des Plaines, Ill., to **Hal Riney & Partners**, Chicago, from Noble & Associates for its $5 million TV and print account.

WORTH NOTING: Lintas:Worldwide opened its third central European office, Lintas:Warsaw, with Piotr Gawel as managing director. . . . **The Tulsa (Okla.) Tribune** will cease publication Sept. 30 when its joint operating agreement with the *Tulsa World* ends. The evening *Tribune* had a circulation of 66,647 for the six months ended March 31, down 3.5% from the previous year.

Chrysler

(Continued from Page 3)

rope until March of this year.

Besides being nervous about Mr. Eaton, agencies are aware that Chrysler plans to restructure its distribution system by the mid-1990s. The automaker may drop Plymouth or Eagle, or both, and consolidate the company's three selling divisions into two.

Ross Roy's work for Chrysler includes putting together the current $30 million training program to improve dealers' customer care, running telemarketing and database marketing programs, and producing product catalogs.

The collateral business is viewed as producing a tidy profit for Ross Roy, but it's believed Chrysler executives have taken a tougher stance in negotiations about agency compensation.

Meanwhile, after CME produced the recent introductory catalog for the Jeep Grand Cherokee, Bozell and BBDO renewed behind-the-scenes efforts to take over the catalogs for the brands they handle.

Ross Roy Group has positioned itself as a one-stop-shopping agency, with units that specialize in advertising, sales promotion, training and franchising, and subsidiaries in areas such as public relations and Yellow Pages advertising. Ross Roy reported consolidated capitalized billings of $700 million in 1991.

Besides Chrysler, Ross Roy's other major national client is Kmart Corp., handled by Ross Roy Advertising and subsidiary Calet, Hirsch & Ferrell, New York. □

Pat Sloan and John P. Cortez contributed to this story.

Ad Age survey

(Continued from Page 1)

smiling," said one respondent. "That's not how we are. Ads just perpetuate stereotypes."

In the survey, 54.8% of respondents said print ads don't include enough black people, and 52.4% said the same about TV commercials. Additionally, 47.4% believe print advertising portrays black consumers inaccurately and 45.9% said the same for TV commercials. A vast majority—93.8%—of respondents were white; 3.5% were black and the rest had other racial backgrounds.

"The only way blacks are portrayed—and TV is the worst offender—is as athletes," one respondent said. "This portrayal fuels stereotypes and makes it seem like the only way to make it in this country if you are black is to be a Magic Johnson type."

Said another: "Blacks must be very frustrated by ads that portray them so inaccurately. The tension builds over this as blacks don't have any control or influence over what is portrayed in ads. As a result, the tension must escalate so you have situations like the L.A. riots."

The absence of blacks in advertising more than stereotyping makes black people irate about their situation and status, said Marilyn Kern-Foxworth, a journalism professor at Texas A&M University who is writing a book on the history of blacks in advertising.

"There's been a drastic erosion of self-esteem with young African-Americans—and it's partially because the images they see of themselves are either negative, offensive or not there," she said.

Inclusion is important, but portrayal is crucial, said Valerie Graves, senior VP-creative director at UniWorld Group, New York.

"I have to think [advertising has] a lot of influence on the American psyche," she said. "It's more a matter of *how* people are included rather than that they are included. Most smart advertisers have some African-American representation in their commercials, but that's a far cry from having our culture and concerns as the focus of the action. You see an African-American there but he's not doing anything, not making any contribution, and that might contribute to a second-class citizen mentality."

Overall, however, Ms Graves said she's seen an improvement in the way black people are used in ads.

"It's gotten better because the 1990 census made advertisers look at the diversity of this country. It made them realize they will have to address minority markets in a meaningful way, and not just as a PR tool."

Ms. Kern-Foxworth said some mainstream ads have even had a positive effect on the self-esteem of black youths. As examples, she cited a Jockey International print ad, created in-house, that features a black economist with the U.S. Department of Agriculture's Foreign Agricultural Service, and one for Samsonite Corp. that shows a young black woman dressed in business attire and sitting in the first-class section of an airplane. The woman is talking with a middle-age white man, also dressed in a business suit.

"Slowly I'm seeing things that are different and positive," Ms. Kern-Foxworth said. In the Samsonite ad, "first they've got a black female doing business travel, and then she's in first class. It's positive because it's going against the status quo." Leo Burnett USA, Chicago, created the ad.

Many respondents to the *Ad Age* survey said cigarettes and alcohol—both heavy advertisers in black media—are harmful to the black community.

"It's more a matter of *how* people are included rather than that they are included."

"Things like the PowerMaster malt liquor that target such a volatile group [inner-city young black men] so negatively can only worsen racial tensions," one survey respondent said. That product "may have even influenced the race riots in L.A. Who knows?"

Respondents also were asked how they felt about products like alcohol and cigarettes being targeted to different consumer groups as well as to blacks specifically. Of those questioned, 37.8% said they approve of target marketing such products in general and 33.8% said they approve of targeting them specifically to blacks. But a large number of respondents, 43.4%, said they disapproved of targeting alcohol and cigarettes to black consumers.

Employment of blacks in the ad industry also has been a problem, the survey found. More than half the respondents—56.5%—do not work with any blacks in non-clerical positions in their department, and 16.8% work only with one. Ad agency employees are less likely to work with black people than employees of other marketing companies: 60% of agency workers said they work with no black people in non-clerical positions on a regular basis vs. 51.3% of advertisers and 58% of media employees.

"The ad industry has a horrifying record in terms of minority hiring and involvement," said Ms. Graves, who in 1985 was the only black featured in *Ad Age's* "Best & Brightest" ranking of agency people. "It stands to reason it would promote a better racial climate by hiring minorities."

The survey found 64.7% of respondents feel their companies should hire more black employees. And 39.9% said it's extremely or very important for companies to have formal procedures for recruiting and hiring minorities.

Recruitment programs "make sense in the face of the diversity that makes up our country," Ms. Graves said. "But I know the industry as a whole isn't doing anything significant in recruitment."

Many survey respondents agreed. Said one: "If there were more blacks included in the ad industry many years ago, the situation would be better today." □

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MasterCard balks at naming agency

Bankers to meet again with Ammirati, Fallon

By Gary Levin

MasterCard International last week unexpectedly delayed a decision to select Ammirati & Puris, New York, as its new agency, apparently because a 22-member committee of bankers refused to immediately approve the choice.

The credit card association had expected to announce Ammirati as the winner of the creative portion of its $60 million account. Instead, MasterCard dismissed incumbent Lintas:New York, further narrowing the review to Ammirati and Fallon McElligott, Minneapolis.

MasterCard now expects to make a final decision by monthend, after four of the bankers have met further with both agencies to learn more about their strategic vision for the bankcard.

At a meeting in San Francisco last week, MasterCard executives recommended to its U.S. business committee that Ammirati be awarded the account. But the committee, composed of credit card executives at leading banks, refused to issue the anticipated rubber stamp approval.

It remained unclear at press time whether the bankers sought to reverse the MasterCard executives' decision or simply wanted to take control of the review by meeting with both agencies themselves.

"It is now a two-horse race," said Peter S.P. Dimsey, president of MasterCard's U.S. region, in a statement, "and MasterCard is in the enviable position of having two strong agency finalists with reputations for outstanding brand-building advertising participating in the review process."

The winning agency's first campaign will break early next year, after the card's holiday MasterValues promotion ends.

The result of a separate review for the media buying portion of the account is also slated for the end of this month; the three agencies and possibly others, as well as independent media buying services, are participating.

James Desrosier, MasterCard's VP-advertising, denied the review has met any obstacles.

"There's nothing funky going on; the process has gone on flawlessly," he said. "We simply want to be able to take the time to evaluate the ideas fully so we can make the right long-term decision."

Mr. Desrosier denied that bankers were seeking a broader role in the decision process.

He said the four committee members who will meet again with the agencies—representing Citibank, First Chicago Corp., MBNA Corp. and Signet—attended preliminary agency presentations but haven't met with agencies since then.

The bureaucracy of the MasterCard organization, which reports to the bankers that own it and issue the card, has made the five-month-long pitch at times "chaotic," said one participant.

"The bankers are not happy with how the process has been managed, and the fact that they still can't agree on an agency at this point is indicative of what's going on over there," the agency executive said.

One executive said the initial choice of Ammirati was based on consumer research of campaigns developed by all three shops and on the client's assessment of each agency's strategic and analytical insights.

"There's nothing funky going on; the process has gone on flawlessly."

The executives were thought to have allied more with Ammirati's repuation for an elegant, copy-driven style than with Fallon's aggressive but whimsical approach.

Fallon is said to have pitched a campaign centered on satisfying consumer "wants and needs" with the credit card, themed "We have what you need." Ammirati offered work that promoted the card's functional "usefulness" in a variety of settings.

An early theme developed by Ammirati, reportedly "Today's card," was later modified, a change that led it to prevail in the minds of MasterCard executives.

The selection of a new agency represents the latest phase in an overhaul aimed at contemporizing MasterCard's stodgy image. MasterCard introduced a sleeker logo last year and in 1990 added the MasterValues program.

"Visa is very aggressive and has an effective marketing campaign, Discover has been steadily going along, and Discover and MasterCard are fighting for the same turf; they're both going after the middle market," said James Daly, editor of *Credit Card News*, an industry newsletter. "The ad [agency] review is undoubtedly another component of the strategy to give MasterCard a fresher face." □

Melanie Wells contributed to this story.

Discounter Phar-Mor hobbled by scandal

By Kate Fitzgerald

The days of phenomenal growth and tough-as-nails dealing may be over for Phar-Mor.

The deep-discount drug chain, which helped rewrite the rules in package-goods retailing, is planning immediate advertising cutbacks and tabling expansion after last week's revelations of a costly embezzlement scandal.

"We're in the process of developing a new business plan. We're looking at making [advertising] changes," said Carol Robinson, VP-public relations for Phar-Mor, which has 300 stores in 33 states.

"We're in the process of developing a new business plan."

Saffer Advertising, Toronto, won Phar-Mor's $12 million broadcast account a year ago; the company's estimated $10 million print account is handled in-house.

The company bought time during NBC's Summer Olympics telecast in several regional markets with an Olympic-themed campaign tagged "You get a great deal at Phar-Mor because Phar-Mor only buys great deals."

A print campaign already planned for August will continue through the month, but the company won't commit to any ad plans beyond that.

Saffer said all media planning is on hold, but it hasn't been notified of any changes in its relationship with Phar-Mor.

Phar-Mor founder David Shapira, president-ceo of the $3 billion company, said last week co-founder and Vice Chairman Michael I. Monus, 44, and Chief Financial Officer Patrick Finn, 34, had been fired for alleged embezzlement.

The FBI and the U.S. attorney in Ohio are investigating charges that Messrs. Monus and Finn diverted at least $10 million in company funds to private sporting interests, including the 5-year-old World Basketball League.

Privately held Phar-Mor said it will take a $350 million charge to cover those losses. It will also dismiss 100 employees immediately to offset costs and has told some suppliers to halt orders.

Before the embezzlement scandal, Phar-Mor said its plans were to double its stores to 600 nationwide over the next five years; those plans are on hold, and the company won't comment further.

Phar-Mor's fumble may cripple its leadership of the deep-discount sector.

"Regardless of Phar-Mor's problems, all deep discounters are going to be facing tougher competition from now on. The supermarkets were caught off-guard by the deep discounters at first, but they're fighting back now, putting the pressure back on the likes of Phar-Mor," said Christie Hunt, an associate with retail consultancy Willard Bishop Consulting. □

Bush ads

(Continued from Page 1)

vember Co., headed by Martin Puris, president of Ammirati & Puris, New York. Calls to the November Co. weren't returned.

Finally—and officially—the campaign said the commercials "needed to be revised and corrected, and we did that before they aired."

But unofficially, the campaign, realizing the potential problem with using the seal, became "concerned whether that was appropriate. To be sure that there was no confusion, it was then done without the seal," a campaign official said.

The problem only added to criticism heaped on the spots. The November Co. includes only two creatives with extensive backgrounds in political advertising and consulting. The others, including Mr. Puris, are from major commercial agencies and have limited, if any, familiarity with producing political spots.

The next Bush-Quayle commercials aren't expected until after the convention, perhaps not until after Labor Day.

The mistake fueled speculation that personnel changes may be forthcoming, especially if Secretary of State Jim Baker assumes control of the campaign. Political insiders say Sig Rogich, a former adman from Las Vegas, Nev., who helped create campaign ads for President Reagan in 1984 and President Bush in 1988, would be installed by Mr. Baker. Mr. Rogich, currently U.S. ambassador to Iceland, didn't return a phone call last week, and a Bush-Quayle spokesman said he was unaware of any such planned changes. □

NBC

(Continued from Page 1)

presence was due to an incremental media buy GE made following its original deal with NBC.

"We increased it after our upfront buy. We made our initial purchase about two years ago, and we made an additional purchase this year," said Richard Costello, manager of corporate marketing communications for GE.

But Mr. Costello declined to specify how much money GE added to the deal or exactly when the buy was made. However, an executive at GE agency BBDO Worldwide, New York, said he was unaware of any last-minute incremental ad buy.

An executive at a competing network estimated GE was getting about half the ad time of NBC's top Olympic sponsor Coca-Cola USA, but Mr. Costello denied GE's commitment was anywhere near that large.

He said observers tracking GE commercials in certain markets, including New York, may have mistaken a large local Olympic buy on NBC-owned stations for network spots.

Through Aug. 4, with only five days remaining of the network's Olympic coverage, Mr. Costello estimated GE had aired 56 network TV spots and 91 local units on WNBC-TV in New York, for a total of 147 units.

"We deliberately, in New York, purchased a lot of weight, but I don't think we are even close to being one of the largest national advertisers in the Olympics," Mr. Costello said.

But even at only 56 network units (equaling 29 minutes of commercial time), GE would have been one of NBC's largest Olympic advertisers.

During the same period, NBC said Coca-Cola aired 92 spots (equaling 67 minutes, 45 seconds of commercial time).

At even half the rate of Coca-Cola's deal, GE's buy would be worth an estimated $23 million, said executives familiar with the value of such packages. Coca-Cola is estimated to have paid NBC $46 million for its Olympic buy.

That would be an exceptionally large buy for a two-week media flight by GE, which spent less than $18 million on all of the Big 3 networks last year and only $6 million on NBC.

Although it's common for marketers to increase their ad budgets in Olympic years, an executive at a competing network noted that GE spent only $10 million on NBC's coverage of the 1988 Summer Games in Seoul, South Korea.

Agency and network executives speculated the deal was more a matter of internal corporate accounting than a true media buy. If the deal was a conventional media buy handled through its agency, BBDO would know about it, because the shop is paid commissions on its clients' media buys.

"Obviously, it's coming out of one pocket and being put into another pocket," said an agency media executive of another NBC Olympic advertiser. The executive said there might be a less than altruistic motive behind the deal.

"They may have done it to bolster NBC's books to make them look more profitable for a sale," said the executive, referring to endless speculation that GE plans to divest itself of NBC in the near future.

GE and NBC executives have steadfastly denied rumors of an impending sale.

Projections for NBC's 1992 Olympic losses range from about $40 million to more than $100 million.

"The real story is that NBC didn't really sell out the Olympics. All they did was shift dollars around," said an agency executive for another Olympic advertiser. "Everybody knew going in that they were going to put some extra GE spots in there to fill it up, but I don't think they're bookkeeping it at bargain prices, because that would screw all their other advertisers. But clearly, they played bookkeeping games to fill up their time."

Said GE's Mr. Costello: "As far as I'm aware, I'm buying market pricing." □

Gold, silver and bronze ad deals

Marketer	Commercial units July 25-Aug. 4	Est. cost of buy
Coca-Cola USA:	92 spots (67 minutes, 45 secs)	$46 million
General Electric:	56 spots (29 minutes)	$12 million-plus
Reebok:	39 spots (19 minutes, 30 secs)	$12 million

Source: Commercial units for General Electric and Coca-Cola spots from NBC; Reebok from Advertising Age analysis of NBC's coverage. Prices from industry estimates.

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LAST MINUTE NEWS

Group readies Bush attack

HOUSTON—Independent Committee for Ethics on Aug. 16 planned to break TV spots here, the site of the Republican National Convention, targeting President Bush. The group, not connected to the Democratic Party, had four spots ready that attack the president for questionable business dealings by his family; imply his administration pulled strings in return for sizable campaign contributions; and contend he's changed his stand on abortion. Known as ICE-PAC, the group also hoped to buy TV time in Washington.

4A's deals with revenue shortfall

NEW YORK—American Association of Advertising Agencies is making major cuts to cover a revenue shortfall, due to diminishing fees. In recent weeks, the 75-year-old trade group eliminated two key positions in its office here and moved its 13-person Insurance/Employee Benefits Division to Charlotte, N.C. "We're not meeting our revenue expectations," said O. Burtch Drake, Four A's exec VP-

(Continued on Page 8)

Coors, A-B trade blows in ad case

By Gary Levin and Ira Teinowitz

The war between Anheuser-Busch and Coors Brewing Co. over advertising now threatens to sabotage the Rocky Mountain theme on which Coors has built its image.

Anheuser-Busch Cos. on Friday answered claims by Coors and asked a U.S. district judge in New York to prevent the Colorado brewer from using its well-known motif in future advertising and promotions.

Citing advertising dating from the mid-1980s and featuring actor Mark Harmon, Anheuser-Busch said Coors' ads were "intended to convince consumers that Coors beer is purer and better than other beers," adding that Coors actually uses well water in its beers.

"For five years, Coors has been misleading the public by carefully cultivating the belief that its products are made in the 'Rockies,' entirely with Rocky Mountain water, even though this is no longer true," the company argued.

The countersuit stemmed from a $10 million-plus damage suit filed Aug. 7 by Coors against Anheuser-Busch, charging that TV, radio and point-of-purchase ads in the Northeast for Anheuser-Busch's Natural Light beer amounted to a false and misleading "campaign of lies."

At Friday's hearing on the original

(Continued on Page 43)

Chinks showing in Whittle allure

Slick businessman, yes, 'but to think of him as a '90s Henry Luce is a bit of an overstatement'

By Scott Donaton

KNOXVILLE, Tenn.—The Chris Whittle who stood before his employees at the Tennessee Theater here in May was not the brash, self-assured salesman the media world has come to know.

He fidgeted nervously as he discussed a cost structure gone awry, unsatisfactory profit margins and the need to pare $30 million from the budget for the coming fiscal year, which began July 1.

He then read slowly from a list of cost-cutting measures, pausing to sip from a bottle of clear liquid he joked was vodka. When he reached layoffs, his voice cracked, his head bowed and the chairman of Whittle Communications began to cry.

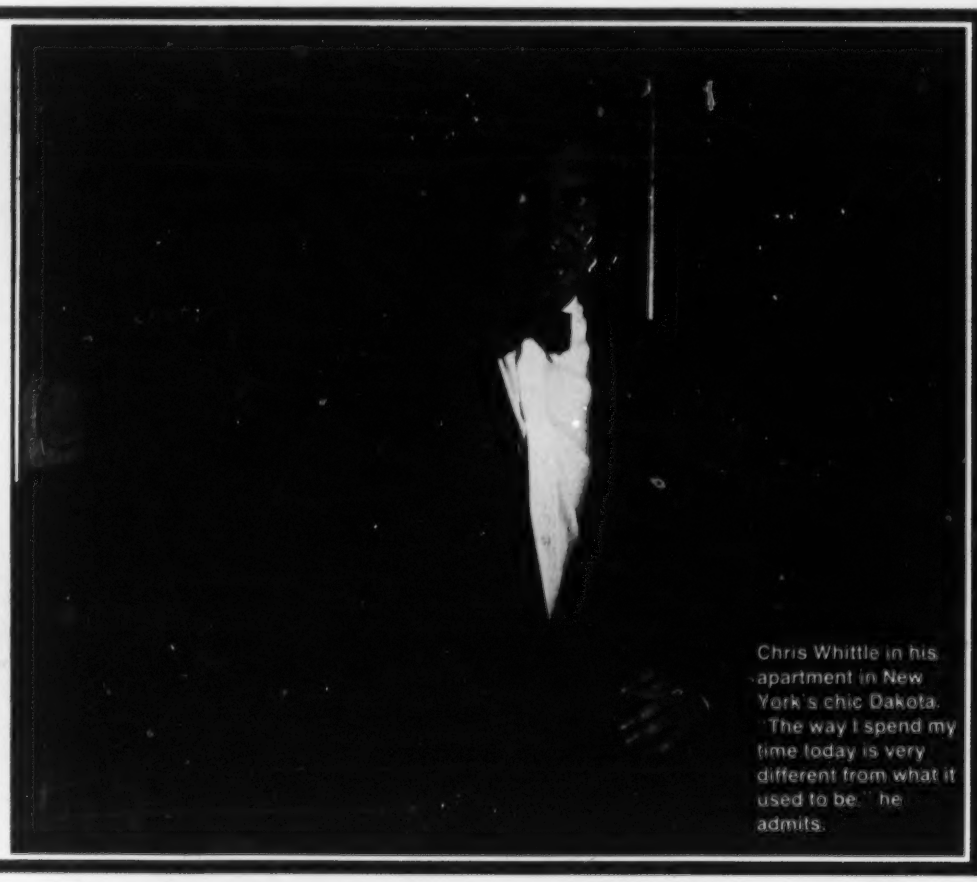
"It's the most difficult decision I have had to make in my 20 years here and I deeply regret it," he said softly.

After trying several times to regain his composure, Mr. Whittle walked from the podium, asking for a five-minute break.

The question that rose cynically in the minds of some audience members: Was Chris Whittle's display of emotion sincere, or were they witnessing yet an-

(Continued on Page 30)

■ **Special Report on place-based media—See Page 25.**



Chris Whittle in his apartment in New York's chic Dakota. "The way I spend my time today is very different from what it used to be," he admits.

George Lange/Outline Press

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GOP: Republicans convene as ad chief shows frustration. **Page 2.**

Tough task: Can former Saks exec turn Sears around? **Page 4.**

200 Brands: Ford speeds by AT&T. **Page 13.**

Sandoz' Tavist to storm OTC market

Marketer sets $45M in ads for entry into congested cold remedy category

By Pat Sloan

A powerful new entry is expected this fall in the $2.6 billion over-the-counter market for cough/cold/sinus/allergy preparations.

Sandoz Consumer Pharmaceuticals is preparing a $45 million advertising push in October for the OTC introduction of Tavist, a major allergy and cold remedy currently available by prescription only.

Tavist's arrival presents a chilling prospect for other OTC remedies, since the brand is double-barreled, competing in both the allergy and cold segments.

"Doctors like it. It will easily become the No. 2 allergy player after Benadryl, pushing Schering-Plough's Chlor-Trimeton back to No. 3," said Mike Perlmutter, a consultant with Kline & Co. "And it will quickly rank among the top 10 cold products."

Tavist's switch to OTC hasn't yet been formally OK'd by the Food & Drug Administration, which declined comment on the product. But retail executives say they've been told Sandoz has already secured oral approval and is only awaiting official notification.

Retailers have been briefed on the line, scheduled to get $26 million in ad spending through the end of 1992 and another $19 million in the first quarter of 1993.

Bloom FCA, New York, has the assignment.

The OTC version of Tavist will consist of four products, two of which contain an antihistamine and are aimed at allergy sufferers. The remaining two, containing a decongestant as well as an antihistamine, are positioned as cold remedies.

As a prescription product, Tavist has also been available in both simple antihistamine

(Continued on Page 43)

NEWS SUMMARY

■ **Tavist,** a prescription allergy and cold remedy, will get big ad backing in October when it moves into the OTC market. 1

■ **Church & Dwight** continues to add Arm & Hammer products and is looking overseas for further growth. 3

■ **Chris Meigher,** former president of the New York magazine division of Time Inc., plans to acquire media properties and predicts a spurt of magazine acquisitions. 3

■ **Arthur C. Martinez** will find big problems as he takes over as chairman-ceo of the Sears Merchandise Group. 4

■ **General Motors** has put on hold a planned $40 million corporate ad campaign. 4

■ **ConAgra** in October will start testing Life Choice, a line of meatless frozen dinners with less than 10% fat. 4

■ **Ed Eskandarian,** former principal of Humphrey Browning MacDougall, is building another major Boston agency. 5

■ **Small agencies** are more often taking accounts on a project basis, but some feel this trend is only temporary. 5

■ **Pro football's** dispute between owners and players over free agency also includes lucrative licensing rights. 9

■ **Callaway Golf Co.** signed Johnny Miller as spokesman for its hot-selling Big Bertha golf clubs. 12

■ **Saucony** will start a campaign Nov. 3 touting the fact that its athletic shoes are made in the U.S. 12

■ **CBS** brings two new sponsors along on its college tour of 40 campuses this year—Ford and Coca-Cola. 38

■ **Magazine circulation** remained flat in the first half of the year, mainly due to weakness in single-copy sales, the Audit Bureau of Circulations reports. 39

■ **Dentyne** begins a $14 million ad campaign today. 46

■ **ABC,** to reduce clutter, is testing the use of split screens to run promos alongside production credits of its shows. 46

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Blockbuster's coming attraction: Sampling

By Scott Hume

Video powerhouse Blockbuster Entertainment Corp. is planning what could be the largest single cooperative sampling program by a retailer.

The program won't appear in Blockbuster stores until next summer, likely in July, with marketing services agency MarketSource coordinating the program. An agency spokesman confirmed it's pursuing a national sampling program with Blockbuster.

The Blockbuster program could be twice the size of the "R" Treat sampling program MarketSource executes with toy retailer Toys "R" Us. That program twice a year distributes 2 million boxes of product samples, coupons and inserts.

The Blockbuster effort would be a one-time, 4 million-piece sampling program at its more than 2,000 video rental outlets, according to promotion industry sources. The sample packs would be given free to customers making multiple video rentals.

Whether any marketers have signed to participate in the Blockbuster program couldn't be learned, but participants in the most recent "R" Treat program included American Home Food Products, Johnson & Johnson, RJR Nabisco's Planters LifeSavers Co. unit and Unilever.

One lure is the chance to reach Blockbuster's relatively upscale customer base, with average family income of about $50,000, according to sales materials for the program.

Spot TV and in-store materials will promote availability of the sample packs. Bernstein-Rein, Kansas City, Mo., is Blockbuster's agency. □

Bush woes tax Puris

Weary troops seek inspiration as Baker joins effort

By Steven W. Colford

WASHINGTON—Martin Puris, head of President Bush's November Co. ad agency, is showing frustration over the campaign's lack of direction.

As the Republican convention opens today, Mr. Puris and others believe the naming of Jim Baker to run President Bush's re-election effort is the first step toward giving a lift to the ad team.

Last week, Mr. Puris, president of Ammirati & Puris, New York, told *Advertising Age* he will see the job through, though he admitted the past eight weeks haven't been easy.

Sounding fatigued and overwhelmed by the demands of a presidential campaign, Mr. Puris said: "This job has . . . been confusing and difficult . . . more hectic and requiring more fast turnaround than advertising for a product. Here it's a constantly moving target. But I knew what I was getting into."

Mr. Puris said he expected the Baker presence to "add punch and power" to campaign ads.

Mr. Baker, who resigned last week as U.S. secretary of state to try to rescue his old Texas pal's floundering campaign, will be in charge of all facets of the Bush/Quayle drive, including its advertising. And Mr. Baker wasn't impressed by the campaign's early ads.

Puris

The first commercials from the November Co. broke two weeks ago to mixed or negative reviews. Even November Co. insiders dismissed them as "terrible" and "the worst ever."

While Mr. Baker might opt to retain the assemblage of Madison Avenue creative talents, there's growing concern among Republicans that he needs to overhaul the November Co. with professionals experienced in political wars.

"Nobody there is full time," said one prominent GOP strategist. "That is a problem, a big problem. It's crazy because that job requires people full time."

Mr. Puris swings from his agency to the November Co. and back, as does Ron Anderson, another key creative recruited from Bozell. The same is true of Sean Fitzpatrick and Gordon Bowen, the creative heavyweights from McCann-Erickson Worldwide.

That contrasts markedly with the array of talent assembled to produce ads for Arkansas Gov. Bill Clinton. His team includes two large and prominent Democratic consultancies—Greer, Margolis, Mitchell, Grunwald & Associates and Squier/Eskew/-Knapp/Ochs Communications—as well as ad agency Deutsch, New York.

Mr. Puris said he wouldn't hesitate to bring in new talent as needed and acknowledged phone

(Continued on Page 42)

P&G plugs value-price Dash

By Jennifer Lawrence

Procter & Gamble Co. is emphasizing value in a new ad campaign for Dash detergent, a move that could indicate a new strategic direction for the marketer's lesser brands.

National print and radio ads introduce the tagline "Cleans clothes clean for less." An ad breaking today talks about Dash as a "basic detergent" that "costs less than many leading brands."

"This isn't a typical strategy for P&G, to take a value positioning on a product," said Bonita Austin, analyst at Shearson Lehman Bros. "P&G has all premium positioning and premium pricing for any major product. They seem to be repositioning Dash . . . This plays well to current consumer purchasing behavior trends."

Dash is one of P&G's smaller detergent brands, holding about a 1.5% share of the $3.6 million laundry detergent category. The brand's shelf price is about 30% to 40% lower than premium-price brands.

"A 30% to 40% price difference is big enough to make people notice it," Ms. Austin said. "Clearly, P&G is offering significantly better value, and they are hoping to catch that part of the market that is going to private label.

"It makes you wonder if P&G is experimenting around with price points more aggressively. It will be interesting to see if P&G takes its basket of smaller brands and positions them as value brands."

P&G's move to advertise Dash as a value brand comes as the company is revamping its overall pricing strategy toward everyday low pricing, aiming to achieve consistently lower prices and reduce trade allowances.

The goal is to minimize wide swings in product pricing caused by deeply discounted but periodic price specials.

"P&G historically has been a master at segmenting out the marketplace and offering specific benefits for identified target groups," said Kevin Price, senior partner at consultancy Marketing Corp. of America. "It would appear P&G is on an overall back-to-basics marketing strategy toward segmentation.

"Certainly, the marketplace today says we want value. P&G is expert in reading the marketplace and will likely respond with additional value offerings."

The new Dash campaign via D'Arcy Masius Benton & Bowles, New York, takes a humorous approach. The copy is written from the point of view of someone overloaded with laundry.

One ad that broke last week is headlined "It's like I wash towels for a small nation."

Copy says: "My family is unbelievable. I've tried to make them understand. You take a shower. You are then clean . . . You dry your clean body with a clean towel. That towel is not necessarily dirty. You could probably eeek another day or two out of it . . . They just multiply and multiply. And I keep washing them and washing them. With Dash. It's just basic detergent. Costs less than many leading brands . . . Which is great, especially when you wash enough towels to dry Latvia." □

Nation's top tier of advertisers leads the way in clear upturn of advertising spending during first quarter

THE TOP 200 BRANDS

Ford zooms past AT&T, McDonald's

Olympics a stimulant; Kellogg barges into third

By R. Craig Endicott

Ford cars and vans, always among the top brands but never atop the quarterly *Advertising Age* Top 200 chart, broke out of the pack to become the biggest ad-supported name in the U.S., based on first-quarter ad volume.

Ford's $96.9 million investment, although only 7.5% ahead of its prior-year period, was enough to loosen the grip AT&T and McDonald's have had on the top spot during the previous two years.

It was enough to hold off a hard-charging AT&T phone services at $94.1 million, up 39.3%, and Kellogg's breakfast foods at $93.3 million, up 21%.

Advertising Age's quarterly tally for the Top 200 brands, ranging from Ford to Lord & Taylor stores at $8.4 million, hit $3.86 billion, up 17.2% as the elite advertisers led a resurgence in the nation's ad spending. Figures are based on spending in 10 media provided by LNA/Arbitron Multi-Media Service.

All advertisers invested $9.4 billion, an 8.8% increase that represented the first quarterly uptick since the fourth quarter of 1990. Ad spending is now back to its first-quarter 1990 level.

For the first quarter of 1991, the Top 200's 6.2% growth was followed by declines of 5.8%, 8.5% and 3.1% in successive quarters, turning the year into a downer.

Ford, in leading the Top 200 on the road to recovery, began its kick in the fourth quarter of '91 when it spent $129 million, up 49%. In the first quarter of '92, it largely reapportioned year-earlier spending by taking dollars from general promotion to back pickups, vans and Taurus.

Ford was a big advertiser in 1992 Winter Olympics, purchasing an estimated $20 million in ad time. The Olympics stimulated quarterly spending, evidenced by the growth in spending from the Top 200's 19 major Olympic advertisers, whose quarterly totals rose a collective 18.4%, to $837.4 million, for the group.

Taken as a group, auto marketers continue to be a dominating force among the Top 200. Besides claiming 33 places, they accounted for 23%, or $891.8 million, of Top 200 spending.

Category growth was slower than most, up 7.6%, with the largest subsection of $475.5 million spent by 15 brands from Detroit. Advertising for 11 Asian makes rose 4.9% to $304.2 million.

Among foreign auto producers, Mitsubishi more than tripled its advertising to $20.6 million in rising from No. 266 a year ago to No. 58, and No. 69 BMW—cars and motorcycles—took its "Ultimate driving machine" message to the Olympics in boosting spending to $18.2 million, up 128.3% from 1991 when BMW ranked No. 172.

One of the faster growth categories among the Top 200 was over-the-counter drugs, stimulated by nicotine-withdrawal systems. The category grew 40.8% to $211.8 million aided by an introductory $17.7 million from No. 75, Ciba-Geigy's Habitrol, and $9 million from Marion Merrell Dow for No. 179 Nicoderm. Monistat 7 vaginal yeast cream from Johnson & Johnson, just barely on the market in the year-earlier period, drew $9.9 million in support to rank No. 151.

These products contributed 60% of the new dollars in the category.

The retail (nonfood) category rose 52% to $374.7 million and airlines grew 27% to $123.9 million, both dramatic increases considering the shape of those industries. They helped propel all newspaper advertising to $2.4 billion, up 35.8%.

The two categories account for 86% of Top 200 newspaper advertising.

Network TV rose 10.5% to $1.5 billion for the Top 200, whose ad largess was the sole reason network TV advertising as a whole registered positive growth, up 2.9% to $2.46 billion.

This was the first network TV gain since third quarter 1990.

As with network TV, the Top 200 infused the dollars needed to keep magazine advertising going forward. Their expenditures grew 25.1% to $514.8 million, or 36% of all magazine spending compared with 30% a year ago.

Top 200 commitments also kept spot radio from scraping bottom. While expenditures by all spot radio advertisers plunged 27.3% to $137.9 million in the quarter, the Top 200 cushioned the blow somewhat by boosting their portion of that amount to $70.6 million, up 18.1%.

But there was less stability at the top than the averages might indicate. The top three brand parents—Procter & Gamble Co., General Motors Corp. and Philip Morris Cos., respectively—cut their ad outlays from first-quarter 1991 levels.

P&G led all advertisers at $257.6 million, down 8.1%. □

Top 10 companies by first quarter 1992 ad spending

Rank	Company	Total measured ad spending 1992	1991	% chg	Ad spending by brands in 200 1992	1991	% chg	Number of brands
1	Procter & Gamble Co.	$257.6	$280.4	-8.1	$83.5	$73.2	14.1	7
2	General Motors Corp.	222.6	272.2	-18.2	221.6	243.8	-9.1	8
3	Philip Morris Cos.	221.8	277.2	-20.0	142.2	153.2	-7.1	6
4	PepsiCo	142.1	140.6	1.1	125.4	124.2	1.0	6
5	Ford Motor Co.	135.9	118.8	14.4	132.5	114.0	16.2	3
6	Chrysler Corp.	130.2	99.5	30.9	121.4	93.5	29.9	4
7	Sears, Roebuck & Co.	112.6	97.7	15.3	101.9	88.7	14.9	4
8	American Home Products Corp.	108.3	78.0	38.9	67.8	42.7	58.9	4
9	Kellogg Co.	106.1	95.0	11.7	93.3	77.1	21.0	1
10	Unilever	100.7	99.7	1.0	27.4	18.1	51.0	2

Notes: Dollars are in millions. **Source:** LNA/Arbitron Multi-Media Service.

Top 10 categories among top 200 brands in first quarter 1992

Rank	Category	Measured ad spending 1992	1991	% chg	Ad spending by media Print	Broadcast	Outdoor	Number of brands
1	Automotive	$891.8	$828.9	7.6	$256.5	$632.8	$2.5	33
2	Food	440.6	400.7	10.0	59.0	381.7	0.0	21
3	Retail	419.0	289.3	44.8	289.3	129.1	0.6	23
4	Entertainment	286.4	270.2	6.0	125.0	160.4	1.0	15
5	Restaurants	261.8	280.7	-6.7	0.7	257.7	3.3	10
6	Drugs	211.8	150.4	40.8	31.7	180.1	0.0	14
7	Telephone	159.1	128.5	23.8	23.7	134.5	0.9	5
8	Beverages	153.9	139.1	10.7	6.8	146.2	1.0	8
9	Toiletries & cosmetics	135.2	101.0	33.8	35.6	99.6	0.0	12
10	Beer	133.7	109.8	21.8	5.7	125.3	2.7	4

Notes: Dollars are in millions. Totals include only brands from within the top 200. **Source:** LNA/Arbitron Multi-Media Service.

Measured media spending for first quarter 1992

Rank	Media	All measured brands 1992	1991	% chg	Top 200 brands 1992	1991	% chg
1	Network TV	$2,464.6	$2,395.3	2.9	$1,515.9	$1,371.4	10.5
2	Newspaper*	2,361.5	1,739.5	35.8	576.8	399.4	44.4
3	Spot TV	1,969.1	1,875.3	5.0	746.4	643.8	15.9
4	Magazine	1,442.4	1,377.1	4.7	514.8	411.4	25.1
5	Syndicated TV	458.5	445.1	3.0	235.9	219.6	7.4
6	Cable TV Networks	279.3	282.7	-1.2	125.9	118.5	6.2
7	Network radio	191.0	217.7	-12.3	46.3	47.5	-2.5
8	Spot radio	137.9	189.6	-27.3	70.6	59.8	18.1
9	Outdoor	133.8	150.6	-11.2	27.3	22.9	19.2
	Subtotal print media	3,803.9	3,116.6	22.1	1,091.6	810.8	34.6
	Subtotal broadcast media	5,500.4	5,405.8	1.7	2,741.0	2,460.6	11.4
	Total	9,438.2	8,673.0	8.8	3,859.9	3,294.4	17.2

Notes: Dollars are in millions. * includes newspaper-distributed Sunday magazines. **Source:** LNA/Arbitron Multi-Media Service. **AA charts:** Kevin Brown

TODAY'S GERALDO:
IT'S WORTH INVESTIGATING
The investigative reporter named by a recent Magid study as one of America's most trusted journalists—have you seen him lately?
Geraldo
UP 5% IN RATING!
+18% W18-34, +13% W18-49, +4% W25-54

Top 200 mega-brands by first quarter 1992 ad spending

Rank '92	Rank '91	Brand, product, service & parent company	Total measured ad spending 1992	1991	% chg
1	2	**Ford cars & trucks,** Ford Motor Co.	$96,944.3	$90,163.5	7.5
2	5	**AT&T telephone services,** AT&T Corp.	94,119.9	67,589.5	39.3
3	4	**Kellogg's breakfast foods,** Kellogg Co.	93,332.0	77,140.2	21.0
4	1	**McDonald's restaurants,** McDonald's Corp.	83,847.0	94,963.7	-11.7
5	7	**Sears stores,** Sears, Roebuck & Co.	71,889.4	61,890.2	16.2
6	6	**Toyota cars,** Toyota Motor Corp.	70,034.4	65,479.0	7.0
7	11	**Budweiser beers,** Anheuser-Busch Cos.	60,158.6	43,470.7	38.4
8	17	**Dodge cars & trucks,** Chrysler Corp.	56,019.3	35,063.4	59.8
9	14	**Coca-Cola & Diet Coke beverages,** Coca-Cola Co.	55,737.9	40,700.7	36.9
10	3	**Chevrolet cars & trucks,** General Motors Corp.	54,347.1	89,121.3	-39.0
11	56	**Circuit City stores,** Circuit City Stores	50,408.1	19,156.3	163.1
12	20	**Columbia movies & music,** Sony Corp.	43,599.8	34,306.1	27.1
13	15	**Disney entertainment,** Walt Disney Co.	42,678.3	37,500.7	13.8
14	13	**Honda cars,** Honda Motor Co.	41,790.7	41,357.0	1.0
15	16	**American Express cards & services,** American Express Co.	40,914.5	37,308.6	9.7
16	8	**Kraft foods,** Philip Morris Cos.	40,166.4	51,777.9	-22.4
17	9	**Nissan cars & trucks,** Nissan Motor Co.	39,809.5	44,608.3	-10.8
18	12	**Miller beers,** Philip Morris Cos.	39,335.8	41,517.6	-5.3
19	10	**Tylenol remedies,** Johnson & Johnson	38,032.0	44,281.9	-14.1
20	22	**Delta Air Lines,** Delta Air Lines	35,392.0	33,023.9	7.2
21	36	**Buick cars,** General Motors Corp.	34,363.9	25,427.2	35.1
22	19	**Oldsmobile cars,** General Motors Corp.	31,048.2	34,590.6	-10.2
23	23	**Chrysler cars & trucks,** Chrysler Corp.	30,358.5	32,477.4	-6.5
24	50	**Campbell's soups,** Campbell Soup Co.	29,506.4	20,734.1	42.3
25	21	**Nike sporting footwear,** Nike Inc.	29,343.3	33,770.8	-13.1
26	113	**Pepsi beverages,** PepsiCo	28,522.9	11,480.1	148.5
27	51	**J.C. Penney's stores,** J.C. Penney Co.	28,212.5	19,718.4	43.1
28	661	**U.S. Postal Service,** U.S. Government	27,546.7	2,206.9	1148.2
29	43	**MCI telephone services,** MCI Communications Corp.	27,510.3	22,467.4	22.4
30	54	**Kmart stores,** Kmart Corp.	27,408.4	19,185.0	42.9
31	29	**Warner Bros. pictures, books & music,** Time Warner	27,338.3	27,444.7	-0.4
32	24	**Pizza Hut restaurants,** PepsiCo	27,093.7	32,392.5	-16.4
33	32	**General Motors cars & trucks,** General Motors Corp.	26,937.6	26,275.6	2.5
34	27	**20th Century Fox movies,** News Corp.	26,859.3	28,114.7	-4.5
35	71	**Advil & Caldril pain reliever,** American Home Products Corp.	26,849.5	16,424.2	63.5
36	25	**Burger King restaurants,** Grand Metropolitan	26,701.8	31,661.2	-15.7
37	45	**United Airlines,** UAL Corp.	26,584.1	22,055.9	20.5
38	30	**American Airlines,** AMR Corp.	26,497.6	27,146.7	-2.4
39	65	**Franklin Mint,** American Protection Industries	26,005.4	18,472.0	40.8
40	33	**Kentucky Fried Chicken restaurants,** PepsiCo	25,700.7	25,680.7	0.1
41	46	**Ultra Slim-Fast food products & diet,** Slim-Fast Food Co.	25,167.2	21,473.3	17.2
42	31	**Post cereals,** Philip Morris Cos.	25,128.2	27,054.6	-7.1
43	38	**Lexus cars,** Toyota Motor Corp.	25,014.3	24,012.0	4.2
44	26	**Universal City Studios,** Matsushita Electric Industrial Co.	24,996.0	29,567.6	-15.5
45	42	**Macy's stores,** R.H. Macy & Co.	24,894.1	22,687.1	9.7
46	40	**Wrigley's gums,** Wm. Wrigley Jr. Co.	24,806.0	23,216.4	6.8
47	57	**Coors beers,** Adolph Coors Co.	23,993.9	19,152.6	25.3
48	115	**Montgomery Ward stores,** Montgomery Ward & Co.	23,942.6	11,359.5	110.8
49	160	**Goodyear tires & service,** Goodyear Tire & Rubber Co.	23,806.1	8,619.2	176.2
50	229	**Dillard's stores,** Dillard Department Stores	23,145.4	6,382.4	262.6
51	66	**Taco Bell restaurants,** PepsiCo	23,072.2	18,247.2	26.4
52	80	**Pontiac cars,** General Motors Corp.	21,771.4	15,086.2	44.3
53	60	**Wendy's restaurants,** Wendy's International	21,678.8	18,765.8	15.5
54	78	**Subaru cars,** Fuji Heavy Industries	21,463.1	15,260.0	40.6
55	55	**U.S. dairy products,** U.S. dairy farmers	21,443.4	19,182.9	11.8
56	101	**Jeep trucks & vans,** Chrysler Corp.	21,215.7	12,562.1	68.9
57	39	**Cadillac cars,** General Motors Corp.	20,756.7	23,436.6	-11.4
58	266	**Mitsubishi cars & trucks,** Mitsubishi Motors Corp.	20,594.9	5,719.6	260.1
59	93	**Reebok footwear,** Reebok International	20,387.8	13,284.0	53.5
60	34	**Mercedes-Benz cars,** Daimler-Benz AG	20,234.9	25,517.5	-20.7
61	77	**Saturn cars,** General Motors Corp.	19,835.4	15,281.2	29.8
62	144	**Robitussin cough products,** American Home Products Corp.	19,388.1	9,531.6	103.4
63	49	**Marlboro cigarettes,** Philip Morris Cos.	19,200.5	20,830.4	-7.8
64	37	**Acura cars,** Honda Motor Co.	18,987.3	24,443.8	-22.3
65	28	**Mazda cars,** Mazda Motor Corp.	18,852.4	27,684.2	-31.9
66	76	**Citibank credit cards & services,** Citicorp	18,658.2	15,415.3	21.0
67	79	**Infiniti cars,** Nissan Motor Co.	18,577.6	15,172.0	22.4
68	62	**Mercury cars,** Ford Motor Co.	18,400.7	18,709.3	-1.6
69	172	**BMW cars & motorcycles,** BMW AG	18,232.0	7,985.7	128.3
70	61	**Folgers coffees,** Procter & Gamble Co.	18,123.5	18,710.8	-3.1
71	58	**US Sprint telephone services,** Sprint Corp.	17,983.1	19,107.3	-5.9
72	103	**Tri Star pictures,** Sony Corp.	17,964.1	12,396.1	44.9
73	121	**Visa credit card services,** Visa International	17,934.7	10,911.8	64.4
74	81	**L'Oreal cosmetics,** Nestle SA	17,896.5	14,755.7	21.3
75	NA	**Habitrol smoking cessation aid,** Ciba-Geigy	17,744.9	0.0	NA
76	63	**Paramount pictures,** Paramount Communications	17,634.3	18,568.6	-5.0
77	96	**Weight Watchers diets & food,** H.J. Heinz Co.	17,274.4	12,844.4	34.5
78	310	**Lincoln cars,** Ford Motor Co.	17,162.0	5,136.1	234.1
79	134	**Isuzu trucks,** Isuzu Ltd.	16,999.9	10,050.4	69.1
80	236	**Merrill Lynch brokerage,** Merrill Lynch & Co.	16,896.9	6,209.1	172.1
81	159	**Volvo cars,** Volvo AB	16,873.8	8,669.9	94.6
82	64	**Domino's Pizza,** Domino's Pizza	16,169.6	18,472.6	-12.5
83	302	**U.S. Army,** U.S. Government	15,710.7	5,223.6	200.8
84	82	**Little Caesar pizza,** Little Caesar Enterprises	15,374.0	14,735.6	4.3
85	123	**Stouffer frozen entrees & hotels,** Nestle SA	15,243.5	10,615.4	43.6
86	59	**Alka-Seltzer remedies,** Bayer AG	15,002.0	18,998.2	-21.0
87	210	**Hollywood pictures,** Walt Disney Co.	14,962.6	6,797.3	120.1
88	372	**USAir airlines,** USAir Group	14,834.4	4,314.1	243.9
89	83	**Hershey confections & foods,** Hershey Foods Corp.	14,590.6	14,699.4	-0.7
90	86	**Florida citrus,** State of Florida	14,232.9	14,229.9	0.0
91	178	**Ragu sauces,** Unilever	14,032.6	7,752.4	81.0
92	295	**Nintendo games,** Nintendo Co.	13,973.7	5,299.6	163.7
93	90	**May Co. stores,** May Department Stores Co.	13,917.9	13,662.2	1.9
94	44	**Nabisco cereals & cookies,** RJR Nabisco	13,883.5	22,418.4	-38.1
95	164	**Target stores,** Dayton Hudson Corp.	13,848.8	8,441.8	64.1
96	92	**Plymouth cars & trucks,** Chrysler Corp.	13,783.8	13,363.2	3.1
97	74	**Hertz rent-a-car,** Park Ridge Corp.	13,467.7	16,066.8	-16.2
98	85	**Lucky stores,** American Stores Co.	13,438.9	14,567.5	-7.7
99	254	**Kodak cameras & copiers,** Eastman Kodak Co.	13,347.3	5,870.2	127.4
100	48	**Cheerios cereal,** General Mills	13,337.6	20,951.4	-36.3
101	128	**Lipton food products,** Unilever	$13,318.7	$10,361.5	28.5
102	69	**UPS air freight service,** United Parcel Service of America	13,313.9	17,250.3	-22.8
103	189	**Quaker cereals & snacks,** Quaker Oats Co.	13,263.4	7,515.1	76.5
104	41	**Prudential insurance,** Prudential Insurance Co. of America	13,098.2	22,916.0	-42.8
105	85	**DuPont products,** DuPont Co.	12,968.1	13,136.4	-1.3
106	157	**Mattel toys,** Mattel Inc.	12,955.9	8,791.6	47.4
107	94	**HBO cable TV,** Time Warner	12,906.7	13,168.0	-2.0
108	317	**L'eggs hosiery,** Sara Lee Corp.	12,730.8	5,043.8	152.4
109	158	**Broadway stores,** Carter Hawley Hale Stores	12,651.1	8,719.8	45.1
110	35	**Time-Life books, tapes & video,** Time Warner	12,579.9	25,438.4	-50.5
111	287	**Sudafed,** Burroughs-Wellcome	12,535.3	5,400.3	132.1
112	84	**Geo cars & trucks,** General Motors Corp.	12,518.4	14,594.4	-14.2
113	100	**Dr Pepper/Diet Dr Pepper beverages,** Dr Pepper/Seven-Up Cos.	12,502.4	12,733.8	-1.8
114	203	**Johnson & Johnson lenses, baby products,** Johnson & Johnson	12,483.3	6,982.9	78.8
115	99	**Royal Caribbean cruise lines,** Royal Caribbean Cruise Line	12,431.1	12,741.2	-2.4
116	155	**Dimetapp cold products,** American Home Products Corp.	12,307.2	8,966.1	37.3
117	107	**Johnson air fresheners, polishes,** S.C. Johnson & Son	12,291.7	11,952.0	2.8
118	132	**Betty Crocker foods,** General Mills	12,249.6	10,080.4	21.5
119	111	**Kleenex diapers & tissues,** Kimberly-Clark Corp.	12,161.8	11,508.5	5.7
120	259	**TWA airlines,** Trans World Airlines	12,147.6	5,815.5	108.9
121	147	**Discover credit card service,** Sears, Roebuck & Co.	12,146.7	9,438.1	28.7
122	174	**Nyquil cold products,** Procter & Gamble Co.	12,142.8	7,887.5	53.9
123	72	**Hyundai cars,** Hyundai Group	12,088.7	16,330.7	-26.0
124	87	**Tide laundry products,** Procter & Gamble Co.	12,048.4	14,217.6	-15.3
125	NA	**Stayfree feminine protection products,** Johnson & Johnson	11,992.4	48.9	NA
126	88	**Red Lobster restaurants,** General Mills	11,972.8	14,172.1	-15.5
127	465	**Eveready batteries & flashlights,** Ralston Purina Co.	11,949.5	3,352.9	256.4
128	102	**Cover Girl cosmetics,** Procter & Gamble Co.	11,824.4	12,448.1	-5.0
129	285	**Mennen toiletries,** Colgate-Palmolive Co.	11,765.7	5,430.0	116.5
130	139	**Upjohn Co.,** Upjohn Co.	11,641.8	9,734.6	19.6
131	47	**Hallmark stationary & gifts,** Hallmark Cards	11,478.4	21,377.5	-46.3
132	18	**Pepsi & Diet Pepsi beverage,** PepsiCo	11,254.3	34,632.3	-67.5
133	179	**Kroger Co. stores,** Kroger Co.	11,243.8	7,735.2	45.4
134	167	**Nutri/System weight loss centers,** Nutri/System	11,183.8	8,212.6	36.2
135	280	**Fidelity funds,** Fidelity Management & Research Co.	10,986.5	5,548.1	98.0
136	202	**Winn Dixie food stores,** Winn Dixie Stores	10,967.0	6,989.4	56.9
137	117	**Oil of Olay toiletries,** Procter & Gamble Co.	10,748.2	11,096.8	-3.1
138	185	**Jenny Craig weight loss centers,** Jenny Craig	10,643.8	7,612.4	39.8
139	487	**Epson computers,** Hattori Corp.	10,606.8	3,165.3	235.1
140	232	**Playtex tampons & underclothing,** Sara Lee Corp.	10,575.1	6,320.2	67.3
141	731	**Burdine's stores,** Federated Department Stores	10,507.9	1,956.0	437.2
142	448	**Dirt Devil vacuum,** Royal Appliance Manufacturing Co.	10,453.2	3,508.2	198.0
143	212	**Foley's stores,** May Department Stores Co.	10,325.9	6,770.2	52.5
144	118	**Federal Express air cargo,** Federal Express Corp.	10,271.0	11,063.1	-7.2
145	270	**Anheuser-Busch corporate,** Anheuser-Busch Cos.	10,250.2	5,677.8	80.5
146	110	**Hardee's restaurants,** Imasco	10,143.8	11,599.9	-12.6
147	340	**Maybelline cosmetics,** Maybelline	10,071.0	4,777.0	110.8
148	67	**Purina pet foods,** Ralston Purina Co.	10,066.9	18,223.1	-44.8
149	196	**US West telephone services,** US West	10,057.0	7,150.6	40.6
150	148	**Blue Cross & Blue Shield insurance,** Blue Cross & Blue Shield	9,941.9	9,342.6	6.4
151	NA	**Monistat 7 vaginal yeast cream,** Johnson & Johnson	9,920.5	68.2	NA
152	120	**Midas muffler shops,** Whitman Corp.	9,873.6	10,955.4	-9.9
153	255	**Old Spice toiletries,** Procter & Gamble Co.	9,794.3	5,863.5	67.0
154	200	**Silo stores,** Dixons Group	9,770.8	7,079.7	38.0
155	793	**Mountain Dew beverages,** PepsiCo	9,734.7	1,732.3	462.0
156	53	**Gillette shaving products,** Gillette Co.	9,675.8	19,389.0	-50.1
157	137	**Bradford Exchange collectibles,** Bradford Exchange	9,655.9	9,823.7	-1.7
158	142	**Volkswagen cars & trucks,** Volkswagen AG	9,609.4	9,682.0	-0.7
159	679	**MGM/UA movies,** Pathe Communications Corp.	9,607.6	2,140.7	348.8
160	318	**Hanes hosiery & underclothing,** Sara Lee Corp.	9,544.0	5,033.3	89.6
161	394	**Miracle-Ear hearing aids,** Dahlberg Inc.	9,523.1	4,067.2	134.1
162	231	**Home Depot Do-It-Yourself store,** Home Depot Inc.	9,458.2	6,338.6	49.2
163	105	**GTE telephone services,** GTE Corp.	9,422.8	12,182.4	-22.7
164	228	**Tyco Toys,** Tyco Toys Inc.	9,407.6	6,390.9	47.2
165	89	**Allstate insurance,** Sears, Roebuck & Co.	9,401.6	14,171.3	-33.7
166	861	**Merit cigarettes,** Philip Morris Cos.	9,397.8	1,544.2	508.6
167	217	**Revlon eye cosmetics,** Revlon Group	9,369.1	6,619.6	41.5
168	149	**H&R Block tax services,** H&R Block	9,262.6	9,333.3	-0.8
169	177	**Dristan cold products,** American Home Products Corp.	9,254.3	7,757.5	19.3
170	163	**Tropicana juices,** Seagram Co.	9,182.1	8,510.8	7.9
171	205	**Color Tile supermarts,** Color Tile Inc.	9,150.4	6,907.9	32.5
172	109	**Andersen doors & windows,** Andersen Corp.	9,148.0	11,858.4	-22.9
173	131	**Thera-Flu hot medicine,** Sandoz	9,105.3	10,202.0	-10.7
174	146	**Amtrak rail system,** U.S. Government	9,057.2	9,502.9	-4.7
175	126	**Jell-O gelatins & puddings,** Philip Morris Cos.	9,009.4	10,443.3	-13.7
176	726	**Shearson Lehman,** American Express Co.	9,008.4	1,975.1	356.1
177	193	**Helene Curtis hair products,** Helene Curtis Inc.	9,008.0	7,295.2	23.5
178	183	**BMG music service & cd club,** Bertelsmann AG	8,983.7	7,678.9	17.0
179	NA	**Nicoderm transdermal smoking patch,** Dow Chemical Co.	8,974.0	0.0	NA
180	418	**Wal-Mart stores,** Wal-Mart Stores	8,925.9	3,821.7	133.6
181	116	**Excedrin pain relievers,** Bristol-Myers Squibb Co.	8,908.8	11,149.7	-20.1
182	601	**Intel computer hardware,** Intel Corp.	8,908.4	2,488.2	258.0
183	153	**ABC TV network,** Capital Cities/ABC	8,903.8	8,999.3	-1.1
184	145	**Holiday Inn hotels,** Bass Inc.	8,897.8	9,508.2	-6.4
185	124	**7UP & Diet 7UP beverages,** Dr Pepper/Seven-Up Cos.	8,882.1	10,554.6	-15.8
186	168	**Publishers Choice audio & video,** National Syndications	8,849.2	8,174.2	8.3
187	631	**M&Ms candies,** Mars Inc.	8,825.2	2,337.4	277.6
188	516	**Pampers diapers,** Procter & Gamble Co.	8,792.6	2,944.1	198.7
189	291	**Princess cruises,** Peninsular & Oriental System Navigation Co.	8,732.9	5,361.4	62.9
190	119	**Clorox cleanser & laundry products,** Clorox Co.	8,698.8	10,992.4	-20.9
191	251	**Bloomingdale's stores,** Federated Department Stores	8,677.0	5,948.5	45.9
192	91	**Vons supermarkets,** Vons Cos.	8,672.8	13,562.7	-36.1
193	243	**MasterCard credit card services,** MasterCard International	8,649.8	6,059.5	42.7
194	135	**NBC TV network,** General Electric Co.	8,576.0	9,894.2	-13.3
195	NA	**U.S. armed forces,** U.S. Government	8,545.8	602.6	NA
196	154	**Dreyfus funds,** Dreyfus Corp.	8,516.1	8,994.0	-5.3
197	485	**Dean Witter Reynolds financial services,** Sears, Roebuck & Co.	8,431.5	3,187.0	164.6
198	156	**Danbury Mint collectibles,** MBI	8,414.8	8,962.8	-6.1
199	309	**Southwest Airlines passenger,** Southwest Airlines	8,412.1	5,138.7	63.7
200	350	**Lord & Taylor stores,** May Department Stores Co.	8,369.2	4,590.0	82.3

Notes: Dollars are in thousands. Measured media spending includes magazine, Sunday magazine, newspaper, outdoor, network, spot, syndicated and cable TV, spot and network radio. **Source:** LNA/Arbitron Multi-Media Service. See story on Page 13

AA chart: Kevin Brown

Consumer magazine paid circulation

Top paid-circulation magazines for the first half of 1992 (compared with the same period in 1991) based on Audit Bureau of Circulations and BPA Consumer Magazines figures. ABC and BPA also audit non-paid circulation. See notes below.

Rank	Publication	Circulation	% chg
1	Modern Maturity	22,545,206	0.4
2	Reader's Digest	16,257,903	−0.3
3	TV Guide	14,919,872	−2.8
4	National Geographic	9,787,145	−1.4
5	Better Homes & Gardens	8,002,477	0.0
6	The Cable Guide	6,182,567	−18.7
7	Good Housekeeping	5,101,237	1.5
8	Family Circle	5,038,434	−2.2
9	Ladies' Home Journal	5,003,008	0.0
10	McCall's	4,650,901	−7.2
11	Woman's Day	4,521,050	−4.0
12	Time	4,159,533	−2.1
13	Sports Illustrated	3,573,915	3.8
14	National Enquirer	3,469,529	−6.4
15	People	3,444,104	6.5
16	Playboy	3,402,180	−2.8
17	Redbook	3,356,086	−12.6
18	Prevention*	3,273,286	5.3
19	Newsweek	3,232,117	−5.5
20	Star	3,075,526	−4.1
21	AAA World	2,900,626	8.9
22	Cosmopolitan	2,705,677	0.0
23	Southern Living	2,395,812	0.5
24	U.S. News & World Report	2,319,553	−1.4
25	Smithsonian	2,188,589	−0.7
26	Money	2,077,009	11.9
27	Glamour	2,070,913	2.9
28	Motorland	2,047,416	2.4
29	NEA Today	2,035,034	2.7
30	Field & Stream	2,010,413	0.4
31	V.F.W. Magazine	1,936,199	2.7
32	Home & Away	1,928,449	1.9
33	Seventeen	1,854,992	2.2
34	Popular Science	1,827,203	0.2
35	Life	1,823,681	−4.6
36	Country Living	1,818,800	3.4
37	Parents	1,735,571	−0.1
38	First for Women	1,624,419	−32.1
39	Popular Mechanics	1,613,216	−1.5
40	Sunset	1,513,589	8.7
41	Outdoor Life	1,506,067	0.2
42	Take One	1,468,410	11.7
43	Golf Digest	1,416,548	0.6
44	Soap Opera Digest	1,375,014	−6.5
45	Boys' Life	1,367,571	−3.0
46	The American Rifleman	1,363,348	2.5
47	Self	1,351,154	18.4
48	New Woman	1,338,944	0.2
49	Vogue	1,312,522	6.2
50	Bon Appetit	1,260,487	−5.4
51	Penthouse	1,250,033	−9.2
52	Street & Smith's	1,244,646	−8.2
53	Woman's World	1,236,308	−9.4
54	The American Hunter	1,222,569	1.4
55	True Story Plus	1,221,459	0.8
56	Rolling Stone	1,202,082	−0.4
57	Health	1,198,892	85.5
58	YM*	1,192,621	18.7
59	Mademoiselle	1,191,747	8.1
60	Globe	1,156,025	−3.8
61	US	1,141,184	−14.1
62	Golf Magazine	1,139,517	1.1
63	'Teen	1,139,191	−1.2
64	Kiplinger's Personal Finance	1,134,385	1.6
65	Travel & Leisure	1,103,496	0.3
66	The Family Handyman	1,095,500	−4.8
67	Country Home	1,080,379	2.8
68	Discover	1,055,953	−5.9
69	Scouting	1,040,961	4.0
70	The Workbasket	1,033,031	−3.3
71	Cooking Light	1,021,501	6.2
72	Weight Watchers Magazine	1,015,276	0.9
73	Vanity Fair	1,013,761	24.6
74	Car & Driver	1,012,209	0.8
75	Home Mechanix	1,003,244	−11.7
76	House Beautiful	1,002,623	0.1
77	Home	989,472	4.5
78	TV Host Monthly*	976,565	−27.6
79	Consumers Digest	957,127	9.5
80	PC Magazine	921,652	13.7
81	Essence	900,350	5.5
82	Business Week	898,373	0.2
83	American Health	898,025	10.5
84	Gourmet	890,198	−0.6
85	Victoria	885,603	5.8
86	Working Woman	884,968	4.1
87	American Legion Auxiliary News	873,963	1.2
88	Elle	871,658	−6.8
89	Workbench	861,427	8.2
90	Endless Vacation	861,156	6.2
91	Nation's Business	859,382	0.1
92	Motor Trend	857,472	−3.4
93	Sport	851,987	−6.3
94	Hot Rod	839,041	−5.8
95	Conde Nast Traveler	829,263	15.8
96	Popular Photography	812,785	4.8
97	Country America	804,970	16.1
98	Shape Magazine	804,764	7.2
99	Food & Wine	803,732	0.0
100	Entertainment Weekly	803,101	14.6
101	Organic Gardening	770,346	−22.6
102	Tennis	760,837	−0.8
103	Traveler	755,807	4.4
104	True Story	750,238	3.3
105	PC/Computing	747,898	6.4
106	Road & Track	747,523	1.7
107	Real Estate Today*	745,975	−5.2
108	Parenting*	743,240	17.7
109	Realtor News*	742,149	−4.8
110	Forbes	740,545	0.4
111	Midwest Living	739,120	7.3
112	Metropolitan Home	738,973	11.0
113	VFW Auxiliary Magazine	733,532	1.0
114	Harper's Bazaar	732,579	2.5
115	Fortune	732,029	7.4
116	National Examiner	729,994	−5.8
117	Yankee	722,146	−20.1
118	Mature Outlook	717,997	2.3
119	Omni	713,598	−5.4
120	Esquire	713,533	−2.1
121	Working Mother*	711,004	2.4
122	Weekly World News	694,230	−4.9
123	Inside Sports	692,284	0.0
124	HG	686,262	9.2
125	Sports Illustrated for Kids*	684,298	10.1
126	Sassy	681,911	7.9
127	Muscle & Fitness	673,707	8.7
128	Vista USA	668,158	−6.3
129	Decorating Remodeling	666,748	−0.3
130	PC World	652,776	12.1
131	Flower & Garden	651,184	21.5
132	Architectural Digest	646,853	3.4
133	Inc.	646,841	1.0
134	Traditional Home	639,100	2.7
135	Country Music	637,455	24.0
136	Scientific American	637,301	1.2
137	GQ	635,503	−9.3
138	The New Yorker	628,104	2.1
139	The Sporting News	626,019	−0.6
140	Mirabella	621,925	45.6
141	Colonial Homes	617,116	3.2
142	Men's Health*	605,487	53.7
143	National Enquirer/Star Specials	603,254	−15.7
144	New Choices	602,744	4.8
145	Guns & Ammo	585,526	0.0
146	Travel Holiday	575,261	1.3
147	Soap Opera Weekly	555,990	14.3
148	The Practical Homeowner	555,317	−26.1
149	Town & Country	554,450	24.9
150	Automobile Magazine	543,535	6.8
151	Premiere	539,661	9.2
152	Sports Afield	532,562	4.7
153	The Rotarian	529,071	−1.3
154	Disney Adventures	526,371	123.5
155	Natural History	518,662	0.7
156	Stereo Review	511,791	−2.6
157	Martha Stewart Living	509,425	—
158	Financial World	507,253	−0.3
159	The Saturday Evening Post	506,487	7.8
160	Byte	505,764	3.5
161	Sierra	500,119	−3.5
162	Child*	486,565	5.9
163	Allure	476,694	—
164	WWF Magazine	474,881	4.5
165	Golf Illustrated	470,915	−9.4
166	The Atlantic	465,173	−0.5
167	Lear's	460,060	−2.2
168	The Walking Magazine	451,814	4.7
169	Video	451,647	0.1
170	Game & Fish Magazine	450,478	12.0
171	Eating Well*	443,865	33.1
172	Ski Magazine	442,066	0.0
173	Skiing Magazine	441,547	−0.9
174	Runner's World	436,053	−2.4
175	New York Magazine	431,187	1.4
176	Computer Shopper	430,638	24.6
177	Car Craft	417,084	−5.6
178	MacUser	410,289	22.2
179	Bride's & Your New Home	397,599	7.8
180	Modern Bride	390,586	6.4
181	North American Hunter	385,527	50.0
182	Crafts	383,161	0.4
183	Grit	380,945	5.0
184	Bicycling	380,370	−1.5
185	Kentucky Living	380,266	5.0
186	Satellite TV Week*	377,229	4.7
187	Satellite Orbit	372,253	2.4
188	Easyriders	371,501	5.6
189	Outside	371,501	7.5
190	Cycle World	367,300	43.0
191	OnSat*	366,887	1.5
192	Capper's	363,982	−2.5
193	The Tennessee Magazine	361,312	7.0
194	Home Office Computing	356,271	1.7
195	MacWorld*	354,803	9.2
196	Sun	353,046	3.5
197	Elle Decor	351,728	52.6
198	Longevity	347,339	4.9
199	Carolina Country	342,169	2.3
200	Entrepreneur Magazine	341,167	0.4

*In addition to figures above, Prevention's non-paid circulation was 23,959; YM's was 51,706; TV Host Monthly's was 221,300; Real Estate Today's was 1,244; Parenting's was 70,675; Realtor News' was 1,058; Working Mother's was 100,209; Sports Illustrated for Kids' was 244,950; Men's Health's was 25,790; Child's was 49,343; Eating Well's was 27,134; Satellite TV Week's was 29,204; OnSat's was 18,971 and MacWorld's was 100,145. Source: ABC, BPA

Weak newsstand sales hold back rebound by titles

By Scott Donaton

Consumer magazine circulation remained flat for the first half of the year, with minor subscription gains offset by continued weakness on the single-copy sales front.

The 460 magazines listed in the Audit Bureau of Circulations' FAS-FAX report had a combined circulation of 332.8 million, up just 0.5% from the same period last year, according to a Magazine Publishers of America analysis of the data.

MEDIA WORKS

Subscription sales totaled 266.6 million, a gain of 1.2%, while single-copy sales fell 2.2% to 66.2 million, continuing a trend that's been attributed to everything from the recession to crowded newsstand racks.

"Subscriptions continue to climb, but single-copy continues to show a malaise," said Michael Pashby, MPA senior VP-consumer marketing. "... I firmly believe it's because we continue to lack space to display magazines and more and more magazines continue to come out."

Of the 411 magazines reporting single-copy sales to the audit bureau, 223 showed single-copy increases. But those magazines most dependent on newsstand sales have been hit the hardest.

Fourteen of the top 20 titles reporting single-copy sales showed newsstand declines, including *Reader's Digest, TV Guide, Family Circle, McCall's* and *Woman's Day*.

Of the 20 largest magazines by total circulation, 12 were down for the period, six had gains and two, Meredith Corp.'s women's service books *Better Homes & Gardens* and *Ladies' Home Journal*, were flat.

Good Housekeeping was the only one of the so-called "Seven Sisters" women's service titles to show a circulation increase, 1.5%, with single-copy and subscription gains.

Redbook saw single-copy sales climb 5.5% but overall circulation decline 12.6% due to a 16.5% drop in subscription sales. The magazine was repositioned last fall and cut its rate base 15.8% to 3.2 million.

"We planned that" subscription decline, said *Redbook* Publisher Tony Hoyt. "We knew it would happen. We're doing fine."

First for Women continued to fade as a threat to the "Sisters" as its circulation dropped 32.1% to 1,624,419. The magazine lowered its rate base 40% to 1.5 million in March.

The major newsweeklies all saw single-copy sales fall sharply and total circulation dip slightly following sharp increases in first half 1991 sparked by the Persian Gulf War.

"I loved seeing what happened during the Gulf war, but even then we said it was because of the war," said *Time* Publisher Lisa Valk. "My guess is all of the newsweeklies are happy with their first-half numbers."

Time's single-copy sales fell 19.5%, while total circulation was down 2.1%. *Newsweek* saw single-copy sales fall 18.7% and total circulation drop 5.5%; *U.S. News & World Report* was down 17.5% in single-copy and 1.4% overall.

Sports Illustrated profited from interest in the Olympics, with a 3.8% increase in total circulation and gains in both subscription and newsstand sales.

The supermarket tabloids *National Enquirer* and *Star* both missed their rate bases. The *Enquirer's* circulation dropped 6.4% to 3,469,529, well short of its 3.75 million guarantee. The *Star's* circulation fell 4.1% to 3,075,526, below its 3.2 million guarantee.

"We believe people are just being more prudent with their dollars, and that includes what they buy at the supermarket checkout stand," said Barbara Hannah-Marks, senior VP-group publisher of the Enquirer/Star Group. "We think this is a passing consumer phase."

The *Enquirer* this month launched a TV campaign designed to boost single-copy sales, via D'Arcy Masius Benton & Bowles, New York. Spending for the campaign could go as high as $3 million.

Also missing rate base were General Media International's *Penthouse* and *Omni*. *Penthouse* circulation fell 9.2% to 1,250,033, while *Omni's* dropped 5.4% to 713,598. The magazines have rate bases of 1.5 million and 750,000, respectively.

Jim Martise, exec VP-circulation for General Media, said *Penthouse*, which has missed rate base for at least the last five reporting periods, has been hurt because many retailers refuse to display the magazine. To counter that, *Penthouse* with its June issue replaced centerfold models with celebrities, mostly males, on its covers.

Vanity Fair, as expected, joined the seven-figure club as its circulation rose 24.6% to 1,013,761.

BPA also released first-half circulation results for its consumer magazine members. *The Cable Guide* remained its largest circulation magazine despite an 18.7% decline. □

Non-paid circulation

Top dozen non-paid circulation magazines for the first half of 1992 (compared with the same period in 1991) as reported to BPA Consumer Magazines.

Rank	Publication	Circulation	% chg
1	The Disney Channel Magazine	5,482,669	4.4
2	Friendly Exchange	5,465,316	7.1
3	Healthy Kids (4-10)	2,003,716	−0.1
4	Bounty InfantCare Guide	1,927,964	1.3
5	Healthy Kids (Birth-3)	1,504,695	0.0
6	Episodes	1,503,535	−22.7
7	U.—National College Paper	1,325,713	0.5
8	Expecting Magazine	1,312,900	4.2
9	Baby Talk Magazine	1,152,467	−1.0
10	Pocket Guide	1,116,708	—
11	Fantastic Flyer Magazine	1,059,926	−2.0
12	American Baby	935,424	−15.5

*In addition to the figures above, U's paid circulation was 68; Baby Talk's was 2,025 and American Baby's was 231,929. Source: BPA

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NEWSPAPER

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Nissan returns $40M to print

Carmaker reverses an '89 shift to spot TV, as it prepares to launch pair of new vehicles

By Scott Donaton and Cleveland Horton

In a dramatic strategy change, Nissan Motor Corp. USA this fall will return to print media with a splash, putting an estimated $35 million to $40 million in magazines to support the introduction of two vehicles.

The move essentially reverses Nissan's 1989 shift of the bulk of its consumer magazine budget into spot TV, a decision that stunned and wounded many publishers.

American Honda Motor Co., however, is said to be planning to take the other route, cutting as much as 10% from its magazine budget for the '93 model year. That comes even though its Accord, the best-selling car in the U.S., will compete directly with Nissan's new Altima.

Publishing industry executives are celebrating Nissan's strong return to magazines, painting it as an admission that the TV strategy failed.

"They are getting back into print in a big way," said a senior West Coast publishing executive who asked not to be identified. "Their big foray into broadcast—this big, breakthrough strategy—simply didn't work. Nissan sales continued to go totally in the tank."

Nissan officials and executives of its agency, Chiat/Day/Mojo, Venice, Calif., were attending a dealer meeting in Nashville, Tenn., last week and were unavailable for comment.

Magazine publishers said Nissan will kick off campaigns for

(Continued on Page 23)

Print ads are important to the new Nissan Altima GXE model, but three years ago the emphasis was on spot TV instead.

Fred Heinz

James Brady shares a convention break in Houston with Bush confidant Roger Ailes of Ailes Communications.

Ailes as ad czar? 'No! No! No! No!'

But if friend Bush were to ask . . .

By James Brady

HOUSTON—Roger Ailes was not amused.

It was 7:30 in the morning last Wednesday at the Wyndham Warwick Hotel. Ailes, who crafted the successful 1988 advertising and image-building campaign of candidate George Bush, was denying front-page stories saying he was back on the team for '92, would play a major role in the re-election drive and in fact had all along been advising the Bush team just how to do it.

"Not true," he told me. "It's a bleep. I smell [senior Bush adviser Jim] Baker in this. I went down and told them if I had been advising all along, you wouldn't be 20 points behind [in the polls]. I saw Mitch

■ James Brady views an "unconventional" week—Page 16.

(Continued on Page 25)

Nestle targets dieters with new chocolate fix

Sweet Success' budget could rival Ultra Slim-Fast's $78M

By Bradley Johnson

Nestle wants to take a big gulp out of Ultra Slim-Fast.

The world's largest food company will introduce Sweet Success, a powdered chocolate diet meal replacement, with an ad budget that could rival the meal replacement leader's $78 million.

Advertising will break New Year's Eve, D-day for dieters, on the West Coast. Nestle Food Co. plans to go national with the product later in 1993.

Nestle is going into a diet frenzy as the market for diet powders shows signs of drying up. But it could also see opportunity as Ultra Slim-Fast suffers.

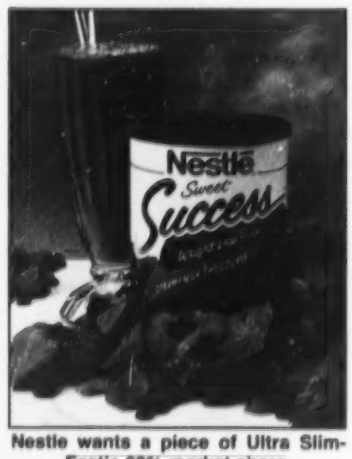
Sales of meal replacements in supermarkets and drugstores skidded 45% to $275.4 million for the 12 months ended in June, estimates Towne-Oller & Associates, a market researcher. Thompson Medical Co.'s Ultra Slim-Fast, with an 88% share, is seeing most of that decline.

"The market is in a free-fall," said an industry consultant who estimates sales now are tracking at half their peak of the late '80s. Ultra Slim-Fast and its rivals are fads, he said, and dieters are waiting for the next "panacea."

But those associated with Sweet Success say the brand will fatten the category.

"The one thing we and Nestle have learned . . . is that the diet [market] is one that thrives on new products," said Diane

(Continued on Page 23)



Nestle wants a piece of Ultra Slim-Fast's 88% market share.

LAST MINUTE NEWS

McCann works on youth effort for Coke

SEATTLE—McCann-Erickson Worldwide here is said to be working on a Coca-Cola Classic campaign targeting youth separate from the brand's regular ads via McCann's New York office. Internal disagreement among Coca-Cola USA executives over whether to run a separate youth campaign makes it unclear whether the new effort will air. The company is said to have tested, but nixed, similar campaigns in the past. Coca-Cola and McCann wouldn't comment.

FCC: Aborted-fetus political ads OK

WASHINGTON—Federal Communications Commission last week declined to rule that political spots featuring aborted fetuses are indecent. The agency did say broadcasters can provide warnings that the commercials may be disturbing to children. The FCC

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BRAND SCORECARD

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Coke II enters markets without splashy fanfare

By Patricia Winters

Coca-Cola USA is adopting a strategic, limited-action role for Coke II.

As the soft-drink giant moves Coke II, a repackaging of new Coke, into markets around the country, it won't use a major ad campaign and may not even distribute the product nationally, said an executive familiar with the plans.

Coca-Cola doesn't want to "raise the specter" of the new Coke fiasco again and simply wants to clarify the name problem between that product and Coca-Cola Classic, the executive said.

"The only role for Coke II is to protect Classic against the threat of [Pepsi-Cola] taste tests and get that name change," the executive said. "Beyond that, I don't think the company has any interest in it."

Coke II is being introduced in markets where Pepsi leads or is close behind combined Coca-Cola Classic and new Coke sales, particularly in the Midwest and East Coast, the executive said.

The product is unlikely to be sold in the Southwest or Southeast, where Classic is king, the executive said. In these and other markets, new Coke will probably fade from store shelves.

"They're not going to make a big fanfare out of Coke II—no splashy advertising, because it doesn't fit with the objectives," the executive said.

Advertising directly positions the product against Pepsi, using the words "Real cola taste plus the sweetness of Pepsi." However, radio spots are airing in upstate New York with the line "Coke II—the one for you," and one ad executive said that could be the new theme. McCann-Erickson Worldwide, New York, handles Coca-Cola Classic and Coke II.

The ad executive also said he expects the marketer to phase out the word "classic" from Coca-Cola Classic by de-emphasizing it in advertising and shrinking the word on packaging. Coca-Cola said it has no plans to drop "Classic" from its name.

Coke II is selling at discounts to generate trial. In Chicago, Walgreens is selling six-packs for 99¢, while in Albany, N.Y., Coke II was introduced in 20-ounce packages with 4 ounces free.

Pepsi is mum about its plans.

"We wouldn't let any competitive move go unresponded, but we're not ready to detail for Coke what we're going to do," said Gary Gerdemann, Pepsi-Cola Co.'s manager-public relations.

With the fizz gone from the soft-drink market, cola marketers recognize the wisdom of holding onto whatever share they can get, said Bruce Oman, president of Marketing Services Group, a consultancy. Although new Coke has only a 0.6% share of the $47 billion soft-drink category, that represents sales of about $280 million. □

'SI' to name new publisher

By Scott Donaton

NEW YORK—Time Inc. is expected to name a new publisher at *Sports Illustrated* in the next few weeks, returning current Publisher Mark Mulvoy to the position of full-time managing editor.

The move will be the first directed by Don Logan, named president-chief operating officer of the Time Warner unit in June.

Mr. Mulvoy was named publisher of the weekly in October 1990 after six years as managing editor.

He again assumed the duties of managing editor in April, when his successor, John Papanek, was named director of new media development at Time Inc. At the time, an internal memo said Mr. Mulvoy was to identify and train a new managing editor "as expeditiously as possible."

Although no decision has been made on a new publisher, James Hayes, publisher of *Fortune*, is believed to be a lead candidate. But several people said he probably wouldn't be interested in the post.

Another candidate could be Dave Long, Time Inc. VP-marketing, who has been rumored to be moving to a new post.

Mr. Logan's choice of a successor "will give an indication to what his thought process is," said one Time Inc. executive who asked not to be identified. The executive said the *SI* move could be the first of a number of personnel moves by Mr. Logan, though he declined to be more specific.

A Time Inc. spokesman declined comment on any possible changes but said, "Mark Mulvoy is a highly regarded talent and certainly key to the *Sports Illustrated* franchise." Mr. Mulvoy declined comment.

While Mr. Mulvoy is regarded as a strong editor, "there is a perception on the staff that there's really no plan for the business side," said one *SI* staffer who requested anonymity.

But another company executive insisted the decision to name a new publisher "is at Mark's instigation," adding that Mr. Mulvoy is more comfortable on the editorial side. □

Ayer may consider majority sale

Agency talks with Ketchum, others as Siano softens stance

By Melanie Wells and Gary Levin

N W Ayer may have to relinquish majority control to attract a deep-pocketed investor.

Over the past two years, Ayer Chairman-CEO Jerry Siano has spurned several suitors because of his insistence that a partner get only a minority stake in the privately held agency, industry executives say.

But he now appears to be softening his stance as Ayer seeks a financial boost, more top management expertise and a stronger overseas presence.

Ketchum Communications, the Pittsburgh-based agency group seeking to expand in New York, confirmed it's held preliminary discussions with Ayer in recent months, little more than a year after rejecting Ayer's overtures because of the latter's unwillingness to sell anything more than a minority stake.

One executive close to Ayer said the agency is also in discussions with three other shops. Dentsu and Euro RSCG, which backed out of talks with Ayer, aren't involved in the new round.

Siano

"It's always a harder thing to do, sell a minority interest or have equal ownership, because it requires a partnership," Mr. Siano said. "But I don't know at this point if I would consider something else."

In the past, Mr. Siano has firmly refused to sell anything but a minority stake.

Keeping the Ayer name has been Mr. Siano's priority while he shops the $754 million agency to potential investors. Ideally, he said, that would lead to at least a partial sale of Ayer to a major holding company, which could then operate the agency as an independent subsidiary.

It's believed Mr. Siano, 57, may retire within three to five years, so an investor could broaden its holdings by buying a minority stake now, then purchasing Mr. Siano's own shares when he leaves the company. The extent of his holdings are unknown.

Mr. Siano suggested Ketchum wouldn't help much in boosting overseas operations.

"They're not strong internationally, and that's the point," he said.

A major stumbling block to an Ayer/Ketchum deal is the client conflict between General Motors Corp., for which Ayer handles corporate advertising, and American Honda Motor Co.'s Acura division, a $120 million-plus account at Ketchum's Los Angeles office.

But both accounts are the subject of rumors, because of Ketchum's struggles with Acura and GM's corporate reorganization, which has led the automaker to suspend some corporate advertising.

Paul Alvarez, Ketchum's president-ceo, would only acknowledge his agency had been in discussions with Ayer "from time to time." □

Exclusive Ad Age - A.C. Nielsen market shares

BRAND SCORECARD

This report ranks the 10 hot brands in 10 dry grocery supermarket categories.

Cookies

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	private label	$247.3	9.9	7.7	7.1
2	2	Nabisco Oreo cookies	217.3	0.1	6.8	6.9
3	3	Nabisco Chips Ahoy! cookies	159.5	-3.5	5.0	5.2
4	4	Archway cookies	131.6	-1.2	4.1	4.2
5	5	Little Debbie cookies	111.1	6.8	3.5	3.3
6	6	Nabisco Fig Newton cookies	103.3	14.5	3.2	2.9
7	7	Mother's cookies	90.6	1.8	2.8	2.8
8	8	Pepperidge Farm cookies	65.7	-17.2	2.0	2.5
9	10	Nabisco Nilla cookies	65.1	-2.3	2.0	2.1
10	13	Murray cookies	53.0	6.5	1.7	1.6
		Total cookies	3,208.0	1.4	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

The cookie market has struggled as consumers cut back on snacks during the recession. Premium-price cookies, like Pepperidge Farm, have crumbled; while, on the other end of the spectrum, private-label cookies have become a more affordable choice. Nabisco's Fig Newton line has benefited from a fat-free positioning.

Cake mixes

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Duncan Hines	$120.3	-1.4	37.1	37.3
2	2	Betty Crocker	113.3	-0.5	34.9	34.7
3	3	Pillsbury	66.6	1.9	20.5	19.9
4	4	private label	16.9	-9.4	5.2	5.7
5	5	Jiffy	4.2	-4.6	1.3	1.3
6	6	generic	0.8	-21.2	0.3	0.3
7	8	Sweet 'N Low	0.6	-1.1	0.2	0.2
8	7	Dromedary	0.5	-27.6	0.1	0.2
9	9	Estee	0.4	-4.3	0.1	0.1
10	11	Washington	0.2	-9.1	0.1	0.1
		Total cake mixes	324.1	-1.1	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Conventional wisdom holds that during a recession, many consumers return to scratch baking. Still, the market for top-line brand layer cake mixes nearly held its own last year. Spurred by new "light" mixes—with reduced calories and fat—both General Mills' Betty Crocker and Pillsbury Co. gained on Procter & Gamble's Duncan Hines.

Pretzels

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Rold Gold	$50.0	28.0	12.9	12.3
2	10	Mr. Phipps	40.8	472.9	10.5	2.2
3	3	Snyder's of Hanover	38.7	25.9	10.0	9.7
4	2	private label	37.8	5.5	9.7	11.3
5	4	Bachman	21.7	-2.8	5.6	7.1
6	6	Mister Salty	20.1	5.4	5.2	6.0
7	7	Keebler	18.3	23.3	4.7	4.7
8	5	Combos	16.9	-11.1	4.4	6.0
9	11	Quinlan	11.3	62.1	2.9	2.2
10	8	Tom Sturgis	10.2	1.4	2.6	3.2
		Total pretzels	388.7	22.6	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Promoting a fat content that's relatively low among snack foods, pretzels have found a new twist for health-conscious consumers. All the leading pretzel brands posted healthy sales increases. Mister Salty marketer Nabisco boosted its pretzel presence by completing national rollout of Mr. Phipps, billed as the first "pretzel chip."

Mexican sauces

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Pace	$150.1	15.8	26.7	26.1
2	2	Old El Paso	118.1	8.8	21.0	21.9
3	3	Frito-Lay	55.0	22.5	9.8	9.1
4	6	Chi-Chi's	44.0	38.3	7.8	6.4
5	5	Ortega	40.7	3.4	7.3	7.9
6	4	La Victoria	40.2	-0.5	7.2	8.2
7	7	Las Palmas	13.9	2.7	2.5	2.7
8	8	Herdez	9.1	24.0	1.6	1.5
9	9	El Pato	6.8	4.4	1.2	1.3
10	12	private label	6.4	34.6	1.1	1.0
		Total Mexican sauces	561.5	13.2	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Mexican sauces are overrunning ketchup as condiment of choice for many Americans. While the $450 million ketchup market was stagnant last year, salsa sales increased a healthy 13.2%—led by Pace Foods and Pet Inc.'s Old El Paso. Frito-Lay and Geo. A. Hormel & Co.'s Chi-Chi's brand also posted spicy results.

Salad & cooking oils

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Wesson	$210.7	-2.3	20.1	19.5
2	2	private label	186.6	-0.5	17.8	17.0
3	3	Crisco	161.4	-4.6	15.4	15.3
4	4	Mazola	134.1	-15.6	12.8	14.4
5	6	Bertolli	68.3	3.5	6.5	6.0
6	5	Puritan	55.3	-20.4	5.3	6.3
7	7	Filippo Berio	36.6	-1.5	3.5	3.4
8	8	Hollywood	31.4	-5.0	3.0	3.0
9	9	Pompeian	20.7	-1.8	2.0	1.9
10	10	Star	14.8	23.9	1.4	1.1
		Total salad & cooking oils	1,049.1	-4.9	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Did Procter & Gamble make the healthy choice by adding the Crisco name to labels of its Puritan canola oil? Crisco's share was flat last year, but Puritan lost a share point after the relabeling. Olive oil is the growing part of the cooking oil category, with Bertolli, Filippo Berio and ConAgra's new Wesson olive oil all gaining share.

Granola, yogurt, fiber bars

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	4	Kellogg's Nutri-Grain bars	$77.3	229.0	23.1	8.9
2	1	Quaker Chewy	72.3	7.1	21.6	25.7
3	2	Kudos	53.9	-16.0	16.1	24.5
4	3	Nature Valley Granola bar	51.0	18.3	15.2	16.4
5	5	Sunbelt Granola Naturals	27.8	43.9	8.3	7.4
6	7	private label	13.4	29.6	4.0	3.9
7	8	Fi-Bar Chewy & Nutty	10.2	30.2	3.0	3.0
8	NA	Nature Valley Granola Bites	8.1	NA	2.4	0.0
9	9	Fi-Bar	6.4	-3.1	1.9	2.5
10	6	Quaker Granola Dipps	5.8	-46.3	1.7	4.1
		Total granola, yogurt, fiber bars	334.2	27.3	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Granola, that staple of the 1970s, has staged a comeback. The leaders, Quaker Chewy Granola Bars and General Mills' Nature Valley brand—including its new Granola Bites—registered strong advances. Topping the leaders, however, is a product with no granola at all: Kellogg's Nutri-Grain Cereal Bars, which rolled national in 1991.

Brownie mixes

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Betty Crocker	$78.6	1.0	42.7	40.6
2	2	Duncan Hines	45.5	-11.9	24.7	26.9
3	3	Pillsbury	33.7	-7.1	18.3	18.9
4	4	Martha White	10.5	-6.0	5.7	5.8
5	5	private label	9.9	-1.6	5.4	5.2
6	8	Gold Medal	1.9	118.8	1.0	0.5
7	6	Jiffy	1.5	-2.5	0.8	0.8
8	10	Krusteaz	0.8	180.3	0.4	0.2
9	7	generic	0.7	-30.6	0.4	0.5
10	9	Robin Hood Select Recipe	0.5	16.4	0.2	0.2
		Total brownie mixes	184.3	-3.9	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Until last year, growth in the brownie mix segment had outpaced the broader dessert mix category. In the past year, sales slipped for nearly every player but General Mills. With Betty Crocker growing, and with expanded distribution of its Gold Medal pouch mixes, General Mills cooked up an impressive share increase.

Spaghetti sauces

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Prego	$292.4	3.8	27.0	27.4
2	2	Ragu Old World	157.4	2.5	14.5	14.9
3	3	Ragu Chunky Gardenstyle	95.7	2.9	8.8	9.0
4	5	Hunt's	93.7	30.9	8.6	7.0
5	7	Classico	65.6	4.7	6.1	6.1
6	4	Ragu Homestyle	60.1	-18.8	5.5	7.2
7	6	Ragu Fino Italian Pasta Sauce	52.4	-18.1	4.8	6.2
8	8	Ragu Thick & Hearty	46.4	-10.0	4.3	5.0
9	9	private label	32.7	5.7	3.0	3.0
10	10	Newman's Own	26.8	5.9	2.5	2.5
		Total spaghetti sauces	1,083.7	5.4	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Ragu Foods, the overall leader in spaghetti sauces, struggled last year as its total share fell from 42.3% to 37.9%. No. 2 Prego also saw a share decline. The surprising winner has been ConAgra's Hunt-Wesson, with improved marketing for its canned Hunt's brand and a big splash from new Healthy Choice spaghetti sauce.

Barbecue sauces

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Kraft	$74.4	2.1	23.4	23.7
2	2	Bulls Eye	45.1	13.8	14.2	12.9
3	3	KC Masterpiece	36.1	0.9	11.4	11.6
4	4	Open Pit	26.7	-6.9	8.4	9.3
5	5	Hunt's	24.6	-8.2	7.7	8.7
6	7	Kraft Thick'N Spicy	23.5	16.2	7.4	6.6
7	6	Heinz	21.3	-5.7	6.7	7.3
8	8	private label	12.4	5.3	3.9	3.8
9	9	Maull's	6.0	-0.1	1.9	2.0
10	10	Chris & Pitts	4.3	-8.8	1.3	1.5
		Total barbecue sauces	317.7	3.1	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Although its main Kraft brand struggled, both Bulls Eye and Kraft Thick'N Spicy performed well enough to fire up Kraft USA's overall share, which rose to 45% from 43.2%. The improvement apparently came at the expense of three large competitors: Campbell Soup Co.'s Open Pit, ConAgra's Hunt's and H.J. Heinz Co.

Salad dressings

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Kraft	$171.2	10.8	15.2	15.0
2	3	Kraft Free	117.7	20.6	10.5	9.5
3	2	Wish-Bone	115.1	-0.7	10.3	11.3
4	4	Hidden Valley Ranch	107.3	20.0	9.6	8.7
5	6	Good Seasons dry	57.3	15.2	5.1	4.8
6	7	Wish-Bone low cal	46.0	2.5	4.1	4.4
7	5	Kraft low cal	42.6	-27.0	3.8	5.7
8	11	Hidden Valley Take Heart	41.5	13.0	3.7	3.6
9	10	Hidden Valley Ranch dry	39.6	-1.6	3.5	3.9
10	8	Seven Seas	37.6	-13.7	3.3	4.2
		Total salad dressings	1,123.2	9.1	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Reduced-fat products are pouring it on in the salad dressing category, with strong increases for Take Heart and Kraft Free. But Kraft's overall share, including Seven Seas, actually fell to 32.8% (from 34.4%) as Kraft Free cannibalized its other brands. Clorox Co.'s Hidden Valley Ranch increased its overall share to 16.8%.

Source: Data from A.C. Nielsen ScanTrack represent market share in supermarkets with annual revenues greater than $2 million. **AA analysis:** Julie Liesse. **AA chart:** Kevin Brown. **Notes:** Percent change is computed on previous-year sales figures, not shown.

Magazine ad page leaders

Publishers Information Bureau figures for January through July 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	1,975.86	10.0	114,994,946	6.2
2	Forbes	1,794.04	5.5	83,291,240	9.1
3	Bride's & Your New Home	1,660.65	-2.0	32,041,190	0.8
4	People	1,660.58	-1.7	185,543,647	5.5
5	The Economist	1,622.88	24.4	18,121,068	46.6
6	Fortune	1,375.15	-7.4	73,395,823	-5.8
7	Modern Bride	1,369.50	-3.5	24,488,691	8.0
8	TV Guide	1,343.50	1.7	149,615,841	-3.8
9	Sports Illustrated	1,284.59	9.0	180,509,901	11.7
10	Vogue	1,271.13	-0.9	54,347,964	4.5
11	Entrepreneur	1,234.99	5.0	15,735,152	22.6
12	Golf World	1,150.93	14.9	10,852,629	22.0
13	Time	1,150.92	2.0	188,040,613	10.3
14	New York Magazine	1,147.77	-0.9	20,455,580	2.0
15	Cosmopolitan	1,098.56	-2.6	75,366,986	4.1
16	Newsweek	1,093.29	9.3	133,517,096	11.2
17	Bridal Guide	1,071.40	16.8	10,785,900	56.6
18	U.S. News & World Report	1,068.56	10.1	96,941,275	17.0
19	American Way	961.17	17.1	14,282,265	16.4
20	Family Circle	931.23	12.9	85,836,200	19.8
21	Good Housekeeping	926.45	5.6	102,519,403	11.6
22	The New Yorker	902.85	1.2	26,094,562	4.2
23	Golf Digest	878.92	16.8	52,017,094	18.4
24	Glamour	862.35	-5.7	50,993,621	2.4
25	Muscle & Fitness	847.24	2.0	16,136,874	6.3
26	Yachting	837.00	4.3	5,813,680	9.6
27	Rolling Stone	825.33	-2.9	36,020,761	4.4
28	Woman's Day	816.56	23.6	66,315,292	28.9
29	Skin Diver	805.85	-6.9	8,800,037	-0.3
30	Parents	787.37	5.6	36,791,776	10.1
31	Southern Living	783.37	15.4	44,709,406	23.7
32	Elle	764.35	-10.2	27,708,457	-2.6
33	Ladies' Home Journal	760.61	-8.6	62,707,864	-3.0
34	Popular Photography	760.51	2.9	19,140,840	9.3
35	Better Homes & Gardens	760.09	6.1	100,000,450	12.7
36	Sunset	737.54	-12.4	27,902,361	11.1
37	Texas Monthly	727.91	-2.5	9,181,690	6.7
38	Golf Magazine	718.86	5.5	29,574,589	15.6
39	Car & Driver	716.65	-4.1	31,143,445	5.7
40	Money	704.71	8.2	50,114,633	12.2
41	Vanity Fair	698.58	9.2	29,423,360	28.9
42	Road & Track	677.36	8.4	21,543,985	13.2
43	GQ	671.01	-13.0	21,162,216	-0.5
44	Travel & Leisure	663.97	-12.1	30,529,002	-4.0
45	Architectural Digest	647.37	-7.4	18,526,078	-7.0
46	Inc.	643.43	29.7	28,641,255	25.8
47	Mademoiselle	641.63	-10.1	24,940,507	-1.1
48	Black Enterprise	628.65	12.5	10,067,054	21.8
49	Redbook	628.35	5.3	38,980,585	-2.8
50	Financial World	620.08	66.1	16,131,623	81.4
51	McCall's	611.41	11.1	48,110,981	8.6
52	W Magazine	599.97	11.1	16,183,376	21.8
53	Country Living	595.09	13.7	28,380,387	18.9
54	Jet	587.96	-1.3	10,682,764	1.3
55	Salt Water Sportsman	585.01	-5.8	3,975,397	-9.8
56	Bicycling	577.52	-12.5	10,394,797	3.6
57	Gourmet	567.31	-7.8	17,713,820	-4.3
58	Outside Magazine	566.54	14.0	13,421,699	33.3
59	Parenting	547.91	31.5	15,194,322	53.4
60	Conde Nast Traveler	537.40	-6.1	16,657,835	-3.0
61	Entertainment Weekly	535.92	16.1	16,981,892	53.6
62	Delta Sky	531.40	19.7	16,434,001	30.4
63	Self	521.89	1.5	21,876,966	2.5
64	Reader's Digest	521.12	3.3	65,878,504	18.3
65	Ebony	518.32	-6.5	20,325,835	-4.6
66	Four Wheeler	501.83	-7.3	4,144,686	-16.5
67	Bon Appetit	494.82	-2.0	17,502,000	7.5
68	Seventeen	491.56	-5.9	17,588,966	-5.0
69	Automobile Magazine	488.86	4.2	12,965,339	5.4
70	Parade*	482.53	13.3	260,716,704	18.6
71	Essence	471.82	10.3	15,077,904	25.6
72	San Francisco Focus	469.99	1.2	3,385,943	4.6
73	Shape Magazine	465.88	21.9	8,505,654	28.9
74	Esquire	464.87	6.1	16,798,983	15.4
75	Tennis	463.32	11.8	17,173,289	16.8
76	Motor Trend	454.04	-12.4	19,273,622	-5.1
77	Compute	445.72	-7.9	3,948,821	-8.4
78	Bassmaster	438.47	-1.6	9,516,422	2.3
79	USA Weekend*	437.05	17.5	98,732,401	34.3
80	Penthouse	430.31	2.7	16,952,712	-1.5
81	Smithsonian	428.37	-11.0	20,625,461	-4.1
82	New Woman	427.74	0.0	11,799,725	-0.7
83	Popular Science	418.57	1.9	15,175,485	19.8
84	Northwest Airlines World Traveler	415.31	48.9	8,258,905	15.6
85	House Beautiful	415.26	6.8	17,813,269	9.3
86	Harper's Bazaar	413.32	-25.9	12,738,198	-21.9
87	Sports Afield	411.94	-4.4	9,123,248	1.2
88	Metropolitan Home	411.85	-11.3	15,601,224	-6.8
89	Hot Rod	411.48	-9.9	11,131,069	-3.3
90	Omni	409.36	5.8	11,191,569	5.6
91	Field & Stream	408.66	-6.7	18,919,679	-8.2
92	Popular Mechanics	407.03	-1.2	16,568,734	12.0
93	Kiplinger's Personal Finance	398.24	24.4	11,896,037	32.0
94	Mirabella	395.99	-16.7	11,674,195	17.9
95	Home	389.16	21.0	10,317,331	2.5
96	Working Woman	386.54	-17.1	13,693,235	-11.9
97	HG	380.89	-20.1	11,586,858	-10.3
98	The Atlantic	376.39	9.6	7,723,682	22.9
99	Premiere	373.92	-2.9	8,196,592	5.0
100	Yankee	371.26	-3.8	4,112,357	-20.5

Percent change compares January-July in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

Magazine publishers cheering July gains

By Scott Donaton

July is traditionally one of the dreaded "J" months—along with January—of magazine publishing, when ad pages are few and far between. But not this year.

Ad pages rose a healthy 8.2% to 10,325.4 in July compared with the same month last year, the fourth consecutive monthly page gain, Publishers Information Bureau reported. After seven months, pages totaled 88,934.3, a gain of 2.3%.

The July increase follows a strong first-half finish, but many publishers are still concerned about what the fourth quarter will bring.

Seven of the top 10 ad categories were up in pages in July, with only travel (563.9 pages, down 12.6%), food (484.9, down 7.6%) and cigarettes and tobacco (395.3, down 5.6%) posting declines. For the first seven months of the year, five of the top 10 categories—drugs, automotive, computers and office equipment, business and consumer services, and direct response companies—were up.

Larger magazines continued to lead the comeback, with 13 of the top 20 showing gains through July. By comparison, just seven of the last 20 titles on a list of the top 100 in ad pages were up for the same period.

MEDIA WORKS

The women's service field has been among the categories benefiting from the recent upswing. *Family Circle* (931.2 pages, up 12.9%) and *Good Housekeeping* (926.5 pages, up 5.6%) are battling for the leadership position.

Woman's Day continued its strong comeback with a 23.6% jump to 816.6 pages. *Better Homes & Gardens'* 760.1 pages were up 6.1%, *Redbook's* 628.4 were up 5.3% and *McCall's* 611.4 were up 11.1%. *Ladies' Home Journal* was the only one of the "Seven Sisters" on the downside; its 760.6 pages were off 8.6%.

The newsweeklies also have reason to smile. *Time's* 1,150.9 pages represented a 2% gain, *Newsweek* gained 9.3% to 1,093.3 pages and *U.S. News & World Report's* 1,068.6 pages were up 10.1%.

While *Time* was up in pages, parent Time Inc.'s other magazines posted mixed results for the first seven months of 1992. Gains were reported by *Sports Illustrated* (1,284.6 pages, up 9%), *Money* (704.7, up 8.2%) and *Entertainment Weekly* (535.9, up 16.1%), while pages fell at *People* (1,660.6, down 1.7%), *Fortune* (1,375.2, down 7.4%) and *Life* (277.9, down 3.6%).

Fortune was the only one of the Big 3 business books singing the blues. *Business Week* took its usual place at the head of the PIB chart with 1,975.9 pages, a 10% increase, while *Forbes* ranked second overall with 1,794 pages, up 5.5%. □

Joe Mandese coordinates MediaWorks.

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	July 1992	July 1991	Year-to-date 1992	Year-to-date 1991
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	124.3	145.3	930.3	912.1
Automobile Magazine C.	63.5	77.3	488.9	469.3
Car & Driver C.	104.2	114.3	716.7	747.6
Car Collector & Car Classics	49.0	19.0	251.0	145.0
Car Craft	63.8	69.1	409.4	426.7
Circle Track	84.0	74.3	624.5	587.8
Cycle World	60.1	54.2	446.6	334.8
Dirt Rider	45.5	44.6	336.4	295.8
Dune Buggies & Hot VWs	76.6	80.9	542.9	482.8
Easyriders	44.0	39.7	342.1	314.6
Family Motor Coaching	186.7	175.7	1,234.3	1,151.5
Four Wheeler C.	83.0	78.6	501.8	541.2
Hot Rod C.	61.3	63.3	411.5	456.9
Motorcyclist	54.2	42.4	363.6	337.7
Motor Trend C.	59.4	70.2	454.0	518.0
Motorhome	65.5	75.8	496.5	568.5
Petersen's 4 Wheel	85.8	67.4	495.6	483.6
Rider	40.1	40.3	303.0	288.0
Road & Track C.	114.3	94.9	677.4	624.7
Trailer Life	68.6	94.5	509.9	585.1
Total Group	**1,534.0**	**1,521.8**	**10,536.2**	**10,271.7**
% change	**0.8%**		**2.6%**	
■ Boating & yachting				
Boating	98.8	83.8	924.7	689.9
Chesapeake Bay	32.8	30.5	213.6	209.1
Cruising World	71.7	87.2	571.0	715.5
Lakeland Boating (11X)	70.1	52.8	512.8	462.5
Motor Boating & Sailing	65.8	76.8	725.5	700.7
Sail	80.9	80.3	733.1	700.0
Sailing World	35.5	41.3	262.3	344.0
Trailer Boats (11X)	44.0	88.0	401.8	481.6
Yachting C.	90.1	99.1	837.0	802.8
Total Group	**589.7**	**639.8**	**5,181.9**	**5,106.1**
% change	**-7.8%**		**1.5%**	
■ Civic/fraternal				
Elk (10X)	—	—	103.4	95.4
Kiwanis (10X)	—	—	109.1	102.1
Lion (10X)	7.7	10.2	44.1	56.2
Rotarian	12.9	10.1	105.5	109.9
V.F.W. (11X)	—	—	150.8	169.7
Total Group	**20.6**	**20.3**	**512.9**	**533.3**
% change	**1.5%**		**-3.8%**	
■ General				
American Health (10X) C.	52.4	41.5	285.7	197.0
American Heritage (8X) C.	32.4	27.4	145.5	202.6
American Legion	23.5	28.1	214.7	231.0
Archaeology (6X)	20.0	25.7	100.0	121.4
Art & Antiques (10X) C.	—	—	236.6	343.5
ARTnews (10X)	—	—	410.7	533.5
The Atlantic C.	36.3	41.6	376.4	343.6
Bon Appetit C.	70.2	57.4	494.8	505.0
Buena Salud	18.4	37.2	126.6	185.6
Cable Guide Plus Total TV C.	28.8	23.1	176.2	171.3
Caribbean Travel & Life (6X) A.	52.7	37.8	219.0	222.9
Conde Nast Traveler C.	49.8	112.6	537.4	572.4
Consumers Digest (6X) C.	—	18.2	88.7	86.4
Cooking Light (7X) C.	68.8	49.6	269.5	230.7
Country America (10X) C.	—	60.6	250.6	271.5
Departures N. America (6X)	—	—	107.6	172.4
Ebony C.	70.3	71.0	518.3	554.5
Endless Vacation (8X) C.	30.7	25.8	174.8	127.8
Food & Wine C.	48.0	29.2	325.2	299.2
Golden Years (6X)	26.8	24.0	125.5	112.4
Gourmet C.	42.2	46.7	567.3	615.3
Harper's Magazine C.	17.9	24.3	188.9	211.7
Islands (6X) C.	85.0	101.1	325.8	331.6
Kiplinger's Personal Finance C.	42.5	32.8	398.2	320.3
Let's Live	39.0	39.0	276.0	295.0
Life C.	50.5	36.6	277.9	288.2
Longevity C.	53.6	43.3	358.2	308.7
Mature Outlook (6X) C.	40.4	38.0	176.6	163.1
Modern Maturity (6X) C.	—	—	101.5	97.7
Money C.	90.6	68.7	704.7	651.3
National Geographic C.	21.5	23.0	159.0	162.4
National Geographic Traveler (6X) C.	37.6	23.4	200.5	168.7
Natural History C.	18.7	28.4	172.5	221.0
New Choices for Retired Living (10X) C.	41.6	34.5	195.0	200.3
Prevention C.	43.3	32.6	320.5	280.6
Reader's Digest C.	69.6	47.1	521.1	504.5
Sat. Evening Post (9X) C.	33.4	32.8	138.2	168.3
Smithsonian C.	49.9	55.5	428.4	481.2
Town & Country C.	24.6	33.2	347.3	508.3
Travel-Holiday (10X) C.	26.7	33.5	291.8	306.3
Travel & Leisure C.	62.6	62.2	664.0	755.4
Travelhost	114.6	118.4	836.9	850.1
US Magazine C.	44.0	38.6	235.4	259.2
Utne Reader (6X)	44.0	42.0	207.8	180.7
Vanity Fair C.	67.8	55.7	698.6	639.9
The Walking Mag. (6X) C.	—	—	115.3	104.8
Yankee C.	44.6	42.7	371.3	385.8
Total Group	**1,835.4**	**1,844.7**	**14,462.5**	**14,944.6**
% change	**-0.5%**		**-3.2%**	
■ Home				
Architectural Digest C.	57.6	84.1	647.4	699.4
Better Homes & Gardens C.	93.1	79.5	760.1	716.3
Colonial Homes (6X) C.	—	—	156.5	152.3
Columbus Monthly-Homes (4X)	19.2	25.3	54.7	64.4
Country Home (6X) C.	—	—	194.3	184.5
Country Life (6X)	20.3	35.8	124.7	195.0
Country Living C.	78.0	51.7	595.1	523.5
Decorating Remodeling (8X) C.	—	—	226.8	192.3
Family Handyman (10X) C.	34.7	35.5	279.1	299.3
Flower & Garden (6X)	—	—	145.9	130.2
HG C.	27.0	31.6	380.9	476.9
Home C.	67.3	27.4	389.2	321.6
Home Mechanix (10X) C.	36.2	39.0	235.9	275.2
Horticulture (10X)	—	—	286.0	291.2
House Beautiful C.	39.8	39.2	415.3	388.9
Metropolis (10X)	38.3	44.7	306.2	316.7
Metropolitan Home C.	42.8	53.7	411.9	464.2
Midwest Living (6X) C.	—	—	252.6	219.9
Organic Gardening (9X) C.	38.9	41.5	266.9	292.6
Phoenix Home/Garden	38.5	49.8	349.6	339.4
Practical Home-owner (9X) C.	—	—	103.4	251.3
San Diego Home/Garden	54.6	53.6	392.2	451.4
Southern Accents (10X) C.	45.5	42.7	298.9	275.4
Southern Living C.	118.5	78.5	783.4	678.8
Sunset Magazine C.	81.2	80.3	737.5	842.0
Traditional Home (6X) C.	38.0	—	147.7	80.7
Workbench (6X)	—	—	152.0	118.1
Total Group	**969.3**	**893.9**	**9,093.8**	**9,241.4**
% change	**8.4%**		**-1.6%**	
■ In-flight & other passenger				
Aboard Group (6X)	49.5	41.8	151.7	150.3
Alaska Airlines	52.4	44.6	354.6	369.7
America West Airlines	49.0	66.2	380.2	461.8
American Way (24X) C.	136.1	104.6	961.2	821.0
Delta Sky C.	77.9	56.4	531.4	444.1
Northwest Air World Traveler C.	65.5	37.0	415.3	279.0
Spirit of Aloha	37.3	37.3	267.6	243.0
TWA Ambassador A.	39.2	19.0	265.2	181.8
United Vis `A Vis	69.1	63.8	494.3	468.8
US Air Magazine	65.3	60.2	505.2	451.6
Total Group	**641.3**	**530.8**	**4,326.7**	**3,871.0**
% change	**20.8%**		**11.8%**	
■ Men's				
Details	48.0	31.8	266.4	166.3
Esquire C.	50.6	43.8	464.9	438.3
Firehouse Magazine	49.3	57.0	300.6	287.8
Gentlemen's Quarterly C.	59.6	65.8	671.0	771.7
M Magazine C.	40.5	30.7	326.5	290.3
Men's Fitness	37.3	37.0	267.1	242.7
Men's Health (6X)	23.9	16.3	91.0	86.6
Muscle & Fitness C.	129.7	114.8	847.2	831.0
Penthouse C.	65.4	65.0	430.3	418.9
Playboy C.	53.1	55.1	351.5	428.2
Popular Mechanics C.	48.5	48.9	407.0	411.8
Total Group	**605.6**	**566.3**	**4,423.6**	**4,373.5**
% change	**6.9%**		**1.1%**	
■ Metropolitan				
Aloha (6X)	30.2	32.5	125.8	138.0
Annapolitan (10X) A.	40.9	38.9	217.8	292.4
Atlanta	52.4	52.3	409.4	471.5
Baltimore	29.1	44.5	225.3	319.6
Boston	71.3	66.3	491.5	510.9
Chicago	56.9	54.8	467.6	500.8
Chicago's North Shore	79.7	74.9	545.1	518.6
Cincinnati	32.2	26.1	239.4	223.7
Cleveland	51.5	37.3	395.1	272.1
Columbus Monthly	44.2	57.3	289.1	312.9
Connecticut	52.0	40.5	396.7	408.7
D/Magazine	39.6	43.2	300.2	330.3
Detroit Monthly	38.4	27.0	373.1	304.6
Diablo	89.6	83.0	418.6	388.9
Grand Rapids	33.7	32.8	141.7	181.0
Honolulu	40.4	44.8	307.5	302.8
Houston Metropolitan Magazine	40.6	45.0	428.1	425.7
L.A. Style	29.9	46.0	315.4	493.8
Los Angeles	67.0	83.0	580.4	624.7
Louisville	36.2	43.5	284.7	303.2
Madison	32.0	28.0	326.0	279.0
Memphis	25.4	36.5	223.6	319.3
Mid Atlantic Country	49.1	42.6	402.4	361.6
Milwaukee	25.0	34.2	285.9	388.2
Minneapolis/St. Paul	60.7	56.6	622.5	551.3
Minnesota Monthly Mag.	42.5	38.7	398.1	345.1
New Jersey Monthly	21.7	30.5	329.2	300.3
Ohio	34.8	35.2	311.9	312.5
Orlando	59.1	74.5	379.9	616.6
Pacific Northwest (9X) A.	36.0	21.3	223.5	198.5
Palm Springs Life	48.3	67.4	559.9	758.9
Philadelphia	73.8	97.4	586.6	690.9
Phoenix	26.3	24.1	222.6	191.5
Pittsburgh	44.0	45.3	444.1	440.5
Rhode Island Monthly	33.3	43.0	211.9	258.1
Sacramento Magazine	69.1	62.6	300.6	346.3
San Diego	54.5	95.2	536.2	665.3
San Francisco Focus C.	29.8	56.5	470.0	464.5
Sarasota (10X)	45.5	58.0	462.8	458.2
South Florida Magazine	54.3	30.3	397.6	327.0
Texas Monthly C.	73.5	85.4	727.9	746.7
The Washingtonian	67.6	74.3	560.0	650.0
Total Group	**1,962.1**	**2,111.3**	**15,935.7**	**16,994.3**
% change	**-7.1%**		**-6.2%**	
■ Music/entertainment				
Audio	48.8	50.4	459.2	515.1
Dance Magazine	43.2	40.9	402.2	398.0
Entertainment Weekly (52X) C.	62.2	52.8	535.9	461.4
Premiere C.	46.2	50.1	373.9	385.0
Rolling Stone (25X) C.	81.2	90.0	825.3	850.2
Spin C.	47.4	49.6	332.7	292.3
Video Magazine	67.0	67.8	480.0	470.0
Total Group	**395.8**	**401.7**	**3,409.2**	**3,372.1**
% change	**-1.5%**		**1.1%**	
■ Outdoor & sport				
Alaska	26.4	31.1	256.3	295.6
The American Handgunner (6X)	75.0	60.0	276.0	220.0
American Hunter	13.1	11.5	107.3	99.8
American Rifleman	21.1	18.4	145.6	137.9
Audubon (6X) C.	31.0	35.2	175.3	171.4
Backpacker (8X) C.	—	—	187.2	157.3
B.A.S.S. Times	17.9	10.9	149.2	96.5
Bassmaster (10X) C.	37.0	47.6	438.5	445.8
Bicycling (10X) C.	73.9	90.3	577.5	659.9
Ducks Unlimited (6X)	34.5	19.2	120.0	98.0
Field & Stream C.	41.6	42.9	408.7	438.1
Fishing World (6X)	13.1	19.4	117.6	117.5
Flex	93.8	83.3	654.6	544.0
Florida Sportsman	89.5	82.7	767.4	780.3
Golf Digest C.	92.9	82.5	878.9	752.2
Golf Magazine C.	58.0	54.1	718.9	681.7
Guns	48.0	35.0	311.0	252.0
Guns & Ammo	35.8	34.1	262.7	248.8
In-Fisherman (7X)	—	—	368.0	356.0
Outdoor Life C.	29.4	46.1	364.1	437.2
Outside Magazine C.	65.5	64.7	566.5	497.2
Petersen's Hunting	36.5	35.3	242.6	224.4
Runner's World C.	45.0	39.0	356.8	335.4
Salt Water Sportsman C.	69.5	87.7	585.0	621.1
Shooting Times	38.4	25.9	241.2	194.4
Sierra (6X) C.	38.9	36.7	184.8	163.8
Ski (8X) C.	—	—	283.0	301.6
Skiing (7X) C.	—	—	268.0	229.6
Skin Diver C.	117.7	120.7	805.9	865.4
Southern Outdoors (9X)	46.3	37.7	291.9	247.2
Southern/Western Links (6X)	—	—	215.0	138.6
Sport Magazine C.	20.6	17.2	168.1	220.7
Sports Afield C.	48.1	40.9	411.9	430.7
Surfing	60.5	67.2	340.3	396.9
Tennis C.	77.1	61.5	463.3	414.4
Volleyball A.	45.5	37.9	215.1	130.6
Waterski (10X)	64.5	56.5	472.2	428.0
Western Outdoors (9X)	—	—	128.5	118.9
Wind Surfing (8X)	50.8	52.0	322.3	298.7
Total Group	**1,656.9**	**1,584.8**	**13,847.0**	**13,247.6**
% change	**4.5%**		**4.5%**	
■ Photography				
American Photo (6X) C.	43.7	53.7	180.5	202.9
Outdoor Photographer (10X)	—	—	176.1	156.8
Petersen's Photographic	58.1	41.2	393.7	245.9
Popular Photography C.	110.8	110.6	760.5	739.4
Shutterbug	169.0	173.0	1,217.0	1,209.0
Total Group	**381.6**	**378.4**	**2,727.8**	**2,553.9**
% change	**0.8%**		**6.8%**	
■ Science/electronic/mech				
Compute C.	67.6	59.1	445.7	483.8
Discover A. C.	20.2	20.8	145.6	202.4
Home Office Computing C.	36.8	24.2	322.4	238.2
Omni C.	54.2	49.9	409.4	387.8
Popular Science C.	40.7	42.7	418.6	410.6
Scientific American C.	36.0	36.6	337.6	336.4
Spectrum C.	36.1	36.6	275.2	302.2
Total Group	**291.7**	**270.0**	**2,354.4**	**2,361.4**
% change	**8.0%**		**-0.3%**	
■ Woman/fashion/service				
Allure C.	41.3	10.8	279.9	153.0
Bride's Magazine (6X) C.	—	—	1,660.7	1,694.6
Child (10X) C.	—	—	362.9	279.6
Cosmopolitan C.	146.9	115.2	1,098.6	1,127.3
Elegant Bride (6X)	—	—	795.9	499.9
Elle C.	68.6	59.6	764.4	850.9
Essence C.	60.1	59.0	471.8	427.7
Family Circle (17X) C.	116.9	83.1	931.2	824.9
Glamour C.	83.7	87.4	862.4	914.4
Good Housekeeping C.	111.2	100.6	926.5	877.0
Harper's Bazaar C.	26.8	36.9	413.3	557.6
Imagen	59.7	54.0	425.0	491.7
Ladies' Home Journal C.	104.5	88.9	760.6	831.9
Lear's C.	31.5	22.7	251.5	255.3
Mademoiselle C.	79.6	73.7	641.6	713.4
McCall's C.	94.4	61.6	611.4	550.5
Military Lifestyle A.	48.9	96.2	311.5	395.7
Mirabella C.	28.5	23.0	396.0	475.6
Modern Bride (6X) C.	—	—	1,369.5	1,419.6
New Woman C.	65.6	56.6	427.7	427.7
Parenting C.	—	—	547.9	416.6
Parents Magazine C.	97.2	75.6	787.4	745.9
Redbook C.	92.4	63.9	628.4	596.7
Sassy C.	41.5	29.5	274.4	241.0
Self C.	64.6	48.3	521.9	514.0
Seventeen C.	57.4	47.6	491.6	522.3
Shape C.	66.2	53.6	465.9	382.3
Soap Opera Digest (26X) C.	25.4	23.1	251.1	237.6
Teen Magazine	31.2	38.7	294.6	289.1
True Story C.	48.7	36.3	291.0	286.6
Victoria C.	24.2	22.4	252.8	273.3
Vogue C.	84.4	87.5	1,271.1	1,282.3
W Magazine (26X) C.	122.3	51.4	600.0	540.2
Weddings West (4X) A.	—	—	322.0	42.3
Weight Watchers C.	28.2	33.3	204.9	229.1
Woman's Day (15X) C.	100.7	75.8	816.6	660.7
Workbasket (6X)	—	—	116.2	101.2
Working Mother C.	38.0	41.6	346.2	379.5
Working Woman C.	38.3	51.1	386.5	466.1
YM-Young & Modern (10X)	—	—	207.7	219.6
Total Group	**2,128.9**	**1,808.7**	**22,840.3**	**22,194.6**
% change	**17.7%**		**2.9%**	
■ Youth				
Boys' Life C.	24.5	10.6	117.1	109.8
Campus Life (10X)	27.3	22.7	256.9	258.0
Total Group	**51.9**	**33.3**	**374.0**	**367.8**
% change	**55.8%**		**1.7%**	
■ Business/national				
Barron's	124.0	120.1	913.7	881.4
Black Enterprise C.	47.9	38.1	628.7	558.9
Business Week (52X) C.	208.2	205.4	1,975.9	1,796.5
Economist (52X) C.	177.0	166.0	1,622.9	1,304.4
Entrepreneur C.	178.6	166.3	1,235.0	1,176.1
Entrepreneurial Woman (7X) C.	42.5	44.4	267.0	238.2
Financial World (26X) C.	66.5	29.5	620.1	373.4
Forbes (26X) C.	252.6	251.5	1,794.0	1,700.7
Fortune (26X) C.	197.3	257.4	1,375.2	1,484.7
Frequent Flyer	24.2	29.0	191.3	242.3
Futures	34.5	32.1	273.6	267.9
Harvard Bus. Review (6X) C.	36.3	40.8	170.2	202.2
Inc. Magazine C.	89.7	49.9	643.4	496.1
Income Opportunities	72.4	71.0	447.1	504.2
Industry Week (23X)	85.8	76.9	468.5	511.8
Nation's Business C.	25.5	13.8	201.3	171.4
Success C.	—	—	187.0	230.5
Total Group	**1,663.1**	**1,592.2**	**13,014.7**	**12,140.6**
% change	**4.5%**		**7.2%**	
■ Business/regional				
Bus. First-Columbus (52X)	100.5	87.0	735.8	649.4
Bus. Jrnl.-Milwaukee (52X)	82.6	123.7	750.1	802.4
Bus. Jrnl.-Sacramento (52X)	51.3	75.0	505.1	512.0
Bus. North Carolina	25.8	28.5	192.6	233.4
Capital Dist. Business Review (52X)	52.4	74.6	511.1	547.7
Caribbean Business	98.7	69.6	656.8	645.3
Corporate Rpt. Minnesota	40.2	63.5	279.9	347.1
Crain's Chicago Bus. (52X)	94.3	124.8	724.1	758.7
Crain's Cleveland Bus. (52X)	56.2	64.7	406.7	418.3
Crain's Detroit Bus. (52X)	59.0	72.7	439.9	450.1
Crain's New York Bus. (52X)	47.0	73.0	427.0	418.0
Florida Trend (12X)	44.7	37.7	280.7	259.6
Georgia Trend	21.4	30.3	207.2	246.7
Grand Rapids Bus. Jrnl.	42.8	47.3	355.7	364.2
Hawaii Business	37.8	46.0	307.7	317.8
Houston Bus. Jrnl. (52X)	120.2	141.4	967.9	812.6
Indianapolis Bus. Jrnl. (52X)	111.8	195.7	809.9	901.4
Nashville Bus. & Lifestyle	17.1	20.9	103.3	140.3
New Orleans City Business (52X) A.	82.8	72.7	537.5	347.7
Pacific Bus. News (52X)	105.7	135.8	766.1	753.1
Philadelphia Bus. Jrnl (52X)	86.5	120.4	699.9	680.4
Providence Business News	61.5	57.2	506.6	490.7
St. Louis Bus. Jrnl. (52X)	91.7	124.0	821.8	875.4
Warfield's Business Record-Maryland (52X) B.	43.7	40.3	271.3	366.3
Total Group	**1,575.7**	**1,926.9**	**12,264.5**	**12,338.7**
% change	**-18.2%**		**-0.6%**	
■ National Sunday mags				
Parade (52X) C.	59.9	54.3	482.5	425.8
USA Weekend (52X) C.	52.1	40.8	437.1	372.0
Vista Magazine (12X)	15.3	12.8	102.4	100.9
Total Group	**127.2**	**107.9**	**1,021.9**	**898.6**
% change	**17.9%**		**13.7%**	
■ Newspaper Sunday magazine				
Boston Globe	89.0	74.4	811.7	778.5
Chicago Tribune	57.0	92.4	696.9	646.0
Cleveland Plain Dealer	20.1	23.9	292.0	284.4
The Dallas Morning News	46.3	27.8	360.0	304.0
Detroit Free Press	20.0	17.0	213.0	242.0
L.A. Times C.	38.5	54.8	605.8	455.2
New York Times Mag. C.	80.7	84.1	1,463.5	1,464.2
Philadelphia Inquirer	47.6	40.5	449.9	436.2
Seattle Times	38.0	60.0	406.0	458.0
St. Louis Post Dispatch	72.3	49.8	519.0	559.3
Washington Post	43.0	39.0	485.5	540.2
Total Group	**552.5**	**563.7**	**6,303.4**	**6,168.1**
% change	**-2.0%**		**2.2%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	138.7	217.8	1,141.5	1,306.2
Army Times Military Group: Air Force Times (52X)	121.9	145.8	913.5	994.6
Army Times (52X)	119.3	140.4	895.5	972.1
Navy Times (52X)	123.8	153.7	961.2	1,038.5
Capper's (26X)	15.3	30.0	194.8	195.0
Commonweal (22X)	3.1	2.1	48.1	48.8
Golf World (41X) C.	120.1	107.4	1,150.9	1,001.6
Grit (52X)	15.9	16.8	183.9	224.7
Jet (52X) C.	70.5	74.0	588.0	595.5
National Journal (50X) C.	46.7	36.0	310.5	336.3
National Review (25X)	20.1	23.9	237.7	211.6
New Republic (48X)	56.1	29.8	325.8	275.7
New York Mag. (50X) C.	80.8	77.1	1,147.8	1,158.3
New Yorker C.	74.6	78.8	902.9	892.6
Newsweek (52X) C.	102.4	90.8	1,093.3	1,000.1
People (51X) C.	225.5	201.9	1,660.6	1,688.5
Sporting News (52X) C.	33.9	34.8	256.9	232.8
Sports Illustrated (52X) C.	184.1	123.7	1,284.6	1,178.4
Time (52X) C.	140.6	104.2	1,150.9	1,128.8
TV Guide (52X) C.	175.5	148.4	1,343.5	1,320.8
U.S. News & World Report (50X) C.	109.9	104.2	1,068.6	970.3
Total Group	**1,978.7**	**1,941.7**	**16,860.4**	**16,771.0**
% change	**1.9%**		**0.5%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. PIB adjusts 1991 figures to compare equivalent number of issues to 1992. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

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NEWSPAPER

Advertising Age

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LAST MINUTE NEWS

Miller sets new brews

MILWAUKEE—Miller Brewing is rolling out superpremium Miller Reserve and Reserve Light, despite continuing declines for Anheuser-Busch's Michelob and the superpremium segment overall. TV spots breaking nationally Sept. 13 are from Frankenberry, Laughlin & Constable.

New Diet Coke theme

ATLANTA—Coca-Cola Co. is said to be ready to break a new ad campaign for Diet Coke themed "Taste it all." The line would replace Diet Coke's longtime "Just for the taste of it" theme. Lintas:New York handles Diet

(Continued on Page 8)

Andrew's wrath

Hurricane clobbers Burger King, Beber

An Advertising Age roundup

MIAMI—Hurricane Andrew's 165-plus mph winds destroyed Burger King Corp.'s lavish corporate headquarters, demolished Beber Silverstein & Partners Chairman Joyce Beber's home and left countless other lives, homes and businesses in shambles.

The hurricane, which hit Florida last Monday and Louisiana on Tuesday, left more than 27 dead and perhaps $20 billion in damage.

After the hurricane struck Burger King's headquarters south of Miami, Chairman-CEO Barry Gibbons was operating the company and employee relief efforts out of a hotel.

Ironically, the 5-year-old, $50 million complex on 80 beachfront acres was designed to withstand 140 mph winds. But Andrew proved stronger, shattering turquoise mirrored windows and ripping coral-color tiles from the walls of the central office building and adjoining technical center and Burger King University.

"They think the eye [of the hurricane] went right through Barry Gibbons' office," said Roger Thomson, senior VP-corporate counsel, who was gathering news on the company's 900 local employees, many of whom lived near the offices.

An executive committee, led by Mr. Gibbons (given the additional title of chairman only the week before), has been running the company from the Doral Hotel, assessing damages and deciding on a temporary headquarters location.

Portions of the complex will be habitable within a month, while other areas will require substantial rebuilding over the next six months.

Burger King agency D'Arcy

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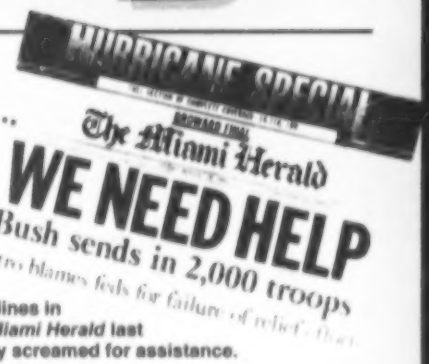

Headlines in *The Miami Herald* last Friday screamed for assistance.

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New Clio awards off to slow start. **Page 3.**

IBM gets ready for a big fall push. **Page 5.**

Magazines to seek aggressive hikes in 1993 ad rates

By Scott Donaton

NEW YORK—Magazine publishers will seek aggressive ad rate increases next year, but they'll meet fierce resistance from media buyers.

An informal poll of major publishers indicates they plan to raise published ad rates an average 7.5% in 1993, compared with an estimated 5% hike this year. Their aggressive stance reflects publishers' belief that the economy—and their fortunes—will rebound.

But media buyers say there's no indication media budgets will rise substantially in 1993. Any increases above 3% to 5% will be considered padding to be stripped away by negotiations, value-added programs and other concessions, continuing a pattern of recent years, they say.

"It's not a matter of us rolling over and accepting increases. Those days are over," said Ira Weinblatt, senior VP-director of print media at Saatchi & Saatchi Advertising. "There's no such thing as a reasonable increase anymore."

The average 7.5% rate card jump "is out of sync with anything going on in the real world," he said. "I can't believe [publishers] are going to be so stupid as to encourage us to say maybe we shouldn't look at magazines, maybe we should look at TV, which is holding tight."

The broadcast TV networks won only modest price hikes during the recently completed upfront buying period.

"Publishers are starting to come in with fairly aggressive rate in-

(Continued on Page 40)

CAA moves in on Coke

Ovitz's team working in McCann-Erickson offices

By Patricia Winters and Melanie Wells

Hollywood-based Creative Artists Agency is moving closer to Madison Avenue and now appears to be operating more like a full-fledged Coca-Cola agency.

Power broker Michael Ovitz's talent agency is working side by side with McCann-Erickson Worldwide, New York, to create new advertising for Coca-Cola Co.'s flagship brand, Coca-Cola Classic. The campaign is slated to break early next year.

"CAA executives are in McCann offices [in New York]—they have been for weeks—working on ad concepts," said one executive close to the business. "They're drawing concept boards and writing campaign lines."

Until now, it was believed CAA was working only as a creative consultant to the soft-drink marketer, offering conceptual ideas but not actually creating ads.

■ **Coca-Cola is developing a clear cola—Page 2.**

The primary concept under consideration for the new Coca-Cola Classic campaign was developed by retired McCann Vice Chairman John Bergin and was approved directly by Coca-Cola President Donald Keough.

Messrs. Keough and Bergin are said to have issued a creative directive on the concept that sets out the marketing strategies and creative goals for the campaign.

The involvement of Mr. Keough in developing the directive was unusual and indicates his level of concern about the advertising for the soft-drink marketer's flagship brand.

Other creative ideas being considered for the effort couldn't be

(Continued on Page 4)

David Letterman is leaving NBC; he could take on Jay Leno.

Letterman bolting, and dominos falling

By Joe Mandese

Late-night talk show host David Letterman is definitely leaving NBC at the end of his current contract in April, *Advertising Age* has learned.

TV executives said serious negotiations between Mr. Letterman and potential bidders will begin as soon as NBC exercises a clause that releases him from his contract. That will occur between Labor Day and March 31, when the contract expires.

"And then the bidding will start," a network executive said. "And the only question will be what the pain threshold is."

Mr. Letterman's move, rumored for months but now confirmed, will set off a chain reaction that could alter the late-night schedules of four networks, possibly killing ABC's "Nightline." ABC's Sunday morning news lineup could also change as a result.

Mr. Letterman was angered by NBC's decision to turn Johnny Carson's coveted 11:35 p.m. (ET) time slot over to Jay Leno instead of Mr. Letterman when Mr. Carson retired earlier this year.

"He is definitely going to leave NBC. He feels insulted by them, and there isn't anything they can do to make up for that," another

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P&G ends coupons for Pampers, Luvs

Decision could have broad impact on marketers

By Jennifer Lawrence and Scott Hume

Procter & Gamble Co. in December will eliminate all coupons for Pampers and Luvs disposable diapers in a dramatic move that could affect how other marketers sell their products.

P&G's move is particularly bold since the nation's $4 billion diaper category is one of the most heavily couponed. P&G typically would drop two national free standing inserts a month—one each for Luvs and Pampers—at a media cost of about $24 million.

The decision was part of P&G's recent move to drop the cost of Pampers and Luvs to retailers by about 7%. The price reduction, the second since May, also involves reducing trade allowances.

P&G, the world's largest advertiser, is using an everyday low pricing strategy for about 60% of its brands. The company has shaken up retailers by slashing promotional dollars while lowering list prices. The goal is to eliminate the wide price swings to consumers that had been brought on by trade deals.

"P&G's diaper strategy is a further refinement to make the brands more effective and efficient," said a former P&G executive. "The game of the future is great products advertised exceptionally well with maximum total system efficiencies. If the diaper strategy works, the domino effect within the industry will be enormous and quick. Everyone else will get out the calculator and will have to choose to continue to put money into couponing or become cost-effective."

The move reflects P&G's desire to compete based on product values and not price, said Kevin Price, senior partner at Marketing Corp. of America, a marketing services consultancy. "Cutting out couponing doesn't mean the rest of the world is going to follow, but the fact that it's Procter suggests that marketers once again have permission to rethink couponing and whether it is good for their brands. Before, nobody's had the nerve to do anything about it."

Over the past 18 months, the company has cut coupon funding by one-third for all brands, a P&G spokeswoman said.

"As coupons have proliferated in various product categories, some brands have found that couponing is not an effective trial device vs. other promotional vehicles," she said. "Other [P&G] brands will execute their couponing programs differently depending on their consumers' needs and their marketing plans."

The new tactic could set a precedent.

"If P&G's strategy for diapers can work, it will be a historic, hallmark move," said a former P&G'er. "There's an excellent probability of success because the strategy feeds to what P&G does best: sell products that work better with advertising that espouses the virtues better with prices that are reliably low."

"If the diaper strategy works, the domino effect within the industry will be enormous and quick."

While a P&G spokesman emphasized that the decision to cut prices further and eliminate coupons was a brand initiative, other P&G brand managers are likely to assess market share impact to determine whether it's a viable strategy for their brands.

"I would not be surprised if P&G extended this diaper tactic," said Jeffrey M. Hill, co-founder of Meridian Consulting Group. "Diapers are one of the most highly couponed categories, suggesting that P&G is prepared to take a bold step where they know the stakes are high."

At least for the short-term, marketers like Kimberly-Clark Corp., marketer of Huggies disposable diapers, may gain a tactical advantage from P&G's getting out of diaper couponing, said Mr. Price of Marketing Corp. of America.

Industry insiders believe Kimberly-Clark will at least match P&G's price cuts. Some believe Kimberly-Clark will test whether coupons build market share once P&G exits coupons.

"We are in the process of evaluating how we will respond" to P&G, said Tina Barry, Kimberly-Clark VP-public relations. "We are looking at various alternatives and will continue to be competitive. We do not feel we have to copy P&G, and we will not automatically match their prices."

Still, even marketers outside diapers are expected to keep a close eye on P&G's move to abandon couponing for Pampers and Luvs, one of the company's major categories.

While P&G over the past year has been cutting back on couponing across all brands, so far other marketers haven't.

Mid-1992 numbers from coupon management company CMS show 193 billion coupons distributed through the first half of the year with a projected full-year 1992 total of 336 billion, 7% above 1991's total.

Redemption has remained unchanged at about 2% through the first half, though average face value has increased 9% to 51¢.

"Every company goes through phases where they decide to move spending from one part to another, and sometimes that means moving away from couponing. But they usually find out that couponing is an essential part of their marketing mix, and they come back," said Paul Moschetti, president of Sullivan Marketing, the New York company that this fall will join News America Corp. and Valassis Inserts as the third major national FSI distributor.

"My competitors and I all go to conferences where marketers bash FSIs and say they hate them," he said, "but consumers are used to them and like them . . . so companies may bash couponing, but couponing has been growing every year for the last 15 years." □

Coke wants that clear advantage

Soft-drink giant may follow competitors with colorless cola

By Patricia Winters

Coca-Cola USA is developing a clear cola, responding to the growth of clear beverages and the early success of Pepsi-Cola Co.'s Crystal Pepsi.

Although it's uncertain how soon Coca-Cola will market a clear cola, beverage industry executives report a variety of news and rumors about its plans.

One soft-drink executive said the product will be called Nordic Mist and could include a full complement of fruit-flavor beverages in decorated glass bottles. Another executive heard Coca-Cola is considering an introduction of Diet Coke Clear.

It's possible Coca-Cola is working on both concepts as it tries to battle a soft market for colas.

Coca-Cola wouldn't comment.

The company is said to have placed new emphasis on product development and is looking at a range of ideas. Coca-Cola hasn't introduced a wholly new product in years but has relaunched brands such as Fresca and new Coke.

Coca-Cola's entry would come on the heels of Pepsi's test of Crystal Pepsi and Diet Crystal Pepsi, which entered test markets last spring and earlier this month, respectively.

Crystal Pepsi is doing so well that a national rollout is expected in January. BBDO Worldwide, New York, handles.

Beverage Digest said Crystal Pepsi has had "extraordinary trial" in its three test markets, and sales are now settling down to "a very respectable 2 share."

Clear beverages are the hottest new trend in the $47 billion soft-drink industry, led by the success of brands such as Clearly Canadian. Indeed, the industry is abuzz about so-called "new age" beverages, described as drinks without artificial flavors or colors that are packaged in glass bottles.

The category runs the gamut from private-label flavored seltzers to SoHo and Snapple. Among the latest entrants is A&W Brands, which next in September plans to enter a handful of test markets with Everlast, the first clear isotonic drink. □

Stewart, Cosby top Q ratings; where's Mike?

By Joe Mandese

It's still a pretty wonderful life for Jimmy Stewart, according to U.S. consumers, but it's a horrible time for Michael Jordan.

Despite a prolonged absence from the silver screen, the veteran actor has emerged as the nation's top entertainment personality, tying Bill Cosby for No. 1 on Marketing Evaluations/TVQ's 1992 Performer Q survey.

Mr. Jordan, who placed fourth in the 1991 rankings, fell to 31st this year. Though the Chicago Bulls star remained the top athlete, survey results showed the entire sports celebrity category is fading.

The survey, conducted every May and June, is widely used by marketers and agencies to select celebrity endorsers, and is used by TV networks and Hollywood producers to cast their shows and movies. Results were provided exclusively to *Advertising Age*.

Messrs. Stewart and Cosby dethroned last year's top performer, TV actor Jaleel White who plays Steve Urkel on ABC's sitcom "Family Matters." Mr. White, whose popularity made him the subject of numerous endorsement deals including a breakfast cereal, fell to 13th.

Mr. Stewart's showing is a surprise. While he published a book a few years ago, his most notable public role recently has been delivering the voice-overs in TV commercials for Campbell Soup Co.'s line of Home Cookin' soups.

"This is what I call mainstreeting. It's going back to things that are known and are uncontaminated by all the horrors of modern life," said Jane Fitzgibbon, senior VP-group director of the Trendsights Division of Ogilvy & Mather Worldwide, New York.

Conversely, Ms. Fitzgibbon said the decline of sports personalities in the Q' ratings reflects a growing backlash against U.S. athletes perceived as "too egotistical or mercenary."

She said that perception was reinforced by the unsportsmanlike behavior of U.S. athletes during the recent Summer Olympics, particularly the basketball team.

"I think we've reached a point where people are beginning to see through athletes selling their souls for an endorsement contract," she said.

For example, 32% of the respondents said Mr. Jordan was their favorite personality. That's down from 34% in 1991.

Among teens, Mr. Jordan ranked No. 1; his Chicago Bulls teammate Scottie Pippen ranked ninth; and Texas Rangers pitcher Nolan Ryan was 10th among all performers.

Among kids ages 6 to 11, Mr. Jordan was second and Mr. Ryan sixth among all performers.

Almost all other athletes dropped in the overall ratings, including former Los Angeles Lakers star Earvin "Magic" Johnson.

Two athletes proved to be the exceptions. Mr. Ryan

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Randy Bauer/Ron Galella

Cosby

Stewart

Eastwood

Top 10 personalities

Rank/name	Q Score	Rank/name	Q Score
1. Bill Cosby	48	6. Whoopi Goldberg	44
— Jimmy Stewart	48	— Billy Crystal	44
3. Clint Eastwood	47	8. Mel Gibson	43
4. Steven Spielberg	46	9. Damon Wayans	42
5. Robin Williams	45	10. Tim Allen	41

Source: Marketing Evaluations/TVQ's Performer Q ratings. Ratings are a quotient of a performer's popularity divided by familiarity. Tie score rankings are based on performer's familiarity scores.

Spielberg

Williams

Goldberg

Old tarnish dims New Clios

Some major shops take pass on revived awards contest

By Melanie Wells

An attempt to revive the Clio awards following a debilitating scandal last year is showing only limited signs of success, raising questions about whether the formerly prestigious awards will ever regain their previous stature.

Entries in this year's contest are estimated at about 6,000, down 76% from last year's 25,000, said Michael Demetriades, VP-international director of The New Clio Awards Inc.

An awards ceremony is scheduled for Sept. 15 in New York, hosted by actor and Eagle Snacks celebrity endorser Tony Randall, but many top agencies are steering clear of the New Clios.

Those not participating include the New York offices of DDB Needham Worldwide, Ogilvy & Mather, Grey Advertising, Ketchum Advertising, Backer Spielvogel Bates, TBWA and Scali, McCabe, Sloves, as well as Wieden & Kennedy, Portland, Ore.

However, smaller offices of DDB Needham, O&M and Grey chose to submit entries.

"It's basically impossible to erase the image of those greedy, infantile, statue-grabbing looters at last year's show."

Many agency executives said the Clios are still tainted by the melee that broke out at last year's print awards ceremony when angry attendees stormed the stage, grabbing Clio statuettes.

The TV awards ceremony was then canceled, followed by allegations of financial malfeasance concerning Clio awards owner Bill Evans that resulted in a still-disputed change in ownership.

"It's basically impossible to erase the image of those greedy, infantile, statue-grabbing looters at last year's show," said Keith Gould, exec VP-director of creative services at N W Ayer, New York.

Following last year's awards debacle, Ruth Ratny, publisher of *Screen Magazine*, said she bought the Clio trademark for an estimated $10,000 and set about rebuilding the awards show.

But representatives for Mr. Evans termed the fee a down payment and maintained full ownership hadn't been transferred. The issue is expected to be settled in court later this year.

Even so, Ms. Ratny proceeded with

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How Unilever's South Korean partnership fell apart

By David Kilburn

SEOUL--Unilever and Aekyung Co. are calling it quits after seven years of a successful joint venture in South Korea, and the charges and countercharges are flying.

The breakup of Aekyung Industrial Co., or AKI, includes a myriad of breach of contract allegations and could set back Unilever's efforts in this country several years.

The partners said in a short statement in July that their ideas about the future development of the joint venture, with 1991 sales of $170 million, weren't compatible.

GLOBAL NEWS

One executive close to the two partners said: "I think Aekyung may have been a little rigid, while Unilever may have been a little insensitive and inflexible to local conditions. It's quite likely that they each had their own hidden agendas. Both parties could have handled things better."

What still has to be sorted out is which company gets which brands. Originally, the partners agreed that if one of them breached the agreement, the other could acquire the joint venture and joint brands. But at this point, Unilever and Aekyung can't even agree on which brands are considered joint.

For instance, Aekyung claims that Hanore two-in-one shampoo, which holds a 13% share of the $78 million market, is a local brand predating the joint venture. Unilever, however, says the brand is international because it now comes under the Sunsilk umbrella and has a Unilever ingredient.

For Unilever, the outcome will be the difference between starting from scratch and taking over a very successful company and most of its brands. For Aekyung, the question is how big a stable of consumer brands it will have to market.

The joint venture grew an average of 50% annually in the past five years, according to Merit Communications, Unilever's public relations agency here. The agency wouldn't disclose profit figures.

Sixty percent of AKI's sales come from products developed by the joint venture, most based on Unilever technology or brand concepts, said Jung Wook Hwang, Unilever hair products manager. The joint venture is responsible for South Korean sales of Unilever brands including Pond's, Vaseline, Pepsodent, Close-Up, Sunsilk and Vino-

(Continued on Page 39)

Homeopathic drugs naturally want spot in mainstream market

By Marcy Magiera

Marketers of homeopathic medicines want to write a prescription for the American mainstream, and they're spending marketing dollars to do it.

Such remedies—which treat an ailment with small doses of natural substances that cause symptoms similar to those the patient wants to cure—are commonly available in Europe. But in the U.S., they've mainly been ignored by physicians and relegated to natural food stores.

Homeopathic marketers expect that to change as they invest more money in marketing their products and the media play up their uses.

Nature's Way, a leading marketer of herbal products, this summer launched a new line of 18 homeopathic remedies called Medicine From Nature. Each is priced around $7.

The company got its new products placed in two Western chain stores, mass merchandiser Fred Meyer Inc. and the Smith's Food & Drug supermarkets, in addition to natural food stores nationwide.

Nature's Way plans to advertise the products, which include insomnia, allergy and headache formulas, in national women's and parenting

(Continued on Page 40)

Nature's Way will market Medicine From Nature with ads that say the brand causes no side effects.

USPS: A marketing and sales partner

By John R. Wargo
and Jean Li Rogers
U.S. Postal Service
Washington, D.C.

Advertising mail is important to the Postal Service.

The U.S. Postal Service has long been the national and international messenger for all businesses and residences. In the past 20 years, ad mail has grown to become 50% of all mail delivered to households.

The marketing program of the Postal Service is working with customers to maintain and continuously improve the effectiveness of mail as a marketing/advertising medium. And, while ad mail is important to the Postal Service, it is also important to the national economy, businesses and consumers.

The dramatic increase of women in the labor force, dual-income families, computers and census information has led many consumer-oriented industries, such as retailers, banks, telephone companies, airlines and charities, to use mail as their marketing communication medium because of its unique ability to be used for pinpoint targeting.

The Postal Service has been responding to these changes in the marketplace. Working with the mailing industry, new postal technology was developed, ZIP codes became the base for market areas, carrier-route information assisted in defining target markets, worksharing incentives helped reduce costs and new service programs enabled our customers to better use the mail.

Educating businesses on use of the mail: The Postal Service has become more active in promoting advertising mail. In addition to the Postal Service account representatives selling the benefits of mail as a communication medium, National Postal Forums and Postal Customer Councils offer direct mail sessions in major cities across the country.

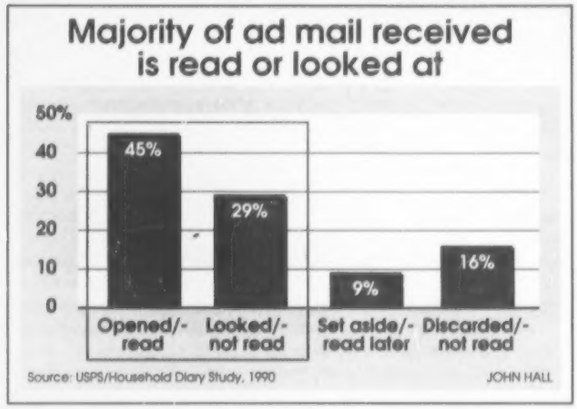
For instance, by working with industry associations, direct mail seminars were developed with New York and Long Island Postal Customer Councils for new and experienced marketers.

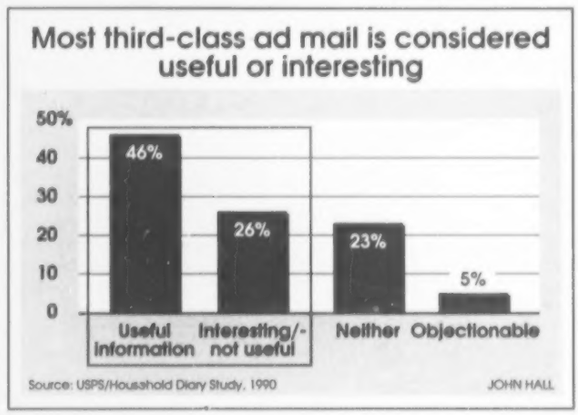
Household Diary Study: Another way the Postal Service participates in developing the advertising mail market is to share research findings with our customers.

Findings from an annual diary panel study of more than 5,300 households—research that gathers information on the mail households send and receive—have been presented at industry and professional meetings and in publications.

The Postal Service commissioned Chilton Research Services to conduct this Household Diary Study. It offers a wealth of information for advertisers on who receives and sends different kinds of mail and on the relative effectiveness of different elements of the mail piece.

John R. Wargo is assistant postmaster general, advertising and account services department. Jean Li Rogers is manager of new account services in the department.





Study results have surprised some marketers and consumers who have criticized advertising mail as unwanted. The data show it *is* wanted, but customers want it to be interesting, enjoyable and relevant.

A sampling of the most recent 1990 Household Diary findings from this nationally projectable study paints a broad picture of attitudes about advertising mail.

More than half the households don't mind receiving advertising mail as long as some of it is interesting; about two-fifths want to receive less advertising mail.

Yes, there are also some households that want more advertising mail—about 5% of them. Advertisers have to work harder to match the message to the right target audience.

Moreover, when respondents reacted to specific advertising mail pieces they received, they indicated the majority (74%) were immediately read or looked at. About 16% is discarded without being read. The rest (9%) is set aside for later reading.

This confirms that the envelope attracts attention, and the decision to open or set aside the mail piece is related to such factors as the correct name and address.

When they looked at or read the specific advertising mail piece, respondents found most (72%) of them were useful or interesting. Only 5% were found to be objectionable, a consistent finding since the study began in 1987.

These findings do not support notions that advertising mail is unwelcomed by households. They do support the fact that consumers will open and read advertising mail they perceive to be useful and interesting.

This is a strong message consumers are sending to advertisers: target your message so that it is relevant to the recipient.

The study also found about half the mail received by households is advertising mail. Due to targeting (particularly by income, age and education), households with higher incomes receive more advertising mail.

A household earning less than $7,000 a year in 1990 received a weekly average of 5.9 pieces of advertising mail, while a household with an income of more than $100,000 received a weekly average of 20.8 pieces.

Households most likely to read all their mail are those that receive fewer pieces. Those receiving fewer than eight pieces of ad mail a week (21%) said they usually read all of it, and 69% said they usually partially read it.

By comparison, about 8% of households receiving 18 or

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more pieces a week said they read all of it and about 82% said they partially read it.

There appears to be tremendous market potential in all income groups if advertisers better target their mailings.

It was startling to see that 50% of all mail is advertising mail regardless of income grouping or total mail received. Obviously, groups with higher disposable income receive more mail, and particularly more ad mail. They are also the group with the lowest proportion of mail opened and read (42%) and the highest proportion discarded without being read (21%). There is good reason to believe this is the most vocal group to publicly express their likes and dislikes.

Advertisers have to be careful not to send solely to this group because of their income; they must also add relevance to the equation.

Characteristics of the mail piece: A major cue for consumers in deciding to open and read their mail is the address/return address.

If they know the company in the return address, a total of 83% of the ad mail pieces are either read (61%) or looked at (22%), compared to 61% (26% read, 35% looked at) of the pieces from companies they do not know.

Those companies that are careful with their addresses and include their return address on the envelope front have the best opportunity to get across their messages.

This information also points out the value of building customer relationships through the mail. Businesses and other organizations can strengthen the loyalty they have with customers by keeping them informed with new promotions, new products and the latest trends.

The design of the mail piece is an important factor in the direct mail program. The use of the postcard to send a short, important message is an effective tool. Postcards draw the highest proportion of mail read.

Catalogs are also important to customers. If they are not read immediately, they are set aside for later.

The Postal Service recognizes the importance of advertising mail. It also recognizes that consumers are sophisticated buyers. The Postal Service has to find new ways to seek out advertisers. It also has an obligation to mail recipients.

The use of market research findings to determine the needs of advertisers and the decisions of consumers has placed the Postal Service in a unique position to begin developing creative solutions based on sound data.

This data will serve as the centerpiece of the strategy being developed by the Postal Service. Findings on the likes and dislikes of consumers are being presented in newly developed Postal Customer Council seminars and the National Postal Forums.

The Postal Service is also becoming an active player in the advertising market and is developing a Sales Partners Program with the advertising and marketing industry. This partnership will help create a customer-oriented advertising mail industry that will continue to serve businesses by building customer satisfaction with the people who receive and respond to mail.

If you need more information or have suggestions, write us at:

USPS HEADQUARTERS
ADVERTISING AND ACCOUNT SERVICES DEPARTMENT
475 L'ENFANT PLAZA SW
ROOM 5014
WASHINGTON DC
20260-6300

(202) 268-3771
Fax: (202) 268-6036■

High-income households receive more ad mail

Annual income	Total pieces/week	Ad mail pieces/week	% ad mail
Under $15,000	12.2	6.1	50%
$15,000-$29,000	18.0	9.3	52
$30,000-$65,000	24.5	12.9	53
$65,000 and over	32.5	16.9	52
Total	21.5	11.4	53

Source: USPS/Household Diary Study, 1990

JOHN HALL

THIS MESSAGE WAS BROUGHT TO YOU BY TYVEK® ENVELOPES.

PRIORITY MAIL
Consistent two-day service between all major business markets.
Three days everywhere else.
We Deliver.
UNITED STATES POSTAL SERVICE

DU PONT TYVEK®...FOR UNSURPASSED PROTECTION.

When it comes to sending important messages, nothing delivers like envelopes of Du Pont TYVEK. TYVEK is tough, tear resistant, water resistant, and lightweight. Because it outperforms other envelope materials, it's not surprising that TYVEK has been the choice for Priority Mail envelopes since the Postal Service began this program. Use TYVEK envelopes and you'll be sure your mailings get there intact and on time.

Priority Mail envelopes of TYVEK...they get more than their share of air time.

Tyvek® spunbonded olefin

DUPONT

Made in U.S.A.

AD REVIEW

Excited about Pepsi's new Jackson ad? Dream on

Garfield

By Bob Garfield

The new Pepsi commercial starring pop phenomenon Michael Jackson will run in 165 countries of the world, but not the U.S. Perhaps this is so the children of agency employees will not be teased in school.

With characteristic modesty, PepsiCo calls the spot "a creative tour de force never before imagined" and "a monument to creative advertising," which is absolutely correct. The spot is monumentally overwrought and unimaginably pretentious. Also extravagant beyond redemption.

Director Joe Pytka used five shooting days, three Culver City stages, a crew of 60, two blimps, a truckload of liquid nitrogen and approximately two months of post-production to create this 1-minute video spectacle—the most spectacular aspect of which is the sheer inanity of the expense.

In this monument to checkbook advertising, PepsiCo and BBDO Worldwide, New York, have used a million U.S. dollars as never before imagined: to camouflage the utter lack of a selling idea. The rationalization is that one cannot stint when one is trying to speak simultaneously to 165 countries, and in that sense Pepsi does succeed. This spot means the same thing the world over:

Nothing.

"Dreams" is what the commercial is called, and it opens to the background music of Jackson's song "Who Is It?" Looking from a high vantage into a rain-slicked alley, we see two towering wall posters: one featuring a slinky Pepsi model and, on the opposite wall, Jackson's new album cover. Then Michael himself materializes on the pavement doing a brief dance step. Next, fleetingly, the sultry model appears there, too. Her skin is creamy white, her cheekbones dramatic, her feminine nose chiseled as if from stone. Is she real?

Rating: ★ ½

"Dreams," the new spot from Pepsi starring Michael Jackson, is a technological tour de force—and a colossal failure at everything else.

Michael pursues her. Here we see a lot of liquid nitrogen-generated smoke, a sequence of surrealistic visual effects, including the morphing of gilded animal statuary into actual exotic animals, a midget standing on a giant's head saying "Pepsi" forward and backward, and the midget's top hat becoming a tunnel of swirling clouds through which Michael runs. This brings our pale and sweaty hero back to the alley, where a speeding Pepsi truck is bearing down on him, painted and lighted like a carousel.

"Pepsi," says the tagline, superimposed over the again-deserted alley, "The choice of a new generation."

Ah, that timeless story: Boy meets girl. Boy resembles girl. Boy gets flattened by truck. *That* will certainly sell a lot of soda pop.

This spot is a classic example of creative overkill, desperately attempting to be diaphanous and enigmatic, but being instead merely pointless. And boring, thanks not only to the unfathomable action but also to the diluting effect of one state of the art visual trick after another. Never has any whole been any less the sum of its parts.

Beyond that, the music and imagery are shockingly derivative. Jackson's new song sounds just like "Billie Jean" from nine years ago, while Pytka's visuals borrow liberally from other film styles. A little Fellini, a little David Lynch—and, strangest of all, far too little Michael Jackson.

After all, before playing varsity for the American College of Plastic Surgeons, Jackson was famous not for blanching himself and adopting underprivileged chimpanzees but for being the greatest song and dance man of his day. Why, then, in a 60-second spot, is there only 9.8 seconds of Michael Jackson singing and dancing? Why, when trading on entertainment value alone, go to such great lengths not to entertain?

The answer has something to do with the sin of pride. And the consequence is not only a dream. It is a nightmare. □

Homeopathic

(Continued from Page 3)

magazines early next year.

People "are tired of running to the doctor with every problem," said Jeff Hilton, VP-marketing for Nature's Way. "Our focus groups told us that people wanted to use homeopathic medicines, but they didn't understand them."

To educate consumers, Nature's Way created a free point-of-purchase pamphlet called "A Beginner's Guide to Homeopathy."

Homeopathic remedies are based on the belief that like treats like. For example, Medicine From Nature's allergy remedy contains a tiny amount of allium cepa, an onion extract. Onions cause tearing and a runny nose, which are also common allergy symptoms.

Because of their minute dosages, homeopathic remedies for common, easily self-diagnosed ailments are exempt from the Food & Drug Administration's safety and effectiveness reviews. As such, marketers are free to make ad claims about the effectiveness of the remedies.

But so far, most homeopathic marketers have avoided such claims, instead promoting the products as natural remedies without side effects.

In a TV spot for Oscillococcinum cold remedy, Boiron/Borneman, another homeopathic medicine marketer, shows a grandmother to position the product as natural as chicken soup.

The spot, created by Martin Marshall Jaccoma Mitchell, New York, has been running for several years in the Baltimore-Washington area, where Boiron/Borneman is testing Oscillococcinum in chain drugstores. It plans to expand distribution of the product to other Eastern markets.

Print ads for Medicine From Nature, created by Williams & Rockwood, Salt Lake City, promote the line as having none of the side effects of conventional over-the-counter medications.

People "are tired of running to the doctor with every problem."

"If it makes me drowsy, weak and sick to my stomach, is that a cure?" the woman pictured in one ad asks.

Ads broke in July issues of magazines such as *American Health, Natural Health* and *New Age Journal*, Mr. Hilton said.

Next year, Nature's Way plans to advertise selected medicines in parenting and women's magazines. Those ads will focus on Medicine From Nature women's products for vaginitis, menopause and premenstrual syndrome and its children's line of earache, colic and teething tonics.

Another marketer, Schmid Laboratories, is entering the homeopathic market via the women's segment. Schmid is selling a vaginal yeast infection cure in supermarkets under its Vaginex brand.

Dana Ullman, who developed the Medicine From Nature line and sits on the board of the National Center for Homeopathy, estimates sales of homeopathic drugs grew 50% between 1988 and 1990, when they hit $150 million.

Mr. Hilton of Nature's Way expects homeopathics to be a $200 million business this year. Hard figures, however, are hard to come by since most market research doesn't count sales in natural foods stores, where more than two-thirds of homeopathic cures are sold.

"What's happened in Europe inevitably will happen here," Mr. Ullman said. "I predict [the rapid growth of] the environmental movement a couple of years ago will happen with natural medicine."

Contributing to homeopathy's growing popularity is the exposure natural medicine has received in the general press.

The September issue of *Details*, for example, carries a feature on homeopathic sports remedies. And *Reader's Digest*, possibly the most mainstream magazine in America, next year will publish "The Family Guide to Natural Medicine," which includes a chapter on homeopathy co-authored by Mr. Ullman. □

Steven W. Colford contributed to this story.

Ad rates

(Continued from Page 1)

creases, [but] that isn't what advertisers will pay," said Nancy Smith, exec VP-director of print and media relations at Young & Rubicam. "It's the opening bid in a negotiated marketplace."

Publishers say the increases are justified by rising costs for paper and other fixed expenses.

One publishing executive, however, admitted published rate hikes are little more than padding to hedge against discounting:

"There's just so much negotiating going on, a lot of people are saying, 'Let's raise rates so we have something to negotiate with.' The industry has created a real problem for itself."

The most brazen price hike could come from Hearst Magazines, the nation's second-largest publisher. Sales reps at Hearst's monthlies have told media buyers in recent weeks to expect average increases of 9.7%, which one media director said amounts to "shooting themselves in the foot."

A Hearst spokeswoman said the 9.7% figure "is not set in stone" and may not apply to all the company's magazines, which include *Good Housekeeping, Cosmopolitan, Esquire* and *Harper's Bazaar*.

Conde Nast Publications, whose titles include *Vanity Fair, Vogue* and *Glamour*, will raise ad rates 7.5% at most of its magazines, said Exec VP John Brunelle. *The New Yorker*, owned by Conde Nast parent Advance Publications, will also boost rates 7.5%.

"We need that to keep publishing," Mr. Brunelle said. "It's a cost-of-living increase."

One exception at Conde Nast is *HG*, which will forgo an ad rate increase due to continued weakness in its core ad category, upscale home furnishings. Publisher Kevin Madden said a midyear increase is possible if the ad market rebounds.

Knapp Communications Corp., publisher of *HG* rival *Architectural Digest*, adopted a similar strategy in 1992. But *Architectural Digest* will raise rates 8% in 1993 and its sister publication, *Bon Appetit*, will climb 6.8%, said Senior VP-Publishing Director Thomas P. Losee Jr.

"We got plenty of good will out of it," Mr. Losee said of the decision to hold the line in 1992. "But you can't do that year to year."

By contrast, Bauer Publishing Co.'s *First for Women* will raise rates 14.3%, while its *Women's World* plans a 10.2% hike.

Hachette Magazines will raise rates 7% to 9%, a spokeswoman said. Hachette includes *Elle, Woman's Day* and *Road & Track*.

Times Mirror Magazines, publisher of *Field & Stream, Outdoor Life* and *Golf Magazine*, will probably ask for 5% to 7% increases, said James Kopper, exec VP-group publisher. He said the company will also raise subscription and newsstand prices next year.

K-III Magazines "is looking in the range of 6% to 8%, depending on the book and its competitive situation," said Exec VP Richard Hawkes. K-III titles include *New York Magazine, New Woman, Premiere* and *Automobile Magazine*.

Straight Arrow Publishers' *Rolling Stone* will raise rates 7%, while sister magazine *US* plans a 7.5% hike, a spokesman said.

And *Newsweek*, published by the Washington Post Co., is likely to seek a 6% increase, said Advertising Director Greg Osberg.

Publishers traditionally set ad rates for the coming year in late summer or early fall as they prepare to accept insertion orders for January issues. Publishers of monthlies are often the first to announce hikes; weeklies, with later closing dates, are usually the last.

The largest publisher of weekly magazines, Time Inc., expects to make a final decision on rates within the next month, said VP-Advertising Richard Heinemann. Time Inc.'s titles include *Time, People* and *Sports Illustrated*.

Fred Drasner, president of *U.S. News & World Report*, also said a decision hasn't been reached but added, "I think it's going to be tough to get a big rate increase." □

Ratings

(Continued from Page 3)

placed second among all athletes, and among particular demographic groups the pitcher is fast emerging as a favorite, said Henry Schafer, exec VP of Marketing Evaluations/TVQ.

"He's got a clean-cut image. He's a fighter. He's always in shape. And he's a nice guy," Mr. Schafer said.

Kristi Yamaguchi, Olympic gold medal figure skater, wasn't on the rankings in 1991 but placed third among athletes this year.

"The whole sports category . . . is undergoing changes in terms of popularity, with so many outrageous salaries. People are asking, 'Are they really worth the money they earn?' " Mr. Schafer said. However, he noted that that cynicism has yet to affect young consumers.

The Q survey findings are based on 1,800 responses to a nationally projectable survey with a margin of error of plus or minus 2 percentage points.

Respondents were asked via a mail survey which of 1,500 entertainment and sports personalities they liked most. The Q ratings represent a performer's popularity divided by his or her familiarity. □

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ABC to try home shopping show

By Joe Mandese

ABC is jumping into the home shopping arena, the first network ever to sell products directly to TV viewers.

Next month, the network will test an unusual and as yet unnamed late-night TV show, hosted by "Lifestyles of the Rich & Famous" star Robin Leach.

In the past, networks have shied away from the home shopping concept, regarded as a low-budget, downscale format not up to the traditional standards of network programming. ABC's is the latest experiment in the late-night daypart, which is bracing for talk show host David Letterman's exit from NBC.

Scheduled to air weeknights immediately following "Nightline" at 12 a.m. (ET), ABC's 1-hour program is intended to be a more discreet version of the home shopping shows popularized by cable TV networks such as QVC and Home Shopping Network.

ABC executives declined to comment, but those familiar with the project said the network wants to see whether the concept can generate a secondary revenue stream to make ABC less reliant on the traditional revenue base of network ad sales.

"The feeling is, 'When's the advertising market coming back?' Well, it may never be coming back," one network executive said.

Details of the show have yet to be finalized, but one executive familiar with the project said: "It's not going to be Budget Bob rolling out one product after another. It's going to have a talk-variety format to it. It's really going to be more like a live commercial with a telephone number for viewers to order the products."

During the six-week test, expected to start next month, ABC will offer the program free to all affiliate stations.

The network will sell no national commercial units in the show during the test and is turning all advertising inventory over to its affiliates.

Network executives are unsure how many

(Continued on Page 34)

Dunn's deal: Make Miller tougher rival

President sees market share boost from Lite, new products

By Ira Teinowitz

MILWAUKEE—Miller Brewing Co. President Warren H. Dunn, confident Miller Lite sales will rebound next year, is talking about adding line extensions and sticking with Lite's ad agency, Leo Burnett USA.

A former FBI agent and lawyer who succeeded Leonard Goldstein as president a year ago, Mr. Dunn said "the stamp I want to put on Miller is to be significantly more competitive."

With 22.3% of U.S. beer shipments, Miller "doesn't have enough share of market," he told *Advertising Age*. And he plans to change that.

Miller Lite is a top priority.

"We all knew we had to get it fixed," Mr. Dunn

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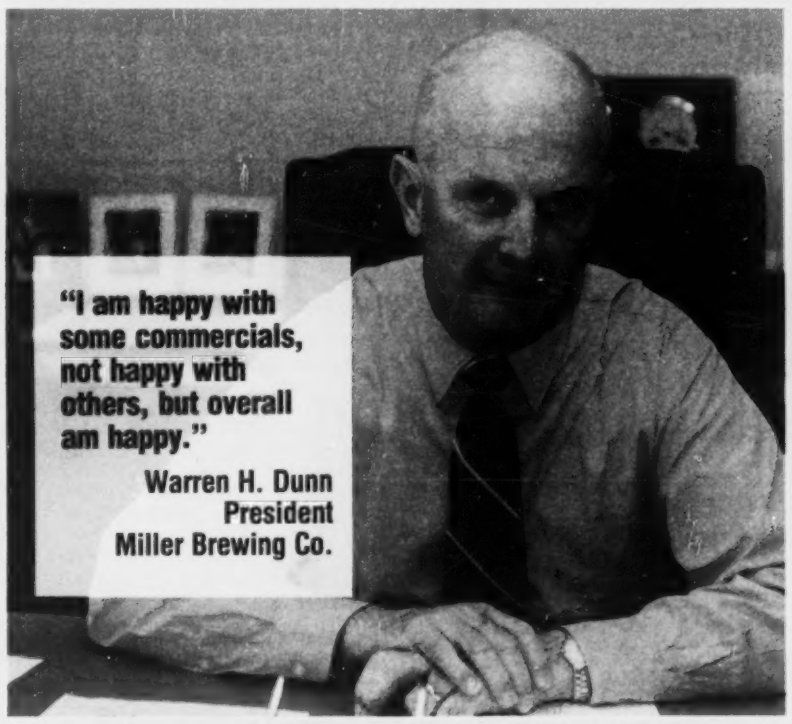

LAST MINUTE NEWS

Frito shuffles buying

PLANO, Texas—Frito-Lay has moved its spot TV and radio and network radio buying to BBDO Worldwide, New York, from Tracy-Locke, Dallas, after a review. Last year, Frito-Lay spent nearly $25 million on spot TV and spot and network radio, LNA/Arbitron Multi-Media Service reported. The marketer also consolidated national TV buying at Foote, Cone & Belding, New York. FCB added the cable and daytime buying assignments that had been at DDB Needham Worldwide, Chicago.

Colt 45 taps Deutsch

ROSEMONT, Ill.—G. Heileman Brewing Co. named Deutsch, New York, to handle creative on the $8 million Colt 45 malt liquor account, previously at Della Femina, McNamee, New York. Della Femina keeps creative responsibility for the Old Style and Special Export brands. SFM Media Corp., New York, was assigned the $15 million media buying for all Heileman brands, previously handled by Della Femina for its

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INSIDE

GM's Lopez sets battle plan for auto industry. **Page 17.**

Small agency survey tracks changes. **Page 31.**

Garfield reviews Mercedes. **Page 37.**

P&G polishes guarantee for Crest

Promo aims to help marketer build loyalty along with its database

By Jennifer Lawrence

Procter & Gamble Co. next week will launch an unusual guarantee program for Crest toothpaste to build loyalty among consumers and dentists.

At the same time, the promotion is structured to provide a list of Crest users to enhance P&G's consumer database as the company moves more aggressively toward direct marketing.

A network TV campaign will tell consumers that Crest and Crest Tartar Control are so effective that the company is offering a guarantee. The campaign will provide a toll-free telephone number for consumers to obtain the guarantee program's details.

Here's how the program is believed to work: The participant receives a kit from P&G that includes the enrollment card. To fill out the card, the consumer goes to the dentist, who rates the patient's dental condition. The card is returned to P&G. For the next six months, the participant uses Crest.

Five months from the time of enrollment, P&G sends the participant a dental checkup reminder for the second visit for the dentist to evaluate the patient's dental condition after using Crest.

That reminder card, validated by the dentist, is returned to P&G. If the patient or patient's parent isn't satisfied with the results of the second dental visit, P&G will refund six months' worth of Crest product, up to $15 with proofs-of-purchase.

"P&G is appealing to the quintessential authority—the dentist —as to whether the product works," said Jeffrey M. Hill, co-founder of Meridian Consulting Group. "By implication, they are encouraging proper dental hygiene, which is a sound strategic direction.

"They are encouraging proper dental hygiene, which is a sound strategic direction."

"The dentist is the largest influencing factor in the oral hygiene regimen, and the dentist's recommendation goes a long way in brand selection . . . this is good solid marketing with a nice twist."

D'Arcy Masius Benton & Bowles, New York, is the agency.

A P&G spokeswoman confirmed that upon calling the 800-number, consumers will get enrollment information. Children ages 6 to 12 are eligible to enroll in the regular Crest program; all other consumers can enroll in the Crest Tartar Control program. The programs follow the same basic procedures.

P&G relies on an extensive den-

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GM introduces credit card with teaser ads

By Raymond Serafin

General Motors Corp. starts the long-awaited rollout of its general-purpose credit card today with a two-day teaser campaign on network TV, leading up to a Sept. 9 launch.

Four 15-second spots were scheduled to air on ABC's "NFL Monday Night Football"; evening news shows; prime-time programs such as CBS' "Murphy Brown" and "Northern Exposure"; and on ABC's "All My Children," believed to be GM's first buy ever on network daytime programming.

The automaker will back the GM Card, a MasterCard, with a $70 million-plus ad effort, hoping to quickly establish consumer awareness of the card. GM's primary goal is to enhance automotive sales by building customer loyalty to its brands.

The teaser spots are a series of billboards. One reads: "On Sept. 9, GM will turn buying power into horsepower." That's expected to be a recurring theme, possibly the main theme line, highlighting the way in which the card will enable a user to build credits toward the purchase of a new vehicle, parts or service.

A two-day teaser campaign for the GM Card starts today on network TV.

Each spot ends with the GM corporate logo. Dramatic music from the movie "Terminator 2: Judgment Day," runs throughout. Added in at the end is the sound of a car engine being started.

■ **GE Capital's new credit card will go to Hal Riney—Page 37.**

The billboards in other spots read: "On Sept. 9, you can put the power of the world's largest corporation in your wallet"; "On Sept. 9, every credit card you carry will become last year's model"; and "On Sept. 9, GM will turn plastic into steel."

McCann-Erickson Worldwide, New York, created the teasers and the launch campaign that will break Sept. 9, with Atkinson Group, St. Louis, handling direct marketing.

The card will be issued by Household Bank in Prospect Heights, Ill., and will carry the GM logo. GM will get an estimated 1% to 2% of the charge volume generated.

The launch is expected to include a no-annual-fee-for-life offer to initially recruit users. Direct marketing will play an important part in the effort to sign up GM vehicle owners, who could get rebates on vehicle purchases amounting to as much as 5% of their credit card purchases.

GM hasn't officially acknowledged a credit card is in the works, but the program has been a poorly kept secret for more than a year. □

Apple, IBM go for value

New PCs designed to blast low-price clones

By Bradley Johnson

IBM Corp. and Apple Computer, the personal computer market's top two players, in the next two weeks will introduce new value brands, counting on lower prices and expanded distribution to send PC clones packing.

IBM and Apple become the latest major PC marketers to unveil low-price secondary brands this summer, joining Compaq Computer Corp., Dell Computer Corp. and Toshiba America Information Systems.

IBM this week is expected to unveil its cheap PC, dubbed ValuPoint. Apple will follow next Monday with Macintosh Performa, a line of home computers.

With PCs now largely a commodity, major marketers feel compelled to come out with lower-price wares to compete with clones. The top 10 PC marketers accounted for only half of the 11 million PCs sold in the U.S. last year, down from two-thirds in 1986, according to InfoCorp, a market research company. Clones with similar features and a lower price made up the rest.

The major companies are counting on value-price sub-brands to win back market share without detracting from the image of the main lines. But not without risk.

"By bringing out arguably identical computers, even if they have a phony funny little brand name attached to them, there is a feeling that these [PC marketers] are destroying that thing which provides them the added margins . . . the golden brand equity," said Ira Bachrach, president of NameLab Inc., a name development company.

Added Al Ries, chairman of marketing consultancy Trout & Ries: PC marketers "want to create a separate name so that they don't hurt the reputation of the primary brand, but on the other hand, they want to have the benefit of the spinoff value of the primary brand. The truth is you can't have it both ways."

Compaq, struggling to expand its base beyond high-performance Deskpro computers selling at $1,800 and up, started the summer rush to value brands in June when it introduced Compaq ProLinea, an entry-level line that starts at $899.

Compaq's chief nemesis, Dell, responded two weeks later with Dimension by Dell. Toshiba this month launched Toshiba Satellite, its low-price line.

With the value brands, expanded distribution is as critical as low prices.

'Value' brands

Marketer	Main line	Value brand
Apple Computer	Macintosh	Macintosh Performa
Compaq Computer Corp.	Deskpro	Compaq ProLinea
Dell Computer Corp.	Dell	Dimension by Dell
IBM Corp.	PS/2 & PS/1	ValuPoint
Toshiba America	Toshiba	Toshiba Satellite
Zeos International	Zeos	Occidental Systems

IBM and Apple are already in some mass merchants, such as Sears, Roebuck & Co., but Apple will add about 1,800 retail locations, such as electronics superstores and department stores, to reach consumers who wouldn't walk into a computer store, analysts say. IBM also could sell its product by mail order, analysts say.

ValuPoint will be the first new product from the newly emancipated IBM Personal Computer Co. IBM, the world's biggest computer marketer, last week turned its PC division into a separate operating unit, a move that IBM hopes will make it more agile and competitive.

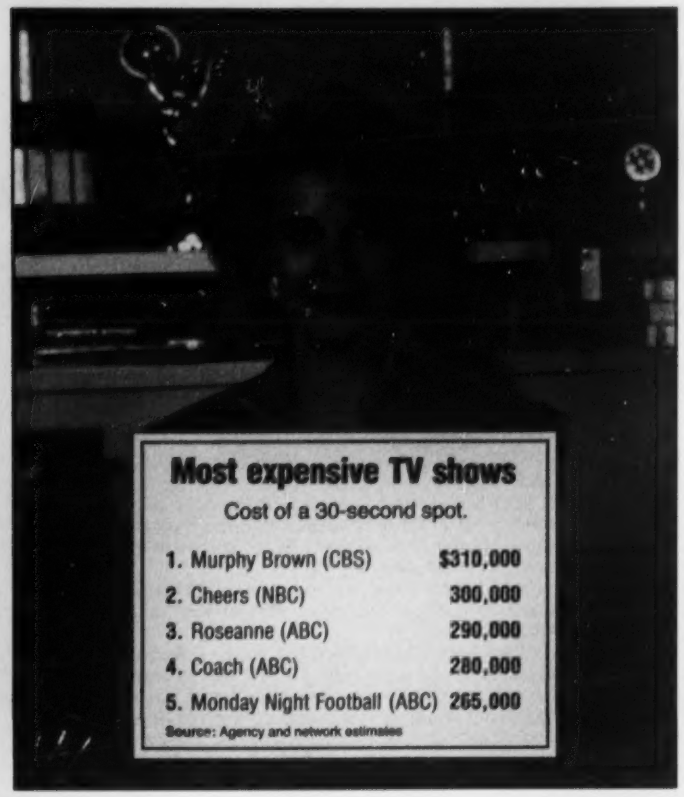
ValuPoint will be IBM's third PC brand, coming in below the high-end PS/2 and the PS/1, an entry-level machine aimed at small businesses and home users. Ad plans as of late last week were unclear; Lintas:New York handles IBM personal computer ads.

With Apple, the line of three Performas represents its move into both consumer electronics and consumer electronics stores. Apple designed Performa as a family computer, and it's a logical successor to Apple II, the company's fabled home and school computer.

Apple will offer Performa with a CD-ROM multimedia player, an emerging technology that will let the computer play video and audio. The technology is a cross between computers and consumer electronics—precisely where Apple intends to be in coming years as it develops other computer-based electronics products.

"This is a way for them to see if they can become a consumer electronics firm," said Andy Bose, VP of Link Resources, an electronics industry consultancy.

Apple isn't expected to advertise Performa significantly beyond initial introductory print, instead following a consumer electronics model, relying on retailers and co-op advertising, Mr. Bose said. BBDO Worldwide, Los Angeles, is Apple's agency. □



Most expensive TV shows

Cost of a 30-second spot.

1. Murphy Brown (CBS)	$310,000
2. Cheers (NBC)	300,000
3. Roseanne (ABC)	290,000
4. Coach (ABC)	280,000
5. Monday Night Football (ABC)	265,000

Source: Agency and network estimates

Advertisers vote for 'Murphy Brown'

CBS show at head of pack in cost per :30

By Joe Mandese

NEW YORK—Dan Quayle may not like "Murphy Brown," but Madison Avenue apparently does and it's paying $10,333 a second to prove it.

At $310,000 for a 30-second commercial unit, the CBS show is the most expensive regularly scheduled series on TV as the 1992-93 season starts, according to *Advertising Age* estimates based on reports from agency media buyers and the Big 3 TV networks.

"Murphy Brown" topped by $10,000 the next most expensive series and last year's most expensive: NBC's "Cheers," which cost $300,000 per commercial spot last season and will cost the same this year.

ABC's Tuesday night lineup also weighed in with heavy price tags. "Roseanne," at $290,000 per spot, was the third most expensive series on TV, followed by ABC's "Coach" at $280,000 per spot.

"Murphy Brown" topped by $10,000 the next most expensive series: "Cheers."

But "Coach" is actually more expensive than "Roseanne" on a cost-per-rating-point basis. Based on their 1991-92 season ratings, "Coach" cost $16,767 per prime-time rating point, while "Roseanne" cost only $14,573 per rating point.

Agency buyers attributed the difference to "Coach's" superior demographics, which make it one of the most coveted shows on TV.

"It's got adult men. It's got women. It's got everything," said Doug Seay, senior VP-director of national broadcast at Hal Riney & Partners.

Network executives said "Coach" may also be one of the most profitable shows on network TV, noting that ABC pays a much lower licensing fee for it than it does for "Roseanne."

At $16,848 per prime-time rating point, CBS' "Murphy Brown" beat them both.

The cheapest show of the new

(Continued on Page 36)

Maybelline could be next for Benckiser

By Pat Sloan

The cosmetics acquisitions market may be about to pop once again.

Only months after paying $440 million for Coty, Joh. A. Benckiser GmbH now is rumored to be pursuing Maybelline, which was acquired in 1990 from Schering-Plough Corp. by Wasserstein Perella Management Partners for $300 million.

Industry executives familiar with both companies said Benckiser approached Wasserstein earlier this year around the same time it began looking at Coty.

"The interest is still there," said one executive close to Benckiser. "It was hot and heavy the last time around. It didn't happen, not because there was a distaste for it but because other things, including Coty, came up."

Thomas Bonoma, exec VP at Benckiser and ceo of its North American unit, declined comment on interest in Maybelline but said: "Benckiser is an aggressive firm and plans to continue growing, and it's tough to do that organically. We're always interested in acquisition opportunities."

Bruce Wasserstein, founder of Wasserstein Perella & Co., was traveling and couldn't be reached for comment. Maybelline President Bob Hiatt, contacted last week at the company's sales meeting in Florida, said he spoke with Mr. Wasserstein and was told "there is absolutely nothing to any such rumor. His perspective is that we're on such a growth track it's not the proper time to sell for our best value."

Unilever has also been mentioned as a possible Maybelline suitor, but the company routinely declines comment on its plans.

One industry executive said he believes Mr. Was-

(Continued on Page 37)

McCann works on 'always' theme for Coke Classic

By Melanie Wells and Patricia Winters

One of the primary ideas McCann-Erickson Worldwide is working furiously to develop into an ad campaign for Coca-Cola Classic is based on a single notion: "always."

The New York agency is said to be building a campaign for Classic around the concept, which Coca-Cola Co. executives believe defines the character of the brand and represents Coca-Cola's all-American image.

Executives at the soft-drink company are said to have given the nod to "always" but haven't approved a specific theme line or execution. The word may or may not appear in the campaign, but it serves as a strategy around which new advertising is being developed.

McCann executives declined to comment, and Coca-Cola said it doesn't comment on the development of advertising.

Retired McCann Vice Chairman John Bergin, who sold the "always" concept to Coca-Cola, is said to be developing an effort in-

"Always" is a strategy around which new advertising is being developed.

corporating the word, according to an executive outside the ad agency.

But the executive said other McCann staffers, as well as Creative Artists Agency executives, are working on their own interpretations of the "always" concept. The agency is also working on other ideas, and it's believed as many as four could be tested as early as this week.

Mr. Bergin is believed to have developed the initial idea based not so much on research but on his own instinct and knowledge of the brand. He's served as McCann's ambassador to Coca-Cola several times.

Mr. Bergin is a longtime associate of Coca-Cola Co. President Donald Keough and is said to discuss marketing ideas often with the top executive.

Those who know him say his interpretation of the Coca-Cola Classic mystique matches that of Mr. Keough in that both are sensitive to the brand's Americana appeal.

The "always" concept also seems to fit Mr. Keough's somewhat conservative ad style. He's said to have rejected more cut-

(Continued on Page 33)

"You need some new furniture!"

Ikea snorts: Your digs stink

By Bradley Johnson

Ikea is invading California living rooms, and the Swedish furniture seller doesn't like what it sees.

In a new TV spot airing only in southern California, a man walks up to the camera, smashes his nose into the lens and darts his eyes back and forth, as if surveying the room.

He steps back and screams: "You need some new furniture!"

The 30-second b&w spot segues into color shots of the Ikea catalog and closes with a voice-over: "The 1993 Ikea catalog is here, not a moment too soon."

The commercial from Stein Robaire Helm, Los Angeles, brings new meaning to intrusive advertising. One woman told *Advertising Age* she and her husband burst out laughing when they saw the commercial, looked down at their sagging sofa and agreed they did need new furniture.

Ikea also drew attention in Los Angeles last month for a back-to-school newspaper ad. The ad carried the headline "California hasn't seen figures this low since last year's SATs," an assertion that caught the ire of the American Federation of Teachers. Ikea apologized and said the ad wouldn't run again. □

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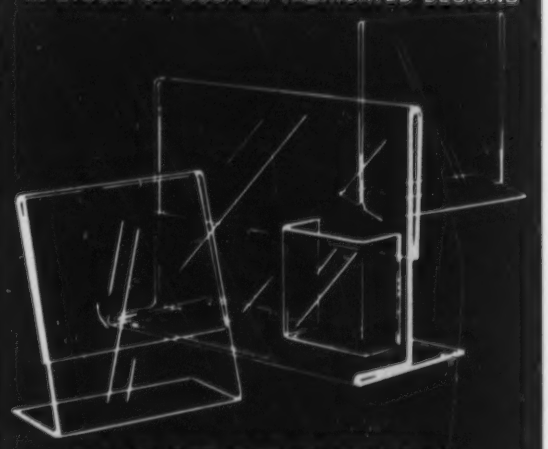

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How agencies tighten belts

Fee-based revenues are up, business strategies change

By Adrienne Ward

The recession is changing the way ad agencies operate their businesses.

A survey of 400 U.S. agencies found an increasing number are relying on fee-based revenues, paying invoices later and altering their business strategies.

The survey was conducted for *Advertising Age* by Altschuler, Melvoin & Glasser, an accounting firm that specializes in ad agencies.

Seventy-three percent of respondents had annual gross billings of $20 million or less and 65% had fewer than 30 employees.

Revenues from fees have grown more than those from media and production. Forty-five percent of the respondents said their fee-based revenues had increased since 1991 vs. a 32% increase for media and 31% for production.

"That's normal for agencies to [rely on fees] in a bad economy because media commissions are down," said Robert Meyer, president of Meyer & Wallis, a $15 million shop in Milwaukee. Mr. Meyer helped analyze the survey results for *Ad Age*.

"It also reflects that agencies are handling smaller pieces of business and have to move to fees because they can't cover their costs with commissions," he said.

Shops in the middle tended to spend a greater portion of their billings on payroll, excluding fringe benefits. Of agencies billing $5.1 million to $20 million, 35% of billings went to payroll; those billing $20.1 million to $50 million spent 31% on that category. Meanwhile, payroll accounted for 29% of billings for shops with $5 million or less in billings, and 24% for agencies billing more than $50 million.

Agencies of all sizes reported decreases in staff during the past year: 43% of shops with $5 million or less in billings, 39% of agencies with $5.1 million to $20 million, 33% of those in the $20.1 million to $50 million bracket and 43% of agencies with more than $50 million in billings cut staff.

Salaries have also been affected. According to the study, 38% of ad agencies reported a decrease or no change in salaries in the past year. And while 62% reported increases, almost all were less than a 10% gain.

Forty-seven percent reported they've slowed invoice payment. Only 4% were paying faster than a year ago.

Another result of the recession: 76% of agencies report they've changed their strategic plans due to economic circumstances. The shifts can include increasing geographic operating area, adding product/marketing expertise, adopting vertical integration services and forming strategic partnerships.

Such moves are necessary for survival, Mr. Meyer said, especially for small and midsize agencies.

"Smaller shops still live in a universe small enough that they can control their overhead," he explained. "And the $50 million-plus agency is basically another industry. They control their overhead by hiring and firing, almost like a manufacturer. It's the midsize agency that's getting hit the hardest."

The survey was mailed to 3,500 agencies nationally in May and June. It has a margin of error of plus or minus 5 percentage points. □

Getting down to business

Where agencies get their revenue:

35% Media
29% Production
36% Fees

Fee-based revenues increased for 45% of agencies in the past year. This shows how the percent of revenue from fees has changed:

45% Increased
23% Decreased
32% No change

Have agency staff sizes changed over 1991?

29% Increased
39% Decreased
32% No change

How have agency salaries weathered the past year?

62% Increased
17% Decreased
21% No change

Are agencies paying their invoices at the same pace they did before the recession?

47% Slower
4% Faster
49% No change

Source: Altschuler, Melvoin & Glasser

FOR THE RECORD

GILLETTE CO. will present its new 12-item men's grooming line to financial analysts Sept. 22. As previously reported, the line will be named Gillette and will tie into the ongoing "Best a man can get" campaign from BBDO Worldwide, New York.

IBM CORP. last week formed IBM Personal Computer Co., a separate operating unit to market PC products worldwide. The move isn't expected to affect Lintas:New York's status on the PC business, supported by about $22 million in measured media last year. Robert Corrigan, an IBM VP, is the new unit's president.

'SMARTMONEY,' New York, will start an every-other-monthly publishing schedule in January, as expected (AA, July 20). The personal finance magazine is a joint venture of Hearst Corp. and Dow Jones & Co. Its rate base will rise 20% to 300,000 in January and another 33% to 400,000 in the second half of 1993. The second issue was published last week and carried 96 ad pages.

SEARS, ROEBUCK & CO. agreed to pay $3.5 million to cover the state of California's costs of investigating Sears' auto repair practices. Sears will also offer $50 merchandise coupons to Californians who bought selected auto center products.

MERCEDES-BENZ of North America, Montvale, N.J., named the **Stenrich Group**, Glen Allen, Va., as its direct marketing agency. Stenrich is an affiliate of the Martin Agency, Richmond, which shares Mercedes' national account with sister agency Scali, McCabe, Sloves, New York. McCaffrey & McCall previously handled advertising and direct marketing.

GANNETT CO. agreed to buy for $250 million *The Honolulu Advertiser*, a 105,000-circulation morning daily, from Persis Corp. To comply with antitrust laws, Gannett must sell *The Honolulu Star-Bulletin*, an 88,000-circulation afternoon paper. The dailies now operate under a joint operating agreement.

'USA TODAY' SKY RADIO finally got off the ground last week on selected United Airlines and Delta Air Lines flights. Hyatt Corp. is one of several charter advertisers. Sky Radio provides live news, business reports and destination-city weather forecasts.

ADVANSTAR COMMUNICATIONS, Cleveland, formerly Edgell Publications, last week announced it's acquired *Voice Processing* and the exhibit show Voice from Information Publishing Co., and bought InfoText Publishing Co., publisher of *Infotext* and *Response TV*. The acquisitions are the company's first since reorganizing in January.

FLORISTS' TRANSWORLD Delivery Association announced that consumers next year will be able to order flowers directly by calling 1-800-SEND-FTD. FTD has assigned the $14 million account for the program to **J. Walter Thompson USA**, Detroit; FTD's core ad account remains with D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.

MILK INDUSTRY FOUNDATION, Washington, will ask processors to approve a $55 million education campaign for 1994 to try to revive sales. Bozell, New York, is working with the foundation on presenting the plan to processors. Members last year rejected the idea of a high-profile campaign.

VOLKSWAGEN OF AMERICA is testing four campaigns to succeed its politically oriented family values TV effort next month. The "Fahrvergnugen" theme plays a major role in two of the efforts and has a lesser role in the others, said David Schembri, Volkswagen director-marketing. DDB Needham Worldwide, Troy, Mich., is the agency.

NEW CAMPAIGNS: Choice Hotels International on Sept. 15 starts promoting its free travel-related discount coupon book with 3 TV spots starring Vanna White, Evel Knievel and exercise enthusiast Jack LaLanne. Gray Kirk/VanSant, Baltimore, handles. . . . **Toyota Motor Sales USA** on Sept. 4 broke a TV and print campaign for the redesigned Corolla via Saatchi & Saatchi Pacific, Torrance, Calif.

ACCOUNT ACTION: Chi-Chi's Restaurants, Louisville, Ky., will get a new agency for its $10 million account. Incumbent D'Arcy Masius Benton & Bowles, St. Louis withdrew from a review; other participants haven't been disclosed. . . . **Reckitt & Colman**, Wayne, N.J., to **Partners & Shevack**, New York, from Campbell-Mithun-Esty for its $6 million Easy-Off oven cleaner, Mr. Bubble, Binaca and Wizard charcoal lighter account. . . . **French Government Tourist Office**, New York, kept **Ketchum Advertising** for its $4 million account after a review. . . . **Tourism Promotion Council of the Dominican Republic**, Santo Domingo, to **Robinson, Yesawich & Pepperdine**, Orlando, Fla., first agency for the $2 million to $3 million account.

WORTH NOTING: Taylor-Gordon/Widmann & Co., New York, is the name of the $30 million shop formed by Widmann & Co.'s acquisition of Taylor-Gordon Aarons & Co. . . . **Frito-Lay** this week begins testing Doritos Tortilla Thins in Tulsa, Okla., and Omaha, Neb. TV advertising is planned for this fall via BBDO Worldwide, New York.

Big G to get Nabisco cereals; who gets ads?

By Scott Hume

General Mills' gain is likely to be FCB/Leber Katz Partners' loss.

The No. 2 cereal marketer last week acquired RJR Nabisco's North American ready-to-eat cereal business for $450 million, putting the Shredded Wheat, Spoon-Size Shredded Wheat and Shreddies brands in the Big G column.

That has General Mills agencies gearing up to pitch the brands now at FCB/Leber Katz, which will be an even larger piece of business under the new owner. The Big G shops are Campbell-Mithun-Esty, Minneapolis; DDB Needham Worldwide, Chicago; and Saatchi & Saatchi Advertising, New York.

"We're ready and willing, and would like to think we're equipped to handle it," said an executive at a General Mills agency, "but we've heard nothing. It's too early."

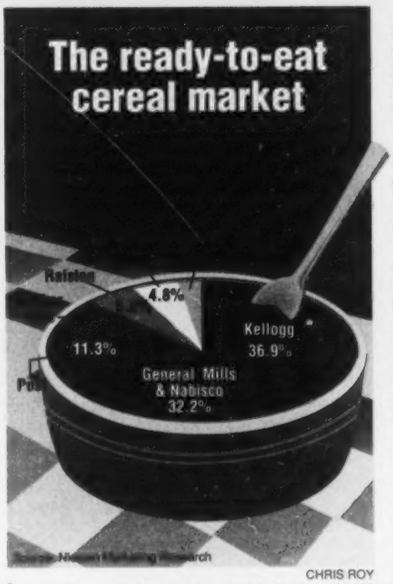
Leber Katz insiders say they aren't convinced the agency will lose the Shredded Wheat account, noting the shop handles General Mills assignments in Canada.

A General Mills spokesman said the agency assignment won't be decided until the deal is approved by the Federal Trade Commission and the Canadian Bureau of Competition.

Nabisco spent less than $8 million on measured media advertising for the Shredded Wheat brands last year. General Mills is promising to top that.

"Our goal is to revitalize the Shredded Wheat brands in North America . . . through established product improvements, new products and increased marketing support," Exec VP Steve Sanger said.

Said Timothy Ramey, analyst at C.J. Lawrence Inc.: "I expect you'll see a significant increase in ad spending. Shredded Wheat was not well-developed under RJR Nabisco, but with General Mills already talking about the 'Shredded Wheat franchise,' you know they're not going to leave well enough alone."



CHRIS ROY

Saatchi has the Cheerios line and others including Cocoa Puffs, Country Corn Flakes, Kix, Lucky Charms and Total. DDB Needham's primary assignment is Wheaties, plus Basic 4, Crispy Wheats 'n Raisins, Triples and Raisin Nut Bran. CME's assignments include Cinnamon Toast Crunch and Oatmeal Crisp.

Nabisco's 3.1% market share won't push General Mills past ready-to-eat cereal leader Kellogg Co. but would close the gap. Kellogg had a 36.9% share of the $6.5 billion market for the 52 weeks ended Aug. 8, according to Nielsen Marketing Research. General Mills was second with a 29.1% share, followed by Kraft General Foods' Post unit at 11.3%, Quaker Oats Co. at 7% and Ralston Purina Co. with 5.2%.

"Look at the shelves and you'll see General Mills and Kellogg dominating more and more. It's a wonder Quaker, Ralston and Nabisco get any shelf position at all," Mr. Ramey said. "If you're Nabisco, you get nothing [from retailers] in that segment. But if you're part of General Mills or Kellogg, then you get something. Shredded Wheat could be pretty interesting as part of General Mills." □

Riccardo A. Davis contributed to this story.

Conde Nast Select pays off

GM moves toward ending boycott with Saturn buy

By Scott Donaton

NEW YORK—Conde Nast Publications' recent revamp of its corporate ad sales unit appears to be working.

In the five months since the program was unveiled, Conde Nast has increased its corporate client list to 102 accounts from 80 and seen strong growth from its top 50 accounts, said Neil Jacobs, VP-director of corporate advertising services.

The publisher has also sold a four-title package to General Motors Corp.'s Saturn subsidiary that could be the beginning of the end of GM's boycott of Conde Nast. *GQ*, *Glamour*, *Self* and *Vanity Fair* will be added to Saturn's media schedule for the 1993 model year.

GM pulled most of its advertising from Conde Nast several years ago because the publisher wouldn't negotiate published rates.

Now, industry executives, including an ad executive with one GM division, believe Conde Nast is in discussions with GM for a larger corporate package.

Conde Nast executives wouldn't comment on such discussions except to say they won't change their stance on rate negotiations.

But last March, the publisher responded to complaints from advertisers and agencies about its inflexibility by revamping its corporate sales structure.

The new Conde Nast Select package allows advertisers to earn discounts by buying space in any three or more of the publisher's 12 titles. It replaced a highly structured system that involved limited combinations of titles.

"I think it has once and for all destroyed the myth that we are inflexible," said Conde Nast President Bernie Leser.

Mr. Jacobs said new corporate accounts have come from a variety of categories and include such advertisers as Bristol-Myers Squibb Co., Farley Industries, Gillette Co., Range Rover of North America and the Mexican Government Tourism Offices.

In addition, Conde Nast's top 50 corporate clients will run 600 more ad pages this year than last year, a 14% increase, he said.

Agency media buyers have said Conde Nast needed to restructure its package to remain competitive, and some believe the publisher still hasn't gone far enough. But reaction to the new plan has been generally positive.

"It's much more flexible, so it's able to fit into our plans much better," said Dawn Sibley, exec VP-director of media and communications services at Ally & Gargano. "They had to respond to what was happening in other publishing houses."

Mr. Leser said Conde Nast's 12 titles suffered a weak first quarter but have since rebounded. The magazines' combined ad pages will be up 3.2% through October compared with the same period last year, he said. □

Raymond Serafin in Detroit contributed to this story.

Coke

(Continued from Page 3)

ting-edge creative in favor of traditional approaches that feature all-American images.

For several years, there's been a philosophical rift at Coca-Cola USA over whether Classic should get a separate campaign specifically targeting young people.

The company has tested such efforts in the past but has consistently opted to keep its traditional umbrella campaign that includes executions targeting kids. McCann, however, continues to develop and test such efforts, as it's said to be doing now from its Seattle office.

Some executives say Classic's new campaign, expected to break in March, will serve as Mr. Keough's exit hymn; he's slated to retire next year. □

Arbitron folds national ScanAmerica

By Wayne Walley
Crain News Service

NEW YORK—Arbitron Co., once determined to break up Nielsen Media Research's monopoly on measuring network TV audiences, gave up on its fledgling ScanAmerica national TV ratings service last week.

Arbitron said it couldn't sign up enough clients to support ScanAmerica, which combined network TV ratings with product purchase measurements.

"While advertisers have talked about an interest in single-source research, what they are willing to pay and the willingness to sign up didn't translate into the dollars for us to do it," said Thomas Mocarsky, Arbitron VP-communications.

The decision to pull the plug on the ScanAmerica network service won't affect the company's local ScanAmerica markets, he said.

The ScanAmerica technology, which simultaneously measures TV viewing with people meters and product purchases with in-home scanner wands, is currently in use in Denver; Phoenix, Ariz.; St. Louis; and Pittsburgh.

Baltimore and Kansas City, Mo., are expected to be launched as ScanAmerica markets in November.

As many as 69 people will lose their jobs because of the network service's closure.

The network service was launched in November 1991 using a total sample of 1,000 households in five markets, and Arbitron had planned to increase the sample to 2,000 households by 1993.

CBS, Young & Rubicam and Bristol-Myers Squibb Co. signed on as initial subscribers to the service; Clorox Co., Helene Curtis Industries, Nestle's Stouffer Foods Corp., Pfizer, Ralston Purina Co. and RJR Nabisco signed on this year.

"While we appreciate the support and endorsement we had, it was not enough to make the national service pay," Mr. Mocarsky said, emphasizing the decision doesn't signal problems for the company.

"What they are willing to pay and the willingness to sign up didn't translate into the dollars for us to do it."

"We're very much in the local TV ratings business," he said, "and still in the local radio ratings business."

Nielsen has no plans to fill the void left by the national ScanAmerica demise, said Jack Loftus, VP-corporate communications for the ratings company.

"Many of our customers told us they wanted two separate panels and not to combine marketing and media information into the ratings information we provide," Mr. Loftus said. "We took them at their word and didn't do it."

Nielsen Media Research's sister division, Nielsen Marketing Research, maintains a separate single-source service, the Nielsen Single Source Panel, which is designed as a marketing research database.

The panel, a 4,000-household subset of the massive 40,000-household scanner panel, combines TV meters with in-home product scanning wands to record the TV single-source research.

But unlike Arbitron's ScanAmerica system, which requires households to register their TV viewing choices via a people meter, Nielsen's system uses passive meters that require no interaction.

But Nielsen also appears to be backing away from its single-source commitment. About two months ago, Nielsen executives decided not to make further investments in the panel but to maintain the current system as long as it's feasible.

"As households leave the panel, we will not be replacing them," said a Nielsen executive, noting that Nielsen could always decide down the road to reinvest in the single-source service. □

Joe Mandese contributed to this story.

NFL promotions

(Continued from Page 4)

■ A record 40-page Sunday free standing insert drops in newspapers nationwide on Oct. 4. The 10th annual program is tied to Football & Academics: A Championship Team, which uses football trading cards to teach elementary school students about nutrition, fitness, alcohol abuse and other topics. RJR Nabisco, Eastman Kodak Co., Unilever, Ocean Spray Cranberries and Kraft General Foods are among the sponsors.

■ NFL Properties is issuing its second collectors trading-card set this year. NFL Game Day, a 500-card set aimed at hobbyists, will be available Oct. 1. The cards will be promoted by a print campaign, created in-house, in *Sports Illustrated, Sports Illustrated for Kids, USA Today* and card collector magazines.

■ The NFL is resurrecting Punt, Pass & Kick, a local and national competition for boys and girls discontinued in 1979 but resumed in six markets in 1991 and expanded to all 26 NFL markets this year. Quaker Oats Co.'s Gatorade is the lead sponsor; Sears, Roebuck & Co. is a secondary sponsor.

■ GTE Corp. is sponsoring Promoting Academic Skills & Studies, a computer-based program that uses a simulated football field to teach seventh graders the Pythagorean theorem and other mathematical concepts.

■ The league is also trumpeting its pricey ProLine apparel with a campaign featuring such unlikely football endorsers as Muhammad Ali, Martin Mull and basketball star Isiah Thomas. They tout "authentic" team jackets and other gear that sell for $100 and up.

Local teams are also stepping up marketing, especially those with less than stellar records. Although many teams routinely sell out home games, others have resorted to modest ad campaigns to fuel season-ticket sales.

The NFL is resurrecting Punt, Pass & Kick, a local and national competition for boys and girls.

For example, the Minnesota Vikings in July began a humorous $200,000 campaign from Bozell, Minneapolis, promoting a change for the better with new coach Dennis Green.

Despite the enormous loyalty of fans in many markets, the cost of cheering is getting steeper.

Team Marketing Report, a newsletter, says average ticket prices climbed 6.9% for the new season. Its "fan cost index" showed that a family of four would spend an average of $163.70 to attend a game, including tickets, parking and refreshments. □

Joe Mandese contributed to this story.

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How much a 30-second spot costs in fall's prime-time schedule

High demand for "Coach's" audience makes it one of the most expensive shows on TV.

Monday

7 p.m.	7:30 p.m.	8 p.m.	8:30 p.m.	9 p.m.	9:30 p.m.
Young Indiana Jones $95,000		NFL Monday Night Football $265,000			
Evening Shade $200,000	Hearts Afire $175,000	Murphy Brown $310,000	Love & War $190,000	Northern Exposure $225,000	
Fresh Prince $150,000	Blossom $140,000	NBC Monday Night Movies $140,000			

Tuesday

Full House $175,000	Hangin' With Mr. Cooper $180,000	Roseanne $290,000	Coach $280,000	Going to Extremes $130,000
Rescue: 911 $115,000		CBS Tuesday Movie $125,000		
Quantum Leap $115,000		Reasonable Doubts $115,000		Dateline NBC $105,000

Wednesday

The Wonder Years $125,000	Boogie Nowser, M.D. $135,000	Home Improvement $225,000	Laurie Hill $120,000	Civil Wars $135,000
The Hat Squad $80,000		In the Heat of the Night $90,000		48 Hours $135,000
Unsolved Mysteries $150,000		Seinfeld $200,000	Mad About You $140,000	Law & Order $125,000

Thursday

Delta $70,000	Room for Two $80,000	Homefront $95,000		PrimeTime Live $95,000
Top Cops $80,000		Street Stories $85,000		Knots Landing $175,000
A Different World $150,000	Rhythm & Blues $160,000	Cheers $300,000	Wings $225,000	L.A. Law $200,000

Friday

Family Matters $125,000	Step by Step $120,000	Dinosaurs $110,000	Camp Wilder $90,000	20/20 $120,000
Golden Palace $120,000	Major Dad $125,000	Designing Women $125,000	Bob $130,000	Picket Fences $130,000
Final Appeal $70,000	What Happened? $70,000	The Round Table $80,000		I'll Fly Away $110,000

Saturday

Covington Cross $55,000		Crossroads $75,000		The Commish $85,000
Frannie's Turn $60,000	Brooklyn Bridge $75,000	Raven $60,000		Angel Street $55,000
Here & Now $85,000	Out All Night $85,000	Empty Nest $135,000	Nurses $125,000	Sisters $125,000

Sunday

6 p.m.	6:30 p.m.		
Life Goes On $90,000	Funniest Videos $150,000	Funniest People $145,000	ABC Sunday Night Movie $125,000
60 Minutes $220,000	Murder, She Wrote $150,000		CBS Sunday Night Movie $160,000
Secret Service $50,000	I Witness Video $70,000		NBC Sunday Night Movie $160,000

Source: Agency and network estimates

All times Central Time.

What prime time ads cost

(Continued from Page 3)

prime-time season is NBC's Sunday night entry "Secret Service," which only costs $50,000 per spot, followed by ABC's "Covington Cross" at $55,000.

Buyers said prices for those series were low because they're new and untested.

However, several new series commanded strong prices, including CBS' "Love & War." Agency executives said that price tag, $190,000 per spot, reflected the strength of the series' pilot and the track record of executive producers Diane English and Joel Shukovsky, who also created "Murphy Brown."

They said "Love & War" would also benefit from its position on CBS' strong Monday night schedule. The series is sandwiched between the hits "Murphy Brown" and "Northern Exposure," and was given the highest audience share projections of any new network series by most major ad agencies.

Another new series whose price is benefiting from its position on the network schedule is ABC's "Hang With Mr. Cooper." Buyers said its $180,000 price tag is due to its placement between ABC's successful "Full House" and "Roseanne."

The cost estimates are the average of prices charged to advertisers for the fourth quarter. Buyers may have paid significantly higher or lower prices depending on the size of their overall network ad packages and the date on which the spots air. □

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INSIDE

David E. Hills

Tom Curley counts to 10 for 'USA Today.' **Page 16.**

Jean Pagliuso

Tina Brown's first 'New Yorker.' **Page 40.**

LAST MINUTE NEWS

Revlon mulls shops for $50M int'l account

NEW YORK—Revlon is talking with agencies about assigning its $50 million international account, industry executives said.

Among the agencies that have met with the cosmetics marketer are Bozell, a former Revlon agency, and CME KHBB, the new, third worldwide network of Saatchi & Saatchi Co. formed last week *(see story on Page 4)*.

Revlon International President Paul Block said: "It is really not a formal search. There were earlier conversations that have been put on hold for a month." Currently, there's no single agency of record for Revlon's international business. Instead, local shops adapt and place U.S. advertising created by Revlon-owned Tarlow Advertising.

The cosmetics marketer recently moved its U.S. national TV buying assignment to the Greenberg Partnership from Young & Rubicam; KSL Media handles spot buying. Revlon spent $63.8 million on all U.S. measured media in 1991, according to

(Continued on Page 8)

GM's cuts nick rental cars

Avis, National reduce ad spending as they lose co-op support

By Ira Teinowitz

General Motors Corp.'s cost-cutting mission is spreading to car rentals and could result in one of the biggest changes in the history of car rental marketing.

For the 1993 model year, GM is virtually eliminating the cooperative advertising allowances it gives Avis Rent-A-Car and National Car Rental System. As a result, Avis and National said they will immediately cut ad spending by as much as 25%.

On top of the co-op cutback, GM and other auto marketers are raising the cost of cars sold to rental companies by 15% to 45%.

The twin salvos may spell an end to the industry's high ad-spending ways and affect future price promotions.

GM's co-op payments provided an estimated $7 million to $8 million a year to Avis, $2 million to National and as much as $5 million to Alamo Rent-A-Car, car rental executives say.

Avis spent $31 million on measured media advertising last year, while Alamo spent $29 million. National had announced plans for an $11 million campaign this year.

The sudden change will force Avis to re-evaluate all its marketing efforts, from media advertising to frequency programs, said Robert Cardello, VP-marketing.

Advertising, however, will take the biggest hit, he said. That will affect Avis' agency, Backer Spielvogel Bates, New York.

National, which has been building up TV advertising, said it too would cut back but added the change will also affect creative. Chiat/Day/Mojo handles.

"The bad news is that it will be less dollars," said Geoff Corbett, exec VP-sales and marketing at National. "The good news is that with the money from GM reduced, there will be less restriction on

(Continued on Page 76)

Joe Wilcox

Lee Iacocca

It's Lee's last hurrah as Chrysler pitchman

After 14 years and 61 commercials, Iacocca exits

Before Chrysler Corp. Chairman Lee Iacocca retires at the end of the year, he'll appear in one final TV commercial to introduce Chrysler's new family-size LH sedans, deemed the company's most important new-car launch in a decade.

Last week, in his office at Chrysler headquarters, Mr. Iacocca, 67, met with Advertising Age *Detroit Bureau Chief Raymond Serafin to discuss one aspect of his storied career, his involvement in advertising.*

ONE ON ONE

Advertising Age: *The commercial that will break Sept. 21 to introduce the LH cars is the 61st one you've appeared in. How can you say it's really your last?*

Mr. Iacocca: I don't think it was appropriate for me to do commercials to start with, but that was a different era. I'm against chief executives doing commercials. But when we came in here, people had written us off. We were bankrupt, and we had credibility in nothing.

So my advisers said we'd better tell the public we are not only here, but we're alive and kicking and we are going to do some great things. And then, enter the era of the personality: Will people believe the guy who's got the job of turning it around that he will turn it around, and will they trust him?

That's the way it got started, but it would be foolhardy, I think, to continue after you're gone. I mean, what the hell would you do that for? So it served its purpose through two turnarounds, I think. Because now the last couple of years the commercials have all been on how we reinvented the company and why it was so necessary.

You could say if there's another crisis some-

(Continued on Page 74)

Agencies look outside ad world to fill crucial roles

Y&R taps consultant; EPB hires PR veteran

By Pat Sloan

A glimpse of what might become the ad agency of the future emerged last week when two shops took the dramatic step of naming non-advertising executives to top-level posts.

Young & Rubicam Inc. named Steve Heyer, 40, a former senior partner at management consultant Booz Allen & Hamilton, as an exec VP with responsibilities for all divisions of the massive communications company.

At the same time, Bethesda, Md.-based Earle Palmer Brown Cos. announced that Bill Southard, 35, formerly a public relations executive, would become president of the agency's New York office.

Neither Mr. Heyer nor Mr. Southard has ever worked for an ad agency before, and their high-level appointments indicate Madison Avenue wants to bring a fresh viewpoint that combines various marketing disciplines to the top levels of agency management.

This comes on the heels of last year's change at Ketchum Communications, Pittsburgh, which named a new president-ceo, Paul H. Alvarez, whose primary experience also is in PR.

"What you're seeing in the case of both agencies is an attempt to get organized so the different instruments in the orchestra play from the same sheet of music," said agency consultant Herbert Zeltner. "They are looking for a different kind of conductor rather than the superstar creative or top account guy."

At Y&R, part of Mr. Heyer's job will be to integrate more efficiently the marketing

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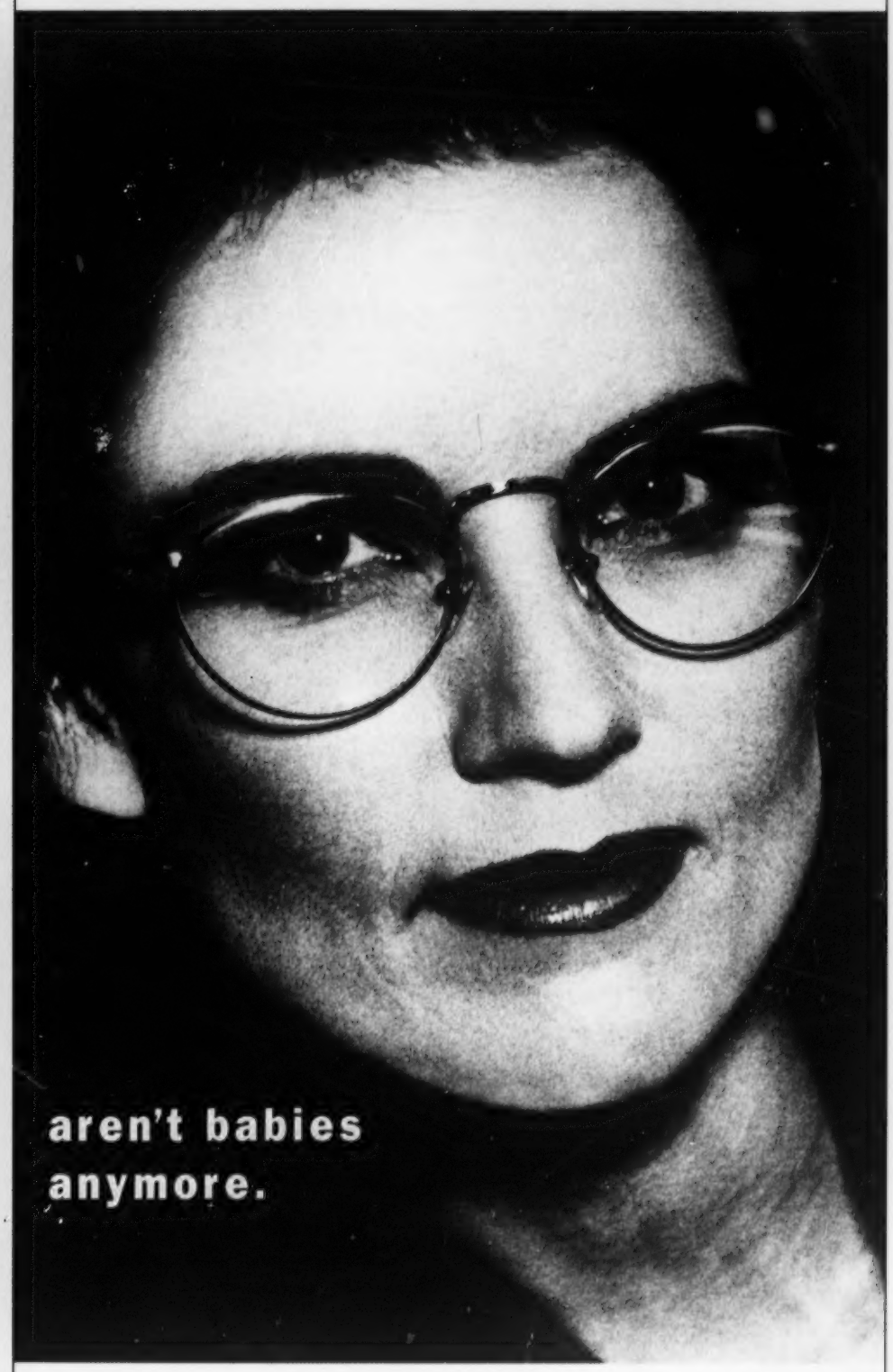
Baby boomers...



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Source: 1992 Mendelsohn Affluence Survey. Base: Total Women.

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- **Disney's** 'Beauty & the Beast' home video will get $65 million in promotional backing during the holiday season. 3
- **Brazilian tourism** promotion will be financed by bartering hotel rooms, airline space and tours. 3
- **Saatchi & Saatchi** and Euro RSCG separately merged some of their U.S. and foreign agencies last week. 4
- **Fox** said it plans sports programming during halftime of next January's Super Bowl, countering NBC's coverage of a Michael Jackson concert during its halftime break. 4
- **MasterCard International** assigned its $60 million media planning and buying account to DeWitt Media. 8
- **Simply Jif,** a low-salt, low-sugar version of top-selling Jif, has become the No. 4 peanut butter brand. 20
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Movie success goes beyond box office

Even a flop's promotions can be winners with some publicity

By Marcy Magiera

The lesson marketers are taking away from Hollywood this summer is that it doesn't matter whether a movie wins or loses at the box office, but how it plays the publicity game.

Movies like Paramount Pictures Corp.'s "Cool World" and Warner Bros.' "Batman Returns" performed below studio expectations but still proved to be good investments for their promotional partners.

"Cool World" got tons of media attention before its July 10 opening, with coverage focusing on the movie's ambitious combination of live action and animation, actress Kim Basinger's racy role as celluloid bombshell Holli Would and a Paramount publicity stunt that perched a giant Holli atop Los Angeles' famed Hollywood sign.

When the film opened, it bombed, ringing up a paltry $14 million in ticket sales during the month it played in theaters.

"That movie was like [live-action/animated blockbuster] 'Roger Rabbit' meets [legendary big-budget flop] 'Ishtar,' " said Rick Hill, VP-marketing for Barq's. The soft-drink marketer developed a monthlong in-store sweepstakes promotion around "Cool World," offering life-size cardboard cutouts of Holli Would among other prizes.

But despite the film's short box office life, Mr. Hill said he considers the promotion with "Cool World" a successs.

He stopped short of crediting the promotion with actually selling more root beer, but "the publicity generated a huge amount of bottler interest."

The sweepstakes promotion also helped Barq's expand distribution in convenience stores and persuaded the stores to devote display space usually reserved for soft-drink giants Coca-Cola USA and Pepsi-Cola Co. to the smaller Barq's brand.

"I believe when you're doing these promotions, you get all your value upfront," often before the movie even opens, Mr. Hill said.

Therein seems to lie the guideline for a successful movie promotion: Start early and finish fast, before the movie has a chance to flop.

Even the No. 1 film of the summer, "Batman Returns," is viewed by many Hollywood executives as a disappointment.

While "Boomerang" and "Cool World" (above)—two movies that were part of Paramount's "Passport to Summer Entertainment II" promotion—fared poorly at the box office, their promotional partners came away satisfied with their investments, thanks in part to huge publicity efforts by the studio.

True, it's sold almost $160 million in tickets. But it surely won't meet the $200 million-plus, six-month run expectations set up by previous summer hits like Tri-Star Pictures' "Terminator 2: Judgment Day" and Warner's original "Batman."

Nevertheless, "Batman Returns" promotional partner Choice Hotels International credits consumer awareness about the movie with bumping up its summer business.

"We're having one of the best summers ever as a company," said Betsy Bromberg O'Rourke, VP-corporate relations. "We attribute a lot of it to the tie-in with the Batman movie."

Choice, parent of the Sleep, Comfort, Quality, Clarion, Friendship, Econo Lodge and Rodeway chains, reports bookings are up 30% for the summer.

Though the marketer admits the spring airfare specials may have helped boost bookings, it cites as a bigger factor the "Batman Returns" $250,000 cash sweepstakes promotion, generating more than 100,000 entries.

Ads for the promotion, created by Gray Kirk/VanSant, Baltimore, broke June 5, the day the airfare specials ended and two weeks before the movie's June 19 opening.

Likewise, Forte Hotels' Travelodge chain was "exceedingly happy" with its role in Paramount's broad "Passport to Summer Entertainment II" promotion, said Dwight Gould, VP-marketing for Forte.

"Everything for us was front-loaded," said Mr. Gould, echoing other marketers' sentiments.

Though only one of the program's four films—"Patriot Games"—could be considered a bona fide hit, the glamour aspect of the movie tie-in "gave us the spearhead we needed for our on-scene programs," Mr. Gould said.

A program giving away Paramount movie tickets to guests staying five nights at Travelodge was especially successful, he said.

The "Passport" program joined Travelodge, the Subway fast-food chain and Musicland Group in a broad promotion with "Patriot Games," "Cool World," "Boomerang" and "Bebe's Kids."

Travelodge is already talking to Paramount about reprising the promotion next summer, Mr. Gould said.

Similarly, Barq's Mr. Hill said "Cool World" hasn't soured the company on movie tie-ins. But he can't help wishing "Cool World" had been more successful.

"It would have been phenomenal if it had been a success like 'Wayne's World,' " he said. □

Kiwi takes flight with low air fares to four markets

By Laura Loro

Never mind the financial woes that have beset the airline industry. Kiwi International Air Lines is betting it can find a niche by offering flights to a limited number of markets with rates 50% below its competitors' unrestricted fares.

Newark, N.J.-based Kiwi expects to start business-class service Sept. 21, pending Federal Aviation Administration and Department of Transportation approval. Kiwi will fly to Newark; Chicago (Midway); Atlanta; and Orlando, Fla. (AA, July 20).

Kiwi, formed by 150 airline veterans, projects first-year revenues of $47 million.

The company is named after a flightless bird, native to New Zealand. It was chosen by a core group of managers to commemorate "losing their wings" as a result of airline bankruptcies and consolidations.

"The experience and determination of all involved in the company will give our kiwi bird flight," said CEO-President Robert Iverson in a statement.

The airline has broken ads via Gianettino & Meredith, Short Hills, N.J., touting limited $99 one-way tickets.

When it came time to choose an ad agency, Kiwi was inundated with calls.

"I never realized how many advertising agencies there were before. I think every one called," said Lisbeth Mack, VP-sales and marketing, a former account manager with American Airlines.

Gianettino got the $1 million account, she said, because "they understand our marketing philosophy and support what we are trying to get across."

"It's a rare opportunity to develop the full scope of advertising, logo development and implementation, and collateral for an airline, and we're proud to have been selected to get Kiwi off the ground," said Ron Gianettino, the agency's chairman-ceo.

Kiwi's tickets carry no restrictions—no advance purchase, no round-trip requirements, no minimum stay.

"You can call two minutes ahead of time and you don't have to stay seven years," Mr. Gianettino joked.

The $99 fare ad keys on this humor. An asterisk follows the phrase "No fine print." The copy following the asterisk below reads, "Zero, zilch, zippo." □

P&G's peanut butter share gets boost with Simply Jif

By Jennifer Lawrence

Procter & Gamble Co. is fortifying its peanut butter business with Simply Jif, a low-salt, low-sugar version of the top-selling Jif brand.

While regular Jif has felt the effects of Hershey Foods Corp.'s up-and-coming Reese's peanut butter, Simply Jif has become the No. 4 brand since it went national in July 1991.

In fact, only Simply Jif and Reese's peanut butter showed sales and share growth in the nearly $1 billion peanut butter market for the 52-week period ended May 23.

No. 1 Jif dropped to a 31.3% share from 32.8% one year earlier; CPC International's No. 2 Skippy went to 20.1% from 21.6%; ConAgra's Peter Pan declined to 14.8% from 18.5%, according to Nielsen Marketing Research.

During the same period, Simply Jif jumped to a 3.9% share from 0.2%, with supermarket sales of nearly $38 million. Reese's peanut butter, which rolled national in March, catapulted to the No. 6 brand, landing a 1.9% share in just three months.

P&G executives maintain that Simply Jif's growth has come from new business and hasn't cannibalized the parent Jif brand.

"We identified a segment of the population looking for ways to reduce salt and sugar intake," a P&G spokeswoman said.

A new Simply Jif spot extols the brand's taste and nutrition.

Peanut butter leaders

Brand	1992 market share
Jif	31.3%
Skippy	20.1
Peter Pan	14.8
Simply Jif	3.9
Smucker's	3.9
Reese's	1.9

Source: Nielsen Marketing Research

A 45-second network TV spot from Grey Advertising, New York, uses the theme "Another wholesome choice for choosy moms."

Called "Park," the commercial shows two mothers talking about selecting food that's either low in sugar or low in salt. One of the women says she's discovered Simply Jif, which is positioned as the peanut butter that's low in salt and sugar and "less than any leading regular brand." Their children, of course, gobble up their sandwiches made with Simply Jif.

While Simply Jif is carving out a new segment, Reese's peanut butter is taking a bite out of regular Jif's lunch.

In its first three months of national distribution, Reese's peanut butter posted supermarket sales of nearly $19 million, according to Nielsen.

"Reese's peanut butter plays off our Reese's brand, and consumers can identify with that," said Bonnie Hinkson, senior public information representative at Hershey Foods.

Advertising from DDB Needham Worldwide, New York, carries the theme "Sometimes the best new idea is the most obvious."

Despite the success of Simply Jif, P&G is watching Reese's peanut butter.

P&G "must be feeling the effect of the launch of Reese's," said Lynne Hyman, analyst at First Boston Corp. □

Print ads top TV in reaching 'influentials'

By Julie Liesse

"Influential" Americans are more brand loyal but just as skeptical about advertising as the general public.

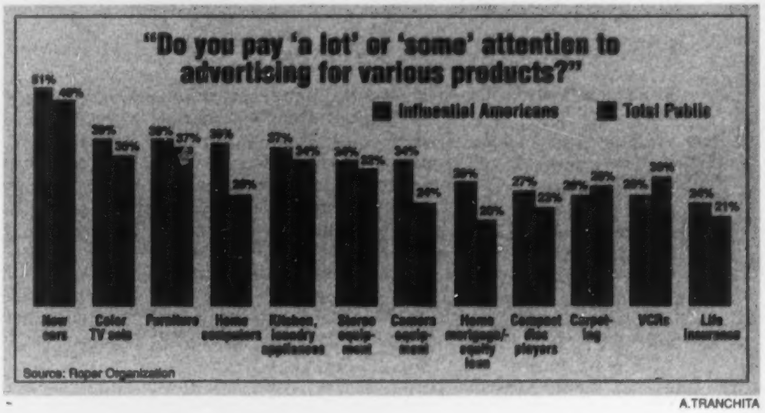
Influential consumers, defined as those with a high level of community or political involvement, find print advertising more effective than the average American but are less swayed by TV advertising.

They're also more apt to be irritated by intrusive advertising, including commercials in movie theaters or on videotapes, and ads piped into stores. Some 58% said they're annoyed by commercials run in movie theaters, compared with only 37% of the general public.

Influentials represent about 10% to 12% of the population, according to the third annual report on influential Americans, conducted by the Roper Organization and sponsored by *The Atlantic*. The analysis is taken from more than a dozen nationally representative surveys, each consisting of 2,000 personal interviews with Americans ages 18 and older.

In 12 of 13 categories of package goods, influential consumers are more likely than the average to be brand loyal—meaning they know what brand they want before going shopping. And in most cases, influentials are willing to pay for a higher-price brand as well, a habit that extends into buying durable goods.

This group of consumers likes advertising with money-back guarantees and third-party, "scientific" claims based on survey results or the backing of a well-known organization. But influential consumers are less moved than the average by celebrity endorsements, hidden camera interviews and banners like "new and improved."



A.TRANCHITA

influentials pay more attention than the average to ads for new cars, computers and most consumer electronics, including TVs, compact disc players and cameras.

Although they use mass media like magazines and TV for information including advertising, these consumers do far more business than the average American via direct response. Nearly twice as many said they ordered merchandise by mail or by using a toll-free telephone number in the past three months. □

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42A26

Ad test methods travel well

Despite doubts, Research Systems exports ARS

By Scott Hume

TV spots differ in style between countries, but the way they're tested to gauge viewers' response is becoming more uniform.

Research Systems Corp. last month opened its fifth office outside the U.S. in Paris and is projecting operation in 22 countries by the end of 1996. Research Systems Corp. France is a joint venture with French researcher Dorset Developpement.

RSC's flagship service is ARS Persuasion, a model and methodology for gauging a spot's effectiveness in influencing viewer preference for one consumer brand over another.

RSC claims to have 40% of the U.S. market for TV commercial testing, with ASI Market Research, New York, and McCollum/Spielman Worldwide, Great Neck, N.Y., among the other top players in the field.

Mirroring the globalization of its package-goods clients, RSC is expanding ARS outside the U.S. as well as its Outlook software model that predicts ad wear-out and other services. The research company has found that while advertising may differ widely in approach and look, what works and how to predict that remain surprisingly constant.

"In every country we've gone into, we've had people tell us the methodology we use in the U.S. won't work there," said RSC President Meg Blair. "We've been ready to believe that, and change the methodology as necessary, but we've said, 'Well, let's see' . . . we thought we'd have to make changes because we kept being told we'd have to. But we haven't yet."

Founded in 1974 in Evansville, Ind., RSC last year began its international expansion, opening an office in Canada and establishing joint ventures in Mexico (with the Marketing Group, Mexico City), Brazil (with Toledo & Associados, Sao Paulo) and the U.K. (with Scantel, Manchester).

Three more European offices and another in Latin America will be announced by yearend, Ms. Blair said. Offices in Japan and other Pacific Rim markets will be part of the 22-country goal for 1996.

Among the conclusions RSC has drawn from testing more than 5,000 spots in the U.S. are that brand differentiation is the most effective strategic element in a TV spot and that demonstrating a product in use is the most effective executional element.

Also, humor and celebrity endorsements have been shown to have relatively little influence on how persuasive a given spot will be. Convenience and competitive comparison are more effective.

RSC encountered a great deal of skepticism from U.K. marketers and agencies that the same conclusions would be drawn there, "but we've found them to hold true," Ms. Blair said.

The pattern continues in other markets the company is entering, she said. □

Poll: New-biz issues are divisive

NEW YORK—It's definitely not getting any easier out there.

"New-business" issues concerning compensation, creative spec work, the business development-search process and mutual expectations are increasingly polarizing agencies and clients, according to results of a survey conducted this summer by Lynnda Pollio while working as an independent advertising industry consultant on new-business programs.

Based on replies to her questionnaires on the agency search process, Ms. Pollio said clients are first attracted to an agency by its marketing successes, then by creative reputation, followed by agency culture, enthusiasm, category experience, personal relationships, referrals, press exposure and awards.

Ultimately, advertisers said, creative work is the deciding factor.

Asked what annoys them most about agencies seeking their business, advertisers cited "not understanding my needs," followed by excessive phone calls and mailings, unprofessional credential materials and "talking head" reels.

Ms. Pollio, now exec VP for business development at McCaffrey & McCall, mailed questionnaires to 100 agency chiefs and 100 marketing heads at clients, with a 26% return rate.

On the agency side, 75% said they have active new-business programs.

Asked whether clients deal fairly and effectively with agencies during the review process, 50% clearly said no; the other half responded with "usually," "sometimes," "yes and no," "somewhat" and "varies considerably."

Agencies said they were bothered most during reviews by requests for creative spec work.

Ms. Pollio said her survey provides strong evidence of deepening strains that trace back to advertisers seeking new ideas, better results and more dedicated agencies as they battle to stay ahead of fickle consumers. □

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Rodale Press nurtures growth with spinoffs

Publisher also looks abroad, ups title frequencies

By Scott Donaton

EMMAUS, Pa.—Rodale Press is focusing on growth from within while seeking to expand its magazine group.

The publisher is developing a number of spinoffs from established magazines, taking its first steps into the international market and increasing the frequency of at least four titles next year.

The cautiously aggressive growth strategy comes as Rodale continues to buck the recession with solid circulation and ad gains.

In the development area, Rodale next year will relaunch *Mountain Bike*, acquired five years ago but since folded into *Bicycling*, as a separate newsstand publication. It may also test *Women's Health*, a women's version of *Prevention* spinoff *Men's Health*, in early 1993.

Another *Prevention* spinoff, *Quick & Healthy Cooking*, will be published quarterly next year after two test issues this year. And Rodale is deciding whether to continue to test *Young Executive*, a *Men's Health* spinoff whose first test issue earlier this year produced "average" results, company executives said.

Like several other publishers, Rodale is testing most new ideas by publishing "special" issues of existing magazines.

"These are chances to test consumer interest," said John Griffin, president of Rodale's magazine division. "We want to test our magazines with readers first. If they do well enough, we start to look at the ad potential.

"We are very focused. We're not going to look at any magazine that's not how-to, motivational" or focused on health, fitness or home.

Mountain Bike will be launched in February, said Chuck McCullagh, group VP and publisher of *Bicycling*. It will be sold only on newsstands with an initial distribution of 120,000.

Bicycling still will offer subscribers a higher-price "plus" edition with a "Mountain Bike" section.

Mountain biking "seems to be where the interest is, both from the consumer and the advertiser," Mr. McCullagh said.

The frequency of *Mountain Bike* will mirror that of *Bicycling*, which will increase from 10 to 11 times yearly in 1993 and to monthly in 1994.

All episodes of *Bicycling's* new TV show on ESPN will focus on mountain biking next year. The magazine will probably air eight hourlong shows in 1993, up from six half-hour shows this year, and will formally offer an ad package linking magazine pages and TV spots.

"The marketing tactic is to use the TV show to sell pages in the magazine" through cross-media deals, Mr. McCullagh said.

Women's Health was briefly tested three years ago as a spinoff of *Prevention*, and Rodale is considering another test early next year, said company President Robert Teufel. Mr. Teufel said it's too early to discuss details but indicated Rodale is motivated by the growth of 6-year-old *Men's Health*.

Men's Health will increase frequency from every-other-monthly to nine times a year in 1993, when the magazine expects to turn its first profit. Executive Editor Michael LaFavore said the frequency increase should make the magazine more attractive to advertisers.

"Nine times gets us on the schedules we need to be on" to compete with monthlies, he said. "We'll probably add a 10th issue eventually, but it doesn't make sense to go monthly."

On the international front, *Men's Health* will launch a German-language edition next year in a licensing agreement with Frankfurt-based publisher Target and will sell copies of the U.S. edition on newsstands in the U.K. The title is also in talks with publishers in Europe and other international markets for licensing and joint venture deals.

Runner's World and *Bicycling* are also exploring international editions. *Runner's World* is evaluating the results of a recent test of local-language editions in Germany and Scandinavia. *Bicycling* will meet soon with Germany's Target to discuss a licensing agreement.

"Our goal on international this year is to get our toe wet," Mr. Griffin said. "We don't really have a plan."

Also increasing frequency next year are Rodale's *Backpacker*, which will go from eight to nine issues, and *Scuba Diving*, which will go from six to eight.

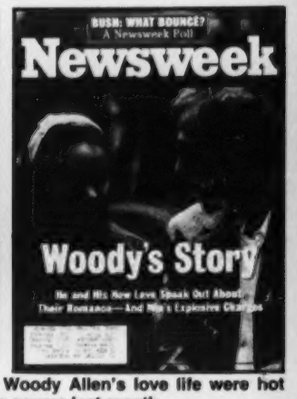
Scuba Diving, launched in May, will become the fifth title in the Rodale Active Network group discount advertising package next year.

"The fact that we've been able to maintain our mature magazines and keep them fresh and launch new products at the same time is fantastic," Mr. Teufel said.

Ad revenues for Rodale's magazines totaled $28.3 million for issues dated January through May, according to Publishers Information Bureau, up 10.6% from the same period last year. □

Rodale titles including *Men's Health* and *Scuba Diving* are bucking the industry slump.

COVER STORY



President Bush's campaign and Woody Allen's love life were hot topics for magazine covers last month.

Sex, politics meet on August covers

Janice Kelly

Cover Story is a monthly ranking of celebrities' popularity as reflected by their appearance on the covers of more than 30 of the nation's leading publications.

President Bush just can't get a break.

Just as the president was counting on coverage of the Republican National Convention to help boost his visibility, what happens? Actor/director **Woody Allen's** breakup with longtime love Mia Farrow and his involvement with Ms. Farrow's adopted daughter come to light.

MEDIA WORKS

The media attention on those revelations meant the president had to settle for a first-place tie with Mr. Allen in the August Cover Story competition, with 14 points each.

The Cover Story survey assigns point values to cover appearances based on factors such as prominence of the photo and frequency of the publication.

Third place, with 10 points, went to **Bosnian** refugees and their tales of terror and atrocities at the hands of Serbian captors.

In another mix of politics and pop culture, Arkansas Gov. **Bill Clinton**, the Democratic presidential nominee, tied **Marilyn Monroe**, the sex symbol who died under what some say are suspicious circumstances 30 years ago, for fourth with 8 points each.

There was also a tie for sixth place: "Good Morning America's" **Joan Lunden**, who continues to talk about learning to love the hard way, and **Princess Diana**, still the topic of rumors about an unhappy royal marriage, each got 6 points.

Sharing eighth place with 5 points each were actress **Geena Davis**; Tennessee **Sen. Al Gore**, the Democratic vice presidential candidate; and rapper **Ice-T**, who was embroiled in controversy about his song "Cop Killer." □

LAUNCHING PAD

New publication launches

'rAY GUn'

Ray Gun Publishing this month launches *rAY GUn*, a 10-times-yearly music and popular culture magazine. Circulation will be 40,000, with 35,000 on newsstands at $3.50 and the rest controlled to music and radio executives. A b&w page is $3,000; a color page is $4,000. Marvin Jarrett, former publisher-editor of *Creem*, is publisher and editor, Neil Feineman is executive editor, and Jaclynn Jarrett is ad manager. Offices are at 1223 Wilshire Blvd., Suite 819, Santa Monica, Calif. 90403. Phone: (310) 286-1183.

'New York Farmer'

North East Farm Publications introduced with a September issue *New York Farmer*. North East is a subsidiary of Rural Press (USA), publisher of *New England Farmer*. The monthly has a rate base of 18,000 with editorial sections on the agricultural market and political and technological developments. A b&w page is $896; a color page is $1,296. Steve Swann is publisher, Alan Knight is editor and Del Hall is ad director. Address is P.O. Box 4187, 50 Bay St., St. Johnsbury, Vt. 05819. Phone: (800) 444-1633.

'SoccerScene'

Yardis Corp. introduced with a September issue *SoccerScene*, a monthly tabloid for kids. A b&w page is $1,000; a color page is $1,300. Dan Bismark is publisher, Tom Slater is editor and John Rowley is ad director. Offices are at 9138 Westchester Pike, Upper Darby, Pa. 19082. Phone: (215) 789-2200.

'Bloomberg'

Bloomberg LP, owner of the Bloomberg Financial Markets Commodities News, has introduced *Bloomberg*. The monthly is available to the 20,000 users of the financial information terminal system. A b&w or color page costs $12,000. Michael Bloomberg is publisher, Matthew Winkler is editor in chief, and Robert M. Bruder and Lou Eccleston are sales directors. Offices are at 499 Park Ave., New York 10022. Phone: (212) 318-2200. □

Joe Mandese coordinates MediaWorks.

TRACKING SHARES

Hits and misses

As the networks move into the 1992-93 prime-time series in earnest, here's a reminder of how six agencies estimated the new shows will do, based on factors including pilots, lead-ins, lead-outs and performance of the previous show in that time slot:

Series (network)	Share of audience
Love & War (CBS)	26
Hearts Afire (CBS)	24
Hangin' With Mr. Cooper (ABC)	22
Bob (CBS)	22
Rhythm & Blues (NBC)	22
Golden Palace (CBS)	21
Loved by You (NBC)	19
Here & Now (NBC)	19
Up All Night (NBC)	19
Laurie Hill (ABC)	18
Going to Extremes (ABC)	17
Camp Wilderness (ABC)	17
Picket Fences (CBS)	17
Crossroads (ABC)	15
The Hat Squad (CBS)	15
Martin (Fox)	15
Delta (ABC)	14
The Little Women (CBS)	14
I Witness Video (NBC)	14
Covington Cross (ABC)	13
Dr. Quinn, Medicine Woman (CBS)	13
Pulaski Hill (CBS)	13
In the Loop (NBC)	13
The Round Table (NBC)	12
Secret Service (NBC)	12
The Edge (Fox)	11
Great Scott (Fox)	10
Melrose Place (Fox)	10
Ben Stiller Show (Fox)	9
Flying Blind (Fox)	9
Class of '96 (Fox)	9
Likely Suspects (Fox)	9
The Heights (Fox)	8
Key West (Fox)	7
Woops (Fox)	7

Source: Average of six major agency reports

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Advertising Age

September 21, 1992

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LAST MINUTE NEWS

Maalox goes to Angotti

COLLEGEVILLE, Pa.—Rhone-Poulenc-Rorer moved its $18 million Maalox antacid account to Angotti, Thomas, Hedge, New York, from BBDO Worldwide. Angotti already handles Rorer's $10 million Perdiem laxative and Ascriptin analgesic accounts. Maalox competes in the $762.7 million antacid market, where the leaders last year were Mylanta, with a 20.6% share, and Tums, with 15.1%.

Coors strikes back at A-B

GOLDEN, Colo.—Coors on Sept. 18 broke radio spots in the Northeast in which President Peter Coors calls Anheuser-Busch's recent TV spots attacking Coors Light "an ugly turn." A print ad Coors has

(Continued on Page 8)

GM's troubled Olds unit reviews $140M account

By Raymond Serafin

In a move that will send shock waves throughout the automotive and agency world, Oldsmobile is putting its $140 million account—now at Leo Burnett USA—into review.

Although Burnett will be included in the review, if it loses the account it would be the first time since 1958 that General Motors Corp. has dismissed an agency on a vehicle brand account.

The Oldsmobile review sends a clear signal to Detroit agencies that the days of

■ **Chrysler may consolidate media buying account—Page 3.**

cozy, unchallenged assignments have been blown away by the realities of a competitive fray in which even once-invincible GM is fighting for its survival.

Oldsmobile's new management team, led by John Rock, VP-general manager, and Knox Ramsey, general marketing manager, decided to review agencies.

The division's sales have plummeted from more than 1 million cars in 1986 to a projected 406,000 vehicles in the 1992 model year, which ends Sept. 30.

The plunge has led some observers to

(Continued on Page 54)

Murphy Brown flap 'irresponsible'

Producer Diane English sees her creation as sensitive 'real person'

ONE ON ONE

TV producer-writer Diane English made headlines earlier this year when Vice President Quayle criticized the sitcom "Murphy Brown," which Ms. English created, as lacking in family values. Tonight's season opener addresses those comments and will be followed on CBS by the premiere of her new show, "Love & War." Ms. English recently talked to Advertising Age *Reporter Joe Mandese about "family values," the quality of TV programming and her role as a celebrity endorser for Hanes pantyhose.*

Advertising Age: *Did you ever think the family values of a prime-time TV show like "Murphy Brown" would spawn a major issue in a presidential campaign?*

Ms. English: No. For me, it was a mixture of being tremendously flattered and appalled. Flattered in that we've always tried to make Murphy appear to our viewers as a real person. And appalled, because Los Angeles was burning and the fact that somebody would point a finger at a television show and say, "This is the cause," was astonishingly irresponsible.

AA: *"Murphy Brown" is one of*

(Continued on Page 55)

"Murphy Brown," starring Candice Bergen (l.), has drawn fire from the Right, which "appalled" creator Diane English.

He's tanned, he's rested, he's ready. Perot in '92

By Steven W. Colford

POLITICS 92

TV spots supporting Ross Perot's return to the presidential race are ready to run.

Now all the Texas billionaire has to do is announce he's back in the race, and that could happen soon.

Murphy Martin, a Dallas businessman and former local and network TV newsman, last week said he's produced a series of spots that will hit the airwaves if and when Mr. Perot declares himself a candidate.

"Mr. Perot has the TV ads available to him should he exercise his option," Mr. Martin said. "The ads address all the issues of the day . . . and all the concerns of his supporters."

Mr. Perot late last week said he may offi-

(Continued on Page 55)

INSIDE

Joe Fournier

No roots: L'Oreal to launch new hair color line. **Page 4.**

FCC Chairman Al Sikes talks about new technology. **Page 12.**

Bob Garfield is under attack from his boss. **Page 58.**

Chrysler pulls out of $57M Time Warner package

By Scott Donaton and Raymond Serafin

Chrysler Corp. isn't renewing its multimillion-dollar cross-media marketing program with Time Warner, in part because of the controversy surrounding rapper Ice-T.

The automaker's surprise decision is expected to cost the media giant as much as $57 million in future business.

John Damoose, Chrysler's VP-marketing, said the automaker was concerned about the controversy surrounding Ice-T, the Warner Bros. Records artist who recorded "Cop Killer," but it wasn't the major factor in the decision.

"We didn't accept [the cross-media program] largely because it just didn't fit with what we wanted to do," Mr. Damoose said. "The theme wasn't exactly right, and it didn't really fit with our marketing strategy right now."

Chrysler's decision came as a major blow to Time Inc., whose executives had once considered the renewal deal "all but signed, sealed and delivered" and insisted even late last week that Chrysler's decision wasn't final.

Chrysler's current two-year cross-media program with Time Warner, worth an estimated $30 million to $40 million, expires at yearend. The media company had been working feverishly to renew the deal and had put a proposal before Chrysler worth an estimated $57 million over the next two years.

Chrysler's decision affects only

(Continued on Page 53)

Once she wore a mini...

and she's wearing one again.

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Loans, credit now the 'meat & potatoes' of bank marketing

In distressed market, industry shifts from warm-and-fuzzy to hard-sell advertising

By Gary Levin

Although a wave of mergers seems to threaten ad spending in the distressed banking industry, there may be a counterbalance as bankers fight harder than ever to keep their customers.

Low interest rates, with the resulting demand for mutual funds, stocks, bonds and other financial products, have pummeled the banking industry as consumers invest elsewhere.

"The overall market is flat, and it's difficult for banks to fight for more [ad] dollars" says John Jelilian, VP at Competitrack, a research company that tracks ad spending trends in the New York area.

The Bank Marketing Association reports the average bank—regardless of size—spent $4.9 million on marketing in 1991, a 35% drop from 1990 that the association attributes to cutbacks by big money-center banks.

Total bank ad spending in measured media fell 5.5% last year, to $438.2 million, according to LNA/Arbitron Multi-Media Service.

Many banks have jettisoned the warm-and-fuzzy TV image campaigns of the 1980s, instead devoting larger percentages of their budgets to newspaper ads, direct marketing and promotions to sell specific products.

And there are a few signs of ad growth this year as interest rates keep dropping and certificates of deposit mature.

For example, spending by banks in New York City and surrounding in-state suburbs rose 5% in the first half of '92, to $51.8 million, compared with a disastrous '91.

There are few ads for CDs, however. CDs are considered a losing proposition with their low-single-digit interest rates. Instead, leading the still-tentative spending growth are products capitalizing on low interest rates, such as credit cards, home equity and installment loans.

"We've chosen to look at the lower interest-rate environment" by emphasizing loans and credit as the "meat and potatoes" of marketing, says Grant O'Neal, senior VP-advertising at Atlanta-based NationsBank, the new name for the combined nine-state Southeastern operations of NCNB and C&S/Sovran.

Mr. O'Neal says increased consumer confidence led NationsBank to shift its focus from last year, when economic conditions led few customers even to consider borrowing.

"In the depths of the recession, it wasn't even a mind-set they were in," he says. "It just wasn't a question. But like most banks [today], we can use loan business."

To help boost assets by writing new loans, First National Bank of Chicago, Texas Commerce Bank and Bank of New York are among those promoting loans-by-phone, with the promise of quick approval of installment loan applications by telephone.

Bankers in other regions are setting up "investment advisers" in branches to help prevent savers and CD holders from shifting deposits elsewhere.

"We're making sure our current customers know they don't have to walk down the street to Merrill [Lynch] or Fidelity to get what they need," says Mitch Ratliff, group marketing manager at Chase Manhattan Corp.'s New York regional bank.

As a result of Chase's aggressive promotion of GNA Securities counselors at bank branches, "we've been able to hold onto existing relationships and accounts that would have moved in this environment," says Mr. Ratliff.

Many banks are simply boosting services and offering longer hours. Much of the activity is aimed at making money more accessible.

Citibank's CitiPhone service offers telephone banking at its regional banks, and in New York it has begun a phone bill-paying service, in which the bank will issue checks or electronically transfer funds to companies or individuals for a monthly fee.

Others are promoting the convenience of their automated teller machines and debit cards, with the hope increased usage will enable them to reduce the need for

(Continued on Page 33)

Citibank focuses on its investment products such as mutual funds with the theme "Wall Street is moving."

Section edited by Adrienne Ward.

Top 10 Bank Advertisers

'91 rank	'90 rank	Bank	Media spending	% change
1				5.8
2	4	[illegible]	19.6	10.1
3	3	Wells Fargo	19.1	[illegible]
4	–	Security Pacific*	17.0	95.0
5	–	Bank One*	16.7	166.6
6	5	Chase Manhattan	16.0	4.3
7	2	First Interstate	11.5	-40.4
8	–	Great Western*	10.4	0.2
9	6	NCNB*	10.1	-8.1
10	8	Chemical Bank*	9.8	-6.5

*[illegible] or acquisitions during or since the measurement period.
[illegible] & loan to bank, wasn't ranked in the category in 1990.
Source: LNA/Arbitron Multi-Media service. Advertising Age graph: Chris Ray

From boomers to retirees, new money flocking to mutual funds

By Kate Fitzgerald

The mutual fund industry shows no sign of cooling off, thanks to economic trends and continuing low bank interest rates.

Spurred by a variety of economic forces, the industry has been growing at an annual rate of roughly 20% each year as investors from baby boomers to retirees flock to more than 3,500 different funds, according to Investment Company Institute, a trade association that monitors the industry.

The funds offer significantly higher returns than current bank rates for savings and money market accounts or certificates of deposit.

Through the first eight months of 1992, total mutual fund assets were 14.9% higher than 1991's total $1.34 trillion, says Malin Jennings, ICI public information officer.

"The numbers show that not only are people investing more in the mutual funds, but more new consumers are entering mutuals," she says.

Even insurance companies, which have long offered mutual funds, are becoming more aggressive in promoting them.

The boom in mutual fund investing is prompting some mutual fund companies to boost ad spending this fall. Strategies vary from copy-heavy ads for sophisticated readers of financial journals to whimsical ads that run in magazines like *The New Yorker*.

But even though ad strategies vary, there's one common theme. "Advertising for mutual funds is increasingly specific in giving people guidance in how to invest, such as education for their children or their retirement," says Michael Hines, senior VP-retail marketing at Fidelity Investments.

Franklin Resources, the sixth-largest mutual fund marketer, is one of the companies turning up the dial on consumer advertising.

In November, it will break a network TV campaign targeting new and existing investors, says Laura Komar, advertising manager. Franklin's annual ad budget is $10 million.

"We're using football player Joe Montana to tell con-

(Continued on Page 33)

Magazines close summer with ad page increases

By Scott Donaton

If August represents the dog days of summer, magazine publishers are wagging their tails this year.

Publishers Information Bureau reported ad pages increased 4.9% to 11,468.5 in August compared with the same month last year, the fifth consecutive month of gains.

MEDIA WORKS

For the first eight months of 1992, ad pages totaled 100,410.9, a 2.6% gain. Ad revenues rose 8.5% to $4.3 billion.

Publishers are still concerned about the fourth quarter and point out that this year's gains follow a lousy 1991. Still, the arrows are pointing in the right direction.

"The trend toward ad page and revenue gains is now five months strong," said James Guthrie, exec VP-marketing development of the Magazine Publishers of America. "Although some sectors are only just beginning to recover, four of the top 10 [ad] categories have been consistent major sources of growth in magazine ad revenue throughout 1992."

Those categories are automotive, business and consumer services, computers and office equipment, and drugs *(see chart)*.

Still, not everyone's feeling a rebound. Of the 175 titles tracked by PIB, 82 were down in pages after eight months. Ninety-two posted ad page gains for the period, while one, *Worth*, wasn't tracked last year.

One category that's yet to see signs of recovery: upscale home decorating magazines. Category leader *Architectural Digest* saw pages fall 12.1% to 717.5 through August. *HG* carried 424.4 pages, a drop of 18.8%. *Decorating Remodeling's* pages dipped 7.9% to 226.8.

HG, in fact, will forgo an ad rate increase next year because home furnishings advertisers remain mired in a slump, said Publisher Kevin Madden. *Architectural Digest* did the same thing this year but will seek an increase in 1993.

Among the home books on the plus side was *Traditional Home*, which saw pages rise 37.8% to 147.7.

Business picked up for travel magazines last month, but the category remained soft after eight months, due primarily to the strong second-half surge of business after the Persian Gulf War last year.

Travel & Leisure carried 739 ad pages through August, an 8.3% drop. *Conde Nast Traveler's* 590 pages were down 4.5%, and *Travel Holiday*, with 291.8 pages, was off 4.8%.

Travel books that did better included *National Geographic Traveler*, where pages increased 18.8% to 200.5, and *Endless Vacation*, up 36.8% to 174.8.

In addition to specific categories, many magazines that are third or fourth in a field are still waiting for an uptick.

While *Business Week* and *Forbes* are both up in pages, for example, *Fortune* was down 4.3% for the first eight months. Similarly, *Golf Digest, Golf Magazine* and *Golf World* posted page gains through August, while *Golf Illustrated* was down 15%.

The every-other-weekly *Forbes* is expected to at least temporarily pass weekly *Business Week* in pages when September totals are in, thanks to an ad-fat 75th anniversary issue.

Worth noting is Conde Nast Publications' *Allure*, which is seeing a growth spurt after getting off to a slow start last year. The beauty magazine's ad pages more than doubled in August and were up 89.9% to 335.6 after eight months, the largest percentage gain of any PIB title.

National Sunday magazines continued to turn in solid performances. *Parade*, which leads all titles tracked by PIB in revenues, carried 556.9 pages through August, a 12.8% gain. Rival *USA Weekend* carried 499.7 pages, up 15.3%. *Los Angeles Times Magazine* was up 31.4% with 729.2 pages, while *The New York Times Sunday Magazine* reported a decline of 0.8% to 1,667.4 pages. □

Top 10 magazine ad categories by revenue

Category	1992 revenue	% chg	1992 pages	% chg
Automotive*	$670,899,577	19.85	11,623.4	18.61
Toiletries	$433,281,878	4.45	8,511.6	−1.65
Direct response cos.	$387,311,485	7.43	11,992.2	0.97
Business & consumer svcs.	$301,469,158	18.50	7,971.8	15.98
Food	$278,297,919	0.18	3,958.8	−10.91
Apparel**	$274,686,061	15.65	8,981.8	1.75
Travel, hotels & resorts	$216,868,266	−1.44	6,886.1	−5.26
Computers & office equip.	$207,845,732	27.49	4,052.0	16.75
Drugs	$161,282,122	38.85	2,907.0	24.62
Cigarettes & tobacco	$150,432,133	−17.55	2,528.0	−16.43

Revenue and page figures are from January-August 1992. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

Magazine ad page leaders

Publishers Information Bureau figures for January through August 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Bride's & Your New Home	2,249.68	1.3	43,988,442	5.3
2	Business Week	2,136.88	8.4	124,980,352	4.0
3	Forbes	2,015.52	0.2	93,815,150	3.5
4	People	1,936.18	0.8	215,971,097	7.9
5	Modern Bride	1,893.81	−1.8	34,014,324	10.2
6	The Economist	1,764.11	20.6	19,702,232	41.8
7	Fortune	1,573.69	−4.3	83,451,708	−2.9
8	TV Guide	1,487.03	2.8	165,446,249	−2.8
9	Sports Illustrated	1,458.58	5.1	205,632,752	8.6
10	Vogue	1,444.95	−1.4	61,963,365	4.9
11	Entrepreneur	1,364.52	4.0	17,372,109	21.4
12	New York Magazine	1,313.80	−0.7	23,723,581	3.3
13	Golf World	1,308.91	14.7	12,363,871	22.1
14	Time	1,295.30	1.8	211,828,993	10.3
15	Cosmopolitan	1,249.89	−0.7	85,750,167	5.8
16	U.S. News & World Report	1,239.74	10.1	112,312,802	17.2
17	Newsweek	1,223.14	7.8	150,138,701	10.2
18	American Way	1,097.99	19.0	16,274,330	18.3
19	Bridal Guide	1,071.40	16.8	10,785,900	56.6
20	Good Housekeeping	1,051.02	7.3	116,770,468	13.9
21	Family Circle	1,036.25	14.9	95,459,467	21.8
22	The New Yorker	1,021.47	0.2	29,419,939	3.3
23	Glamour	1,015.94	−2.3	59,951,730	6.0
24	Golf Digest	963.39	16.5	57,384,118	18.9
25	Muscle & Fitness	957.24	1.3	18,209,280	5.7
26	Yachting	924.99	4.2	6,421,601	9.9
27	Skin Diver	917.90	−6.7	10,046,338	0.1
28	Rolling Stone	916.66	−4.9	40,247,462	2.0
29	Woman's Day	915.13	23.3	73,806,372	27.4
30	Parents	893.70	6.6	41,453,246	10.6
31	Southern Living	884.99	19.9	50,172,468	28.0
32	Elle	881.23	−7.8	32,067,962	0.1
33	Popular Photography	871.71	3.5	21,818,815	8.6
34	Ladies' Home Journal	859.52	−5.2	71,006,234	0.5
35	Better Homes & Gardens	853.36	7.0	113,046,227	14.1
36	Texas Monthly	837.87	−0.1	10,693,029	9.5
37	Sunset	816.83	−10.0	31,159,346	15.2
38	Car & Driver	815.54	−3.6	35,886,242	6.9
39	Money	805.46	10.1	57,364,448	14.4
40	Vanity Fair	791.78	10.7	33,224,326	29.1
41	Golf Magazine	783.23	3.3	32,260,558	14.6
42	Gentlemen's Quarterly	777.86	−11.3	24,483,521	1.3
43	Mademoiselle	767.19	−6.2	29,348,146	1.6
44	Road & Track	764.77	7.2	24,686,450	13.2
45	Travel & Leisure	738.96	−8.3	33,425,924	−2.4
46	Architectural Digest	717.45	−12.1	20,542,641	−12.3
47	Redbook	714.93	7.5	44,463,902	0.2
48	McCall's	707.45	14.4	56,132,528	12.7
49	W Magazine	692.49	−8.6	18,676,016	5.6
50	Black Enterprise	686.91	10.9	11,017,056	20.0
51	Inc.	684.87	23.3	31,110,236	23.7
52	Jet	680.96	−1.7	12,387,452	0.8
53	Country Living	664.12	11.3	31,436,545	15.9
54	Financial World	663.82	59.5	17,310,149	74.5
55	Salt Water Sportsman	646.08	−4.0	4,265,357	−10.5
56	Parenting	645.36	32.9	17,656,737	54.3
57	Bicycling	639.21	−12.9	11,492,236	2.9
58	Outside Magazine	631.51	15.5	14,976,126	34.2
59	Seventeen	622.36	−6.9	22,525,624	−4.7
60	Gourmet	620.06	−6.8	19,445,202	−2.7
61	Entertainment Weekly	609.73	16.9	19,405,424	54.2
62	Delta Sky	600.39	20.5	16,501,021	30.8
63	Self	595.66	4.0	24,890,435	5.0
64	Ebony	592.17	−4.6	23,334,459	−2.8
65	Conde Nast Traveler	589.96	−4.5	18,267,824	−1.6
66	Four Wheeler	573.68	−7.0	4,775,256	−15.8
67	Reader's Digest	572.23	4.7	72,983,799	20.0
68	Parade*	556.87	12.8	299,583,001	17.6
69	Bon Appetit	564.81	−1.0	19,688,529	8.5
70	Automobile Magazine	551.14	2.8	14,860,799	6.4
71	Essence	547.01	8.8	17,389,264	23.4
72	San Francisco Focus	537.49	−2.6	3,853,457	1.0
73	Esquire	525.64	7.0	18,994,017	15.9
74	Shape Magazine	522.54	20.1	9,527,733	28.4
75	Tennis	517.82	10.4	19,188,437	16.6
76	Compute	512.50	−4.3	4,565,335	−4.4
77	Motor Trend	507.29	−10.4	21,751,456	−2.0
78	USA Weekend	499.71	15.3	113,189,409	30.9
79	Penthouse	494.25	2.5	19,386,727	−1.5
80	Northwest Air World Traveler	491.52	51.7	9,796,157	19.5
81	Popular Science	487.80	8.1	17,933,602	26.9
82	House Beautiful	482.69	10.8	20,254,276	13.2
83	New Woman	480.22	1.9	13,214,873	1.3
84	Smithsonian	475.77	−9.9	23,002,973	−3.0
85	Harper's Bazaar	469.65	−24.8	14,561,053	−20.8
86	Metropolitan Home	467.34	−8.4	17,495,424	−5.2
87	Sports Afield	467.15	−2.2	10,647,628	4.7
88	Hot Rod	459.93	−10.4	12,442,646	−4.2
89	Omni	457.46	5.3	12,555,988	5.3
90	Popular Mechanics	455.56	−0.1	18,495,068	12.2
91	Mirabella	452.13	−14.6	13,584,999	23.0
92	Child	440.13	30.5	8,879,327	41.9
93	Bassmaster	438.47	−1.6	9,516,422	2.3
94	Field & Stream	437.48	−8.1	20,437,973	−10.0
95	Kiplinger's Personal Finance	433.83	22.2	12,976,292	29.4
96	Working Woman	432.16	−15.2	15,414,605	−9.5
97	HG	424.44	−18.8	13,132,799	−7.7
98	Premiere	418.35	−3.2	9,246,509	5.6
99	The Atlantic	415.78	8.7	8,525,633	21.2
100	Working Mother	414.76	−1.0	11,351,734	8.7

Percent change compares January-August in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

LAUNCHING PAD

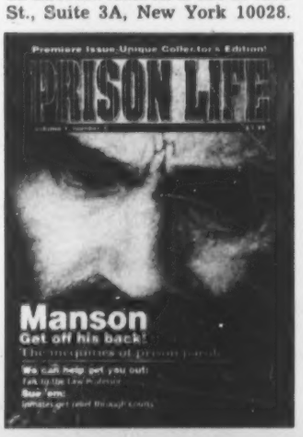
New publication launches.

'Prison Life'

Prison Life Inc. will launch with an October issue *Prison Life*. The every-other-monthly targets the 900,000 inmates in federal and state prisons. With a rate base of 200,000 and an estimated four readers per copy, the magazine is available by subscription for $19.95 and at a single-copy rate of $3.95. A b&w page is $3,040; a color page is $3,650. Publisher Joe Strahl said prisoners are very brand loyal and represent a significant amount of discretionary spending. Mr. Strahl, former manager of the prison commissary in Danville, Ill., estimated the average inmate spends $1,100 to $1,500 annually. Shan Rodgers is managing editor. Offices are at 111 9th St., Suite 3, Columbia, Mo. 65202. Phone: (314) 449-3291.

'Young Dancer'

Rainbow Educational Concepts, publisher of several textbooks, will launch with a December issue *Young Dancer*, its first magazine. The every-other-monthly aimed at girls 7 to 15 years old will be published six times in 1993 and 10 times in 1994. With a rate base of 200,000, *Young Dancer* will be available by subscription but free to teachers at dance studios. A b&w page is $5,155; a color page is $6,875. Each issue includes sections on jazz, tap, ballet, performance tips, cheerleading, dance teams and celebrity interviews. Jamie Coffey is publisher, Judith Coffey is editor and Molly King is ad director. Address is 128 E. 83rd St., Suite 3A, New York 10028. Phone: (212) 472-5354.



'African Voices'

African Voices Communications will introduce with an October issue *African Voices*. The literary every-other-monthly's initial rate base is 50,000, targeting middle- and upper middle-class minorities in the New York, New Jersey and Washington areas. It will be available on New York City newsstands and by subscription. A b&w page is $2,000; a color page is $5,000. Address is P.O. Box 5523, New York 10027. Phone: (212) 642-5022.

'Celebrando'

Advo-System and Teleprogram Marketing are launching nationally *Celebrando*, a free entertainment quarterly advertorial. *Celebrando* is slated to reach 3 million Hispanic households in 18 markets in about a year; initial markets are Chicago and San Diego. Editorial is in both Spanish and English. Ad rates vary by market. Jim Hampton is publisher-ceo, Yolanda Medina C. is editor and Joe Bravo is ad manager. Offices are at 1001 W. Walnut, Compton, Calif. 90221. Phone: (310) 637-0438. □

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LEADING
NATIONAL
ADVERTISERS

Top 100 take it on the chin, feel biggest drop in 4 decades

Sales promotion, direct marketing hold their own; bright spots include Saturn, drugs, as low-pricing efforts exert strong grip

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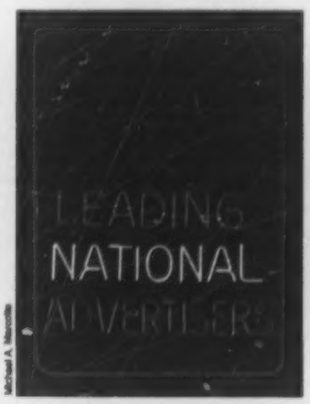
By R. Craig Endicott

Procter & Gamble Co. for the second consecutive year edged Philip Morris Cos. as the nation's largest advertiser, in a year highlighted by the way the Top 100 Leading National Advertisers cut back on ad spending.

Despite a 5.6% drop in total ad spending to $2.15 billion in 1991, P&G expanded its lead to $104 million as Philip Morris finished the year with $2.05 billion, down 7.8%. The spread in 1990 was only $50 million.

The Top 100 seemed to take their ad spending cues from the two megamarketers. In falling to $33.7 billion, a 3.9% drop, this Top 100 total marks only the second year-to-year decline in the 37 years *Advertising Age* has tracked Leading National Advertiser spending.

Entry to the elite group declined to $100.8 million from $114.6 million in 1990—both tallies recorded by Monsanto Co.



Michael A. Nicoletti

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The Persian Gulf War and the recession pushed down spending in the nation's media, accounting for 55.3% of the ad total. Media spending fell to $18.6 billion, down 5.5%, according to LNA/Arbitron Multi-Media Service. Expenditures fell in each of the top four media—by 22% in newspapers, 8.5% in network TV, 3.1% in magazines and 2.2% in spot TV.

The struggling economy had less impact on unmeasured forms of advertising, such as sales promotion and direct marketing. These ad vehicles are considered particularly effective when consumers become more price-conscious and forsake premium-price brands for less expensive products. This portion of Top 100 ad spending dipped only 1.8% to $15 billion.

Pricing was a dominant theme in both media advertising and promotional efforts in 1991, whether in the form of airline and hotel super-saver fares, everyday low pricing by retailers or no-haggling base sticker prices on several auto makes.

The '91 scorecard shows that many marketers, particularly in the food business, raided media budgets to prime the promotion pump and generate sales. The strategy, considered short-sighted by those who contend only media impressions build brand loyalty and long-term growth, may have worked in the food business, but collectively it fared poorly. U.S. sales for the Top 100 grew only 2.5% for the year.

Like a storm gathering strength, pricing has penetrated marketing plans even more this year, although promotional spending may be

(Continued on Page 72)

100 Leading National Advertisers

Rank '91	Rank '90	Advertisers	Ad spending in 1991
1	1	Procter & Gamble Co.	$2,149.0
2	2	Philip Morris Cos.	2,045.6
3	4	General Motors Corp.	1,442.1
4	3	Sears, Roebuck & Co.	1,179.4
5	6	PepsiCo	903.4
6	5	Grand Metropolitan	744.7
7	15	Johnson & Johnson	733.0
8	8	McDonald's Corp.	694.8
9	14	Ford Motor Co.	676.6
10	13	Eastman Kodak Co.	661.4
11	12	Warner-Lambert Co.	656.5
12	16	Toyota Motor Corp.	632.2
13	7	AT&T Co.	617.3
14	10	Nestle SA	600.5
15	18	Unilever NV	593.7
16	9	Time Warner	587.5
17	17	Kellogg Co.	577.7
18	11	RJR Nabisco	571.0
19	20	General Mills	555.6
20	21	Chrysler Corp.	531.1
21	19	Kmart Corp.	527.2
22	22	Anheuser-Busch Cos.	508.4
23	23	Walt Disney Co.	489.1
24	25	American Home Products Corp.	447.1
25	26	Sony Corp.	438.6
26	36	H.J. Heinz Co.	403.1
27	31	Ralston Purina Co.	393.5
28	29	Coca-Cola Co.	367.4
29	28	J.C. Penney Co.	362.6
30	24	Bristol-Myers Squibb Co.	352.5
31	34	Honda Motor Co.	333.1
32	38	Hershey Foods Corp.	298.9
33	32	Matsushita Electric Industrial Co.	292.3
34	41	R.H. Macy & Co.	289.4
35	30	May Department Stores Co.	$277.3
36	35	Sara Lee Corp.	273.0
37	27	Nissan Motor Co.	268.9
38	40	Mars Inc.	253.9
39	37	U.S. Government	253.0
40	45	ConAgra	249.7
41	42	Quaker Oats Co.	237.7
42	39	Colgate-Palmolive Co.	227.5
43	33	Dayton Hudson Corp.	226.5
44	49	American Express Co.	226.4
45	57	Nike Inc.	223.3
46	43	Federated Department Stores	222.8
47	48	American Brands	217.5
48	44	Mazda Motor Corp.	215.0
49	70	Circuit City Stores	213.7
50	47	Tandy Corp.	213.3
51	55	SmithKline Beecham	208.3
52	54	Adolph Coors Co.	206.9
53	51	American Stores Co.	201.6
54	53	Hasbro Inc.	201.4
55	46	General Electric Co.	198.8
56	52	Schering-Plough Corp.	198.4
57	71	Wal-Mart Stores	189.8
58	62	Clorox Co.	182.6
59	68	Gillette Co.	182.5
60	65	Paramount Communications	179.4
61	63	S.C. Johnson & Son	174.0
62	60	U.S. dairy farmers	167.9
63	89	Delta Air Lines	164.5
64	61	Campbell Soup Co.	164.1
65	73	Helene Curtis Industries	157.4
66	67	Carter Hawley Hale Stores	151.9
67	76	AMR Corp.	150.1
68	64	ITT Corp.	141.5
69	78	Marriott Corp.	$139.7
70	130	MCI Communications Corp.	139.5
71	84	Thompson Medical/Slim-Fast Food Cos.	137.5
72	88	News Corp.	135.8
73	59	Philips NV	133.1
74	102	Dr Pepper/Seven-Up Cos.	131.4
75	80	CPC International	131.4
76	69	Sprint Corp.	131.4
77	58	Goodyear Tire & Rubber Co.	130.7
78	66	Levi Strauss & Co.	129.4
79	56	Loews Corp.	129.0
80	74	Revlon Group	128.0
81	83	Bell Atlantic Corp.	127.5
82	75	Dow Chemical Co.	127.1
83	50	Montgomery Ward & Co.	126.7
84	133	Reebok International	126.5
85	82	Seagram Co.	126.3
86	87	Wm. Wrigley Jr. Co.	125.4
87	95	Wendy's International	124.1
88	91	Daimler-Benz AG	122.2
89	72	Hallmark Cards	121.8
90	77	Mobil Corp.	120.0
91	81	Hyundai Group	119.5
92	97	Upjohn Co.	119.3
93	92	UAL Corp.	119.2
94	96	Canon Inc.	117.6
95	103	Ciba-Geigy	115.4
96	94	U.S. Shoe Corp.	113.3
97	129	B.A.T Industries	113.0
98	104	Kimberly-Clark Corp.	107.7
99	156	American Cyanamid Co.	105.2
100	99	Monsanto Co.	100.8

Notes: Dollars are in millions. AA chart: Kevin Brown

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For many, a year of hard lessons

RANK: 47

American Brands

Old Greenwich, Conn.
Ad spending: $217.5 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	64,319	60,921	5.6
Sunday magazine	11,799	19,464	-39.4
Newspaper	680	690	-4.4
Outdoor	12,294	11,103	10.7
Network TV	7,147	7,123	0.3
Spot TV	55	173	-68.0
Cable TV networks	182	201	-9.4
Network radio	169	1,353	-87.5
Measured media	96,624	101,028	-4.4
Unmeasured	120,900	126,400	-4.4
Total	217,524	227,428	-4.4
By top brands	**1991**	**1990**	**% chg**
Carlton cigarettes	20,123	25,138	-20.0
Misty Slims cigarettes	14,363	4,790	199.9
Bull Durham cigarette	12,155	31	NA
Acushnet golf equipment	9,884	7,820	26.1
Montclair cigarettes	8,387	12,296	-31.8
Jim Beam	7,179	6,223	15.4

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	14,064	13,791	2.1
Earnings	806	588	37.0
U.S.	**1991**	**1990**	**% chg**
Sales	5,077	4,686	8.3
Operating income	996	966	10.6
Division sales	**1991**	**1990**	**% chg**
Tobacco	8,153	8,037	1.4
Life insurance	870	806	9.1
Distilled spirits	1,061	1,005	5.6
Office prods.	962	1,003	-4.1
Hardware	902	633	42.6
Specialty businesses	2,096	2,276	-7.9

CORPORATE PROFILE

American Brands' two leading advertised categories—cigarettes and liquor—each grew in declining industries in 1991.

American Tobacco Co. advanced 0.7% in volume to a 7% share, led by its strong value-price segment, the growth area in the total market. The share improvement of 0.2 point put the company within striking distance of No. 3 Lorillard, which declined 0.3 point to 7.3%.

American Tobacco can trace its share-point gain to relative newcomer Montclair, a value-price brand that grew 0.6 point to 1.3% of the market on volume of 6.54 billion units, up 84.7% in its second year, according to John C. Maxwell Jr., an analyst at Wheat, First Securities. Media spending behind the brand dropped to $8.4 million, off 31.8% from its inaugural burst, according to LNA/Arbitron Multi-Media Service.

Other value-price brands aiding growth were Misty Slims and Bull Durham. Misty Slims got $14.3 million in media spending, up from $4.8 million in 1990, its first year. Bull Durham claimed $12.1 million in media advertising in its first year.

Several full-price brands slipped, reflecting the overall national trend. Pall Mall declined 18.7% in volume and dropped in market share to 1.9%, the company's highest individual share. Carlton fell 7.4% in volume to end with a 1.5% share.

The industry's value-price segment increased to 25% of the total market in 1991, according to Mr. Maxwell. American Tobacco typified the swing to the price-conscious sector: Its full-price brands lost 14.2% in volume as its value-price brands grew 40.4% in volume.

Of American Brands' $96.6 million in total media in 1991, American Tobacco claimed 60%, down from 66% in the prior year, and the liquor segment accounted for 20%, up from 19%, noted LNA.

American Brands' Jim Beam Brands Co. proved one of the stronger performers in a liquor industry slapped with a higher federal excise tax. That and the recession led to a 4% to 4.5% decline in industry volume, Mr. Maxwell said.

Jim Beam Brands pushed Heublein out of the top spot with a 12.1% share of market, up from 9.4% in 1990 on volume growth of 28.7%. Heublein finished at 10.4%, down from 12.8%. The surge was heavily influenced by Beam's acquisition of seven brands from Seagram. The brands bought include Lord Calvert Canadian and Calvert Extra whiskies, Calvert gin, Wolfschmidt vodka, Ronrico rum and Leroux cordials.

Jim Beam bourbon, the nation's top-selling bourbon and No. 6 overall, maintained its 2.3% market share in the total liquor market despite a 4% decline in case depletions. Such volume backsliding in a declining market turned into 1-point share growth.

The company spent $20.5 million in media on its distilled spirits, up 9%, giving Jim Beam bourbon the most support of $7.2 million, up 15.4%.

HEADQUARTERS

American Brands/1700 E. Putnam Ave./P.O. Box 819/Old Greenwich, Conn. 06870-0811/Phone:(203) 698-5000.

PERSONNEL, BRANDS, AGENCIES

AMERICAN TOBACCO CO.: Management Center/6 Stamford Forum/P.O. Box 10380/Stamford, Conn. 06904-2380/Phone: (203) 325-4900.

E.J. Gesell-vp mktg-sales; R.E. Smith, vp-brand mgr/mktg svcs; J.M. Ockers, vp-strategic planning-new prod; K.P. Noone, media/consumer promo dir; W. Degenhardt, media dir asst; J.E. Vyse, mktg budget/planning dir; D.A. Wogerbauer, dir-mktg rsch; E.M. Ashkin, sr mktg rsch mgr; C.D. Willoughby, mktg rsch mgr; T.M. Keane, sr prod mgr; J.C. Bogie, C.J. Brown, M.J. Burns, prod mgrs; T.A. Albert, vp-sales.

American, Bull Durham, Carlton, Lucky Strike, Malibu, Misty, Montclair, Pall Mall, Riviera, Tareyton: LCF&L, New York; C. Goldschmidt, chmn-promo/direct mktg.

Clarion Marketing & Communications, Greenwich, Conn.; H. Goldfrach, sr vp; P. Ifland, vp-mgmt super.

FRANKLIN LIFE INSURANCE CO.: Franklin Square/Springfield, Ill. 62713-0001/Phone: (217) 528-2011. Tom Byerly, sr vp-mktg; David Vanselow, vp-comms.

Squires Advertising Agency & Art Studio, Springfield, Ill.; Stan Squires, vp.

JIM BEAM BRANDS CO.: 510 Lake Cook Road, Suite 200/Deerfield, Ill. 60015/(708) 948-8888.

J. Edgar Moser, vp-mktg/adv.; Michael L. Lintner, sr grp prod dir-golden spirits; Christine Bowdring, grp prod dir-platinum spirits; Alice Kelley, grp prod dir-imports and specialties; Tom Maas, grp prod dir-Maritime brands; Nancy Albert Lintner, vp-corp comm; Gayle Seinfeld, media mgr.

Jim Beam bourbon, Gilbey's gin, DeKuyper cordials, Windsor Canadian whisky, Pusser's rum, Old Grand-Dad bourbon, Kamora coffee liqueur, Kessler Blended whiskey, Wolfschmidt vodka, Ronrico rum, The Deinoro Single Malt scotch, Meilleur cognac: Fallon McElligott, Minneapolis; Joseph Culligan, mgmt super.

ACUSHNET CO.: 700 Belleville Ave./New Bedford, Mass. 02745/Phone: (508) 979-2000. Titleist and Foot-Joy Worldwide: David E. Overmyer, vp mktg; Gerald M. Bellis, dir-prod mgmt, golf balls; James Connor, vp-footwear; John B. Hoeflich, dir-prod mgmt, golf clubs; Kenneth J. Kotowski, sr prod mgr-golf gloves; Mary Lou Bohn, sr comms mgr Rubber Div; James G. DeMello, sr vp-gm.

Titleist, Foot-Joy: Lawner Reingold Britton & Partners, Boston; Fred Crinit, acct rep.

ACCO USA: 770 S. Acco Plaza/Wheeling, Ill. 60090-6070/Phone: (708) 541-9500. Loren J. Hulber, exec vp-sales/mktg; William S. Carvell, vp-gm retail div; Gregory A. Carlson, vp-mktg; David L. Smith, vp-sales; Alan Green, vp-mkt devel; Kevin Castle, mktg dir-document mgmt prods; Steven Frei, mktg dir-workstation access; Jeannette Marsland, mktg dir-document mgmt prods; Kenneth Oberg, mktg dir-workstation access; Donald L. Peterson, vp-retail sales; H. David Parkhill, merch dir-retail div; Sharon Lange, dir-advt/mktg svcs.

ACCO and Swingline workstation accessories, document handling and accessories, fastening products, computer accessories, general office products, staplers. E.H. Brown, Chicago; John Derbick, acct exec.

WILSON JONES CO.: 770 S. Acco Plaza/Wheeling, Ill. 60090-6070/Phone: (708) 541-9500. Gregory A. Carlson, dir-mktg; Paul Barrett, natl acct. mgr; Jeannette Marsland, prod devel mgr; Richard Lange, info systems mgr; Marvin A. Rosenfeldt, adv mgr.

Wilson Jones office products: Marketing Support, Chicago; Jane Storey, exec vp.

VOGEL PETERSON FURNITURE CO.: 7373 Hunt Ave./Garden Grove, Calif. 92641/Phone: (714) 895-7373. John Costa, pres/dir-mktg; Joellen Englehardt, prod mgr; Jim Rosen, prod mgr.

Office furniture: In house.

PYRMA PRODUCTS CO.: 1246 N. Main St./Duncanville, Texas 75166/P.O. Box 382060/Duncanville, Texas 75138/Phone: (214) 298-4225. James M Jobin, mktg mgr; Melinda Denny, adv coord.

KENNETHTON HINCHWARE LTD.: 2855 Campus Drive/San Mateo, Calif. 94403/Phone: (415) 572-2700. Scott Johnson, natl sales mgr; Carol Fitzgerald, dir-mktg prog; Mary Shank, mktg svcs mgr.

RAY-TIMING: One Willow Lane/P.O. Box 67/East Texas, Pa. 18046/Phone: (215) 398-1151. Mark LaDouceur, vp-mktg; Natalie Rzonco, mgr-adv.

Time management products: Delia Femina, McNamee, Chicago; Tom Lewy, vp-acct super.

MASTER LOCK COMPANY: 510 Lake Cook Road, Suite 150/Deerfield Ill. 60015-4916/Phone: (708) 831-0808.

MASTER LOCK CO.: 2600 N. 32nd St./Milwaukee, Wis. 53210/Phone: (414) 444-2000. Bo Weis, dir-mktg, door hardware; Steve Williams, dir-mktg, padlock.

Master door locks and padlocks: Cramer-Krasselt, Milwaukee; William Faude, vp.

ARISTOKRAFT: One Aristokraft Square/P.O. Box 420/Jasper, Ind. 47546/Phone: (812) 482-2527. Gary Lautzenhiser, sr vp-mktg/sales.

Aristokraft kitchen cabinets & bath vanities: Creative House, Farmington, Mich.; Dick Ragowski, acct exec.

MOEN INC.: 377 Woodland Ave./P.O. Box 4007/Elyria, Ohio/44036/Phone: (216) 323-3341. H. Gardner, vp-mktg; R. Moorman, dir-mktg svcs.

Moen and Chicago Specialty plumbing products: Cramer-Krasselt, Chicago; Dave Hamel, vp-mgmt super.

WATERLOO INDUSTRIES: 919 Home Plaza/ Waterloo, Iowa 50701/P.O. Box 2095/Waterloo, Iowa/50704/Phone: (319) 235-7131. Mike Strickland, dir-mktg sales; R.C. Wojan, dir-intl sales; Marc Ventor, dir-Sears sales; John From, dir-mktg/sales/healthcare.

Waterloo tool storage products: Heilman Associates, Waterloo, Iowa; Robert B. Heilman, pres.

Waterloo Healthcare: Terry L. Butz Creative, Waterloo, Iowa; Terry L. Butz, pres.

RANK: 99

American Cyanamid Co.

Wayne, N.J.
Ad spending: $105.2 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	5,586	4,004	39.5
Sunday magazine	691	633	9.1
Newspaper	6	38	-82.7
Outdoor	14	62	-77.4
Network TV	32,109	16,181	98.6
Spot TV	3,153	3,737	-15.6
Syndicated TV	4,486	2,101	113.5
Cable TV networks	1,200	1,164	1.4
Spot radio	5,305	4,287	23.8
Measured media	52,591	32,225	63.2
Unmeasured	52,600	32,200	63.4
Total	105,191	64,425	63.3
By top brands	**1991**	**1990**	**% chg**
Dynatrim diet drink mix	24,769	5,580	337.6
Centrum vitamins	12,966	15,789	-17.9
FiberCon laxative	8,073	4,408	83.1

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	4,986	4,570	9.1
Earnings	359	353	1.7
U.S.	**1991**	**1990**	**% chg**
Sales	3,087	2,792	10.7
Operating earnings	299	29	926.5
Division sales	**1991**	**1990**	**% chg**
Medical	2,642	2,316	14.1
Agricultural	1,206	1,109	8.8
Chemical	1,138	1,146	-0.7

CORPORATE PROFILE

One brand summarizes American Cyanamid Co.'s 63.2% jump in media spending in 1991: Dynatrim. And next year, Dynatrim is likely to share top media ad billings with ProStep, the company's new venture in the hot smoking-cessation market.

Dynatrim diet meal replacement got $24.8 million in support last year compared with only $5.7 million in 1990, with most of the new outlays going into network TV, according to LNA/Arbitron Multi-Media Service.

Such support hasn't helped the Lederle Laboratories brand secure much of the $275.4 million market, according to Towne-Oller & Associates, which credits Dynatrim with a 4.4% share and Slim-Fast Foods with a commanding 88.4% share.

Ad spending next year should jump significantly again as marketing heats up for ProStep, the nicotine skin patch sold by prescription. Introduced in February, ProStep had claimed 13% of market by July, according to analyst Michael Walsh, a VP at Robertson, Stephens.

ProStep ranks third behind Ciba-Geigy Corp.'s Habitrol and Marion Merrell Dow's Nicoderm.

American Cyanamid put most of its other media support behind FiberCon laxative and Centrum vitamin and mineral supplement, according to LNA. Spending for FiberCon jumped 84.1% to $8.1 million, with spending largely going into network and syndicated TV. Centrum media spending dropped 17.9% to $9.13 million.

HEADQUARTERS

American Cyanamid Co./1 Cyanamid Plaza/Wayne, N.J. 07470./Phone: (201) 831-2000.

PERSONNEL, BRANDS, AGENCIES

AGRICULTURAL DIVISION: One Cyanamid Plaza/Wayne, N.J. 07470/Phone: (201) 831-2000. Thomas J. Raser, adv mgr-pesticides. Lewis Knickerbocker, mgr-mktg resources.

Poultry feed, additives, feed phosphate, calcium & area prods: Bergelt Litchfield, New York. Ed Bergelt, acct super.

Dowpar herbicide: Miller Meester Advertising, Minneapolis. Laurie Fleck, acct exec.

Assert weed and herbicide: Tucker Wayne/Luckie & Co., Atlanta. Mark Kirkpatrick, acct exec.

LEDERLE LABORATORIES: One Cyanamid Plaza/Wayne, N.J. 07470/Phone: (201) 831-2000. Michael Marquard, vp-gm, pharmaceuticals. Leonard Stevens, vp-gm, oncology. Ronald Eastman, vp-gm, standard prods. Michael Speidel, prod grp dir. Lederle-Praxis Biologicals. Paul Wilson, vp-mktg, pharmaceuticals. Nancy Panzenbeck, dir-mktg rsch, pharmaceuticals.

ProStep, Versiran: Klemtner Advertising, New York. Debbie Glick, acct exec.

Depen: Dorritie, Lyons & Nickel, New York. Joyce Valk, acct exec.

Nicoderm: Harrison, Star, Wiener & Beitler. Meryl Fischman, acct exec.

Methotrexate, Leucovorin Calcium, Thiotepa, Doxorubicin, Photofrin: Dugan/Farley Communications Associates, Upper Saddle River, N.J. John Farley, exec vp.

Mesoprist: Robert A. Becker Inc., New York. Stephanie Pins, acct exec.

Mexiletine, Minocin, Mutamycin: Le Da Agency (in-house), Wayne, N.J.

FiberCon, Centrum, Cefzil, Dynatrim: Carrafiello Diehl & Associates, Irvington, N.Y. Eric Eichhorn, acct exec.

RANK: 44

American Express Co.

New York
Ad spending: $226.4 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	21,422	34,991	-38.8
Sunday magazine	1,575	1,248	26.2
Newspaper	29,329	17,729	65.5
Outdoor	791	488	62.1
Network TV	58,191	50,561	15.1
Spot TV	29,082	30,088	-6.9
Syndicated TV	499	3,790	-86.9
Cable TV networks	5,488	2,817	169.7
Network radio	0	4,830	NA
Spot radio	10,923	7,716	41.6
Measured media	156,218	154,065	1.4
Unmeasured	70,200	63,600	10.4
Total	226,418	217,665	4.0
By top brands	**1991**	**1990**	**% chg**
American Express cards	102,988	106,658	-3.4
Shearson Lehman	16,847	6,225	170.6
AmEx travel service	16,177	10,054	60.9
AmEx travelers cheques	12,747	19,262	-33.9

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	25,763	24,322	5.9
Earnings	789	181	335.9
U.S.	**1991**	**1990**	**% chg**
Sales	21,024	19,459	8.0
Pretax income	409	315	29.8
Division sales	**1991**	**1990**	**% chg**
Travel related services	9,905	9,698	2.1
IDS financial	2,554	2,200	16.1
American Express Bank	1,503	1,814	-17.1
Shearson Lehman Bros.	11,177	10,177	9.8
First Data Corp.	986	827	20.3

CORPORATE PROFILE

American Express Co., the ultimate status symbol of the 1980s, hasn't found the '90s nearly as hospitable.

Last year, the combination of recession and the Persian Gulf War ate at the core of its customer base: Well-heeled frequent business travelers were either out of work or had severely curtailed their travel. And the problem wasn't temporary.

In the past few years, Visa and MasterCard issuers have hammered away at AmEx by matching many of its services and offering lower fees.

While the company as a whole showed strong earnings, the core Travel Related Services unit labored under a 59% loss to $396 million on $9.9 billion in revenues, up 2.1%. AmEx's share of U.S. general-purpose charges continued to erode, reaching 20.6%, compared with 22.3% in 1990 and 25% in the late 1980s.

AmEx vows to rebuild its brand, committing to spend about $1.1 billion this year on marketing. Jonathan Linen, ceo at AmEx-owned Shearson Lehman, was moved to president of Travel Related Services and Harvey Golub, chairman-ceo of IDS Financial Corp., took the same posts at the travel unit.

AmEx's marketing strategy is to be selective at signing up new cardmembers; to focus on retaining its loyal, upscale cardmembers; and to placate merchants who complained of high fees.

AmEx shifted the bulk of its U.S. direct marketing from Ogilvy & Mather Direct, New York, to Wunderman Worldwide and Bronner Slosberg Humphrey, Boston. Last November, Chiat/Day/Mojo, New York, was selected to replace O&M on its charge-card image account in the U.S., with O&M keeping media buying and creative promoting service establishments.

But Chiat's so-called "icon" campaign, which features a larger-than-life card, was widely criticized as a cold throwback to 1980s excesses and is being changed this month with three new TV spots that give the card a "warmer" feel. Aldo Papone, former chairman-ceo of the Travel Related Services unit who retired for health reasons in 1990, was brought back as a consultant last April to help fix the ad effort.

Media spending for AmEx's charge-card products dropped 4.4% last year to $138 million, according to LNA/-Arbitron Multi-Media Service, while the company devoted more resources to direct marketing and promotions, and wrestled with the agency review.

The Shearson Lehman Bros. brokerage unit, just 18 months after hiring Chiat, abruptly dismissed the agency in August and expects to replace it by late this month. Lehman Bros., the investment banking arm, hired Hal Riney & Partners, New York, as its first agency after splitting off from Shearson.

HEADQUARTERS

American Express Co./American Express Tower/World Financial Center/ New York, N.Y. 10285/Phone: (212) 640-2000.

PERSONNEL, BRANDS, AGENCIES

AMERICAN EXPRESS TRAVEL RELATED SERVICES CO.: American Express Tower/World Financial Center/ New York, N.Y. 10285/Phone: (212) 640-2000. Phillip J. Riese, exec vp-gm, charge-card mktg; Thomas O. Ryder, exec vp-establishment svcs div and pres-publishing grp; Joan Bonnette, vp-adv; James Corcoran, vp-intl adv; Peggy Mitchell-King, vp-TRS media planning/buying; Norma Arnold, sr vp-establishment svcs mktg; Abby Kohnstamm, sr vp-Cardmember relationship mktg; James Wann, sr vp-new Cardmember mktg; Brian Kleinberg, sr vp-Optima Card mktg; Peter Bopp, vp-Corporate Card adv; Amy McIntosh, vp-mktg, Travelers Cheque Group; Bruce Grieve, vp-consumer mktg, Travelers Cheque Group.

Personal Card, Gold Card: Chiat/Day/Mojo, New York. Steven Friedman, sr vp-grp acct dir.

Platinum Card, Optima Card, Corporate Card, cardmember relationship direct mktg: Wunderman Worldwide, New York. Joanne Zelac, Debra Brown, Barbara Jack, sr vp-acct dirs.

Establishment Services, Travelers Cheques, direct marketing to seniors and students, U.S. media planning and buying: Ogilvy & Mather, New York. Bill Gray, sr vp-exec grp dir.

New cardmember acquisition and retention direct mktg, frequent-traveler programs: Bronner Slosberg Humphrey, Boston. Steve Humphrey, pres.

AMERICAN EXPRESS PUBLISHING CORP.: 1120 Ave. of the Americas/New York, N.Y. 10036/Phone: (212) 382-5600. Thomas O. Ryder, pres; Tony Morgano, coo; James Berrion, sr vp-grp publisher; Doug Fierro, publisher-*Food & Wine*; Alexandra Golinkin, publisher-*Travel & Leisure*; Donna Cacciotti, publisher-*Departures*; Holly Tennyson, publisher- *L.A. Style*; Thomas Hartman, publisher-*D*; Thomas Casey, publisher-*Atlanta*.

Travel & Leisure, Food & Wine, Departures: Ogilvy & Mather, New York. Bill Gray, sr vp-exec grp dir.

L.A. Style, D, Atlanta: In-house.

SHEARSON LEHMAN BROTHERS: American Express Tower/Travel Related Services/200 Vesey St./New York, N.Y. 10285/Phone: (212) 298-2000. Joseph Plumeri, pres-private client grp; Debra Isenberg, exec vp-dir mktg/adv; Catherine Kaputa, sr vp-dir adv; Barbara Glasser, vp-adv mgr.

Account up for review.

LEHMAN BROTHERS: American Express Tower/ World Financial Center/New York, N.Y. 10285/ Phone: (212) 298-2000. Diane Buckley, vp-adv.

Hal Riney & Partners, New York. Lisa Newman, acct exec.

IDS FINANCIAL CORP.: P.O. Box 534 /Minneapolis, Minn. 55440/Phone (612) 671-3131. Reed Saunders, sr vp-chief mktg officer.

Ogilvy & Mather, New York. Bill Gray, sr vp-exec grp dir.

RANK: 24

American Home Products Corp.

New York
Ad spending: $447.1 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	15,923	15,176	4.1
Sunday magazine	41	0	NA
Outdoor	0	2	NA
Network TV	173,278	150,544	15.1
Spot TV	66,404	46,851	41.7
Syndicated TV	7,706	9,574	-18.7
Cable TV networks	19,088	10,828	76.3
Network radio	6,195	1,340	362.2
Spot radio	1,906	19	NA
Measured media	290,589	234,334	24.0
Unmeasured	156,500	181,100	-13.6
Total	447,088	415,434	7.6
By top brands	**1991**	**1990**	**% chg**
Advil pain reliever	54,092	47,914	12.9
Anacin pain reliever	38,093	28,691	32.8
Robitussin cough prods.	35,098	20,990	72.0
Dimetapp cold products	30,195	24,086	25.4
Dristan cold products	21,376	16,414	30.2
Cuticlvi cold remedy	13,772	15,457	-10.9
Preparation H products	13,067	9,320	56.3
Chef Boyardee pasta	10,608	15,907	-32.1
Primatene	9,918	5,282	87.8
Denorex shampoo	9,344	5,066	83.7

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	7,079	6,755	4.8
Earnings	1,375	1,231	11.8
U.S.	**1991**	**1990**	**% chg**
Sales	4,873	4,606	5.9
Operating income	1,335	1,446	-7.7
Division sales	**1991**	**1990**	**% chg**
Pharmaceuticals	4,018	3,463	16.0
Consumer healthcare	1,436	1,299	10.6
Medical supplies	767	745	3.0
Food prods.	850	853	0.7

100 LEADING NATIONAL ADVERTISERS

CORPORATE PROFILE

Advertising for American Home Products Corp.'s healthcare division exploded out of the blocks in 1991, rejuvenating sales in the U.S. division that in 1990 had slipped 11.8% below prior-year levels.

The company backed the division's products with $258 million in U.S. media, up 32.3%, to push the division's U.S. sales to $1.4 billion, up 10.5%.

AHP in effect borrowed from Peter to pay Paul by spending 17.1% less on food products, its other heavily media-advertised group. U.S. food sales remained flat at $799 million, accounting for 93% of the segment's worldwide total. U.S. healthcare sales represent about 71% of the worldwide total.

Advil continued its reign as the top ibuprofen product, climbing to 12.9% market share in the $2.3 billion-plus U.S. pain reliever market. Media support rose 7.1% for the brand, with CoAdvil being renamed Advil Cold & Sinus.

Changes for Anacin started with new advertising and packaging in 1991. In early 1992, the brand was shifted from Whitehall to the A.H. Robins division, allowing Whitehall to focus on Advil, and Partners & Shevack, New York, was dropped as the Anacin agency in favor of McCann-Erickson Worldwide. The Anacin brand got a 32.8% spending boost in 1991, to $38 million.

Supported by a 72% hike in ad spending, Robitussin cough syrup gained Maximum Strength Cough and Pediatric Cough & Cold formulas line extensions, as well as Robitussin cough drops.

The Dristan brand family was extended with Dristan Allergy and Dristan Cold & Flu formulas. Spending behind the brand grew 30.2%.

Other brands benefiting from AHP's ad spending hike were Preparation H, up 56.3%; Anbesol, up 92.3%; Primatene, up 87.8%; and Riopan, up 76.5%. Riopan, which got $8.3 million in ad support last year, was moved to Avrett, Free & Ginsberg from Partners & Shevack.

Carrafiello-Diehl & Associates, Irvington, N.Y., joined the company's roster of agencies, winning Arthritis Pain Formula and Compound W, formerly at Avrett.

American Home Food Products added several items to its Chef Boyardee line, with Teenage Mutant Ninja Turtles canned pasta and Main Meals microwaveable prepared pasta. Spending behind the brand dropped 32.1% in 1991, however.

The company's largest contributor to sales, the pharmaceutical division, grew by 16% in 1991.

HEADQUARTERS

American Home Products Corp./685 Third Ave./New York, N.Y. 10017/Phone: (212) 878-5000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Corp media buying: John F. Murray Advertising (in-house). Richard Feldheim, pres; Marianne McArdle, sr vp-dir natl TV; Kathleen Margaritov, Patricia Frohman, Kenneth Lagana, vps-natl TV supers; Emma Salgado, vp-traffic; William Levengood, vp-dir computer operations; Ingrid Loeuis, vp-treasurer.

Mil-Mor Media (in-house). Frances Slaughter, vp-gm.

WHITEHALL LABORATORIES: 685 Third Ave./New York, N.Y. 10017/Phone: (212) 878-5500. Andrew Davis, sr vp-mktg; Steve Gootzeit, vp-mktg; Holly Crosbie-Foote, vp-mktg; J. Schmitt, sr vp-bus devel.

Advil, Advil Cold & Sinus, Anbesol, Chloraseptic Easy, Chloraseptic Easy, Today Sponge: Young & Rubicam, New York. Leon Gamza, exec vp-grp dir.

Dristan sprays & tablets, Momentum, Oxipor, Preparation H: McCann-Erickson Worldwide, New York. George Biava, sr vp-grp dir.

Donnarex, Primatene, Partners & Shevack, New York. Alan Yarnoff, exec vp-acct dir.

Fresenius, Ortyra, Sumicid, Riopan: Avrett, Free & Ginsberg, New York. Tom James, exec vp, dir-client svcs; Helen Pantuso, acct super.

Arthritis Pain Formula, Compound W: Carrafiello-Diehl & Associates, Irvington, N.Y. Bob Morais, sr vp; J. Brian Gallick, acct super.

FORT DODGE LABORATORIES: 800 Fifth St. NW/Fort Dodge, Iowa 50501/Phone: (515) 955-4600. Dr. Wm. E. Ryan, dir-adv.

Brady Co., Menomonee Falls, Wis. Bert Hutchinson, sr vp.

AMERICAN HOME FOOD PRODUCTS: 685 Third Ave./New York, N.Y. 10017/Phone: (212) 878-6300. John Hilton, sr vp-mktg; Albert Soricelli, sr vp-new ventures; Rick Donnelly, vp-prod mgmt; Jules Neuberger, adv dir.

Ranch Style Beans, Pam, new products: Young & Rubicam, New York. Jordan Stanley, sr vp-mgmt super.

Chef Boyardee Pizza Mix, Crunch 'n Munch, Wheelios, Moppy, Dennison's Chili, new products: LCF&L, New York. Al Evans, exec vp; Al Magnane, exec vp-Dennison's Chili.

Gulden's, Look's Beans, Jiffy Pop, new products: Isadore & Paulson, New York. Paul Paulson, pres.

Foodservice: Gordon Hanrahan Inc., Chicago. Mary Ellen Hanrahan, partner.

SHERWOOD MEDICAL CO.: 1915 Olive St./St. Louis, Mo. 63103/Phone: (314) 621-7788. Robert Egan, exec vp-domestic mktg; Jackie Forsland, vp-gm, API.

In-house.

WYETH-AYERST LABORATORIES: 555 E. Lancaster Ave./St. Davids, Pa. 19087/Phone: (215) 688-4400. Robert Essner, exec vp; Joseph Beshel, vp-gm, instl prod; David Bluey, dir-planning/sales/mktg; Hector Cabrera, vp-gm, Wyeth-Ayerst Puerto Rico; David Dodd, vp-gm, pediatric/consumer healthcare; Joseph Mahady, vp-mktg oper; David Pernock, vp-prof prod mktg; David Swingle, vp-prof prod sales; Martin Meaney, vp-comms.

Atrixo injections, Carubidine: Harrison, Star, Wiener & Beitler, New York. Meg Kurry, acct exec.

Premarin, Verelan, Norplant, Isuna: Klemtner Advertising, New York. Nancy Larsen, James Bargon and Colleen Cassidy, acct execs.

Inderal LA, Inderide LA, Tebrax, Gastodene, LaDural, Dural, Triphasil: Lally, McFarland & Pantel'o, New York. Nancy Barnett, acct exec.

Texas, Micro-K: Hudson Healthcare Communications, New York. Natalie Burke, acct exec.

Children's Advil, Bonnagel: Sudler & Hennessey, New York. Mark Merriman, acct exec.

Ativan oral, Bicillin, Cordarone, Cellyrium, Cyclin, Grisactin, Mycelins, Nordette, Norsey, Oral antibiotics, Orudis, Phenergan suppositories & syrups, Quinidex, Sectral, Serax, SMA, Surmontil, Wymoids Relief Factor: In-house.

A.H. ROBINS CONSUMER PRODUCTS: 1405 Cummings Drive/Richmond, Va. 23220/Phone: (804) 257-2701. Dennis O'Donnell, vp-mktg.

Anacin, Aspirin Free Anacin: McCann-Erickson Worldwide, New York. George Biava, sr vp-grp dir.

Robitussin cough syrup and cough drops: Scali, McCabe, Sloves, New York. Lauren Fisher, exec vp-grp acct dir.

Chap Stick, Dimetapp: Carrafiello-Diehl & Associates, Irvington, N.Y. Bob Morais, sr vp; J. Brian Gallick, acct super.

RANK: 53

American Stores Co.

Salt Lake City, Utah
Ad spending: **$201.6** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	196	340	-42.4
Sunday magazine	49	132	-63.0
Newspaper	57,180	69,550	-17.8
Outdoor	660	711	-7.2
Spot TV	56,190	49,093	14.5
Spot radio	12,710	9,575	32.8
Measured media	126,990	129,401	-1.9
Unmeasured	74,600	76,000	-1.8
Total	201,590	205,401	-1.9
By top brands	**1991**	**1990**	**% chg**
Lucky food stores	65,408	52,400	24.8
Sav-on drugs	13,683	2,226	511.9
Jewel food stores	12,128	20,751	-41.6
Osco drug stores misc. merchandise	10,952	17,740	-38.3
Acme food stores	5,611	11,701	-52.0
Alpha Beta supermarkets	7,886	5,494	43.6

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	20,823	22,156	-6.0
Earnings	199	182	9.3

CORPORATE PROFILE

American Stores Co. plans to spend more than $2 billion over the next three years to refurbish and improve 172 stores throughout its grocery and drug store divisions. Those include Acme Markets, Jewel Food Stores, Star Market, Lucky Stores and American Drug Stores, which operates the Osco Drug and Sav-On Drug chains.

The company operates 1,488 retail units in 30 states.

The marketplace for food and drug retailing remained soft through much of late 1991 and into 1992, though the company reported total sales from continuing operations in the first quarter increased 2.6% to $4.7 billion, a reversal of the negative growth in same-store sales in 1991 vs. 1990.

American last year slipped behind Kroger Co. as the nation's supermarket sales volume leader. Part of the slippage related to the divestiture of a number of stores in the past two years.

Despite the still sluggish California economy, Lucky Stores increased operating profit 2.6% for the first quarter of 1991, vs. the same period a year earlier.

In April, American Stores completed the sale of 74 Jewel-Osco combination food and drug stores for $325 million. The facilities sold comprised all operations in Texas, Oklahoma and Florida, and some Arkansas units.

The American Drug Stores subsidiary last February acquired 63 CVS Consumer Value Stores drugstores and 22 health & beauty aid stores in southern California. These stores encompass all operating CVS stores in California with sales estimated at $152 million in 1991. They will become Sav-On Express outlets.

The division also opened its first Vision format, reflecting what the company believes is the future of drugstore retailing—a transition of stores into healthcare centers.

Acme Markets in mid-1992 moved its estimated $15 million newspaper and broadcast ad account to Reimel Carter, Philadelphia, from J. Walter Thompson USA, New York. During 1991, the division cut ad spending virtually in half.

Last year, Lucky Stores increased media spending 24.8% to $65.4 million, according to LNA/Arbitron Multi-Media Service. Jewel Food Stores, which accounts for about 38% of consumers' grocery expenditures in the Chicago area, supported its stores with more than $12 million in media, down 41.6% from 1990, while Osco spent more than $10 million, the same as 1990, LNA noted.

HEADQUARTERS

American Stores Co./709 E. South Temple/Salt Lake City, Utah 84102/P.O. Box 27447/Salt Lake City, Utah 84127-0447/Phone: (801) 539-0112.

PERSONNEL, BRANDS, AGENCIES

ACME MARKETS: 75 Valley Stream Parkway/Malvern, Pa. 19355/Phone: (215) 889-4000. Ed Spragg, vp-sales and special mktg.

Reimel Carter, Philadelphia. Tom Kubovsak, acct exec.

JEWEL FOOD STORES: 1955 W. North Ave./Melrose Park, Ill. 60160/Phone: (708) 531-6000. William Bolton, pres; Greg Josefowicz, vp-mktg.

Lois/USA, Chicago. Brad Beechen, mgmt super.

LUCKY STORES: 6300 Clark Ave./P.O. Box BB/Dublin, Calif. 94568/Phone: (510) 833-6000. Brian Carter vp-sales and merch, Northern Div; Roger Wilhelm, vp-sales/ merch, Southern Div.

Grey Advertising, Los Angeles. Priscilla Wright, acct exec.

STAR MARKETS: 625 Mt. Auburn St./Cambridge, Mass. 02138/Phone (617) 661-2200. Brian Smith, vp-adv.

Rossin Greenburg Seronick, Boston. Lisa Cloutier Brown, acct super.

AMERICAN DRUG STORES: 1818 Swift Drive/Oak Brook, Ill. 60521/Phone (708) 572-5000. Arlyn White, exec vp-mktg; Kevin Tripp, vp-adv & sales.

Osco Drug: 1818 Swift Drive/Oak Brook, Ill. 60521/Phone: (708) 572-5000; **Sav-On Drug:** 1500 S. Anaheim Blvd./Anaheim, Calif. 92805/Phone: (714) 778-2300. Lois/USA., Chicago. Terry Laughlin, acct exec.

RANK: 67

AMR Corp.

Dallas
Ad spending: **$150.1** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	8,643	14,374	-39.9
Sunday magazine	85	1,315	-93.6
Newspaper	68,588	60,697	13.2
Outdoor	322	421	-23.6
Network TV	406	707	-42.6
Spot TV	22,184	21,062	5.3
Syndicated TV	145	193	-24.8
Cable TV networks	1,388	753	84.3
Network radio	0	471	NA
Spot radio	8,003	4,344	84.2
Measured media	109,863	104,339	5.3
Unmeasured	40,200	38,200	5.2
Total	150,063	142,539	5.3

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	12,887	11,720	10.0
Earnings	(240)	(40)	-506.1
Division sales	**1991**	**1990**	**% chg**
Passenger	10,714	9,743	10.0
Cargo	471	429	9.8
Other	910	837	8.7

CORPORATE PROFILE

American Airlines, the nation's largest carrier, shook the industry this April with a value-pricing plan aimed primarily at the business segment.

The simplified fare structure was positioned as a permanent revision that would cut first-class fares from 20% to 50%; reduce existing coach fares by 38% with no advance purchase or Saturday stayover; and slash PlanAAhead fares by up to 49%.

A $20 million multimedia campaign themed "Bringing value back to air travel" supported the plan, from agency Temerlin McClain, Dallas.

For the 12-month period through May 1992, American held a 19% share (17.1% in 1991) of domestic revenue passenger miles, followed by United Airlines at 18.5% (17.2% in '91) and Delta Air Lines at 15.5% (13.7% in '91), according to the U.S. Department of Transportation.

It remains to be seen how the new fare structure will affect the long-term financial health of the industry. Short term, the fare cuts will prove costly, coming after $2 billion in losses posted by U.S. carriers in 1991.

American responded when Northwest Airlines launched its "Parents Fly Free" summer promotion, and its limited half-price fares set off a mini fare war.

Chairman Robert Crandall has said the challenge for the 1990s will be to determine if and how American can develop the right product for short-haul markets and whether the airline can introduce low-cost service with no frills in appropriate markets.

HEADQUARTERS

AMR Corp./P.O. Box 619616/Dallas-Fort Worth Airport/Texas 75261/Phone: (817) 963-1234.

PERSONNEL, BRANDS, AGENCIES

AMERICAN AIRLINES: P.O. Box 619616/Dallas-Fort Worth Airport, Texas 75261. Michael W. Gunn, sr vp-mktg; George L. Mueller, vp-customer svcs; Jack L. Williams, vp-passenger sales; Tom Morris, mg dir-adv; Rob Britton, mgr-adv/dir mktg; Rick Fisher, mgr-intl adv.

Domestic adv: Temerlin McClain, Dallas. Paul Gold, exec vp-acct dir.

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Intl & Latin America adv: DDB Needham Worldwide, Dallas and New York. Greg Taucher, sr vp-Dallas; Dennis Byrnes, sr vp-New York.

RANK: 22

Anheuser-Busch Cos.

St. Louis
Ad spending: **$508.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	20,003	7,787	157.5
Sunday magazine	1,120	243	361.3
Newspaper	5,754	3,989	44.3
Outdoor	11,616	6,058	91.8
Network TV	122,922	129,009	-4.7
Spot TV	92,448	91,646	0.9
Syndicated TV	23,391	13,703	70.7
Cable TV networks	31,408	26,788	17.2
Network radio	0	983	NA
Spot radio	19,219	20,960	-8.3
Measured media	327,880	301,145	8.9
Unmeasured	180,500	157,800	14.4
Total	508,380	458,945	10.8
By top brands	**1991**	**1990**	**% chg**
Budweiser beer	212,146	184,074	15.3
Anheuser-Busch beer	26,378	7,849	236.1
Michelob beer	18,451	38,287	-51.8
Eagle snacks	16,982	7,811	117.4
O'Doul's ale	11,816	7,244	63.1
Sea World amusement parks	11,640	13,970	-16.7
Busch beer	10,698	24,173	-55.7
Busch Gardens amusement park	7,466	10,862	-31.3

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	12,634	11,612	8.8
Earnings	940	842	11.6
Division sales	**1991**	**1990**	**% chg**
Beer	8,324	8,151	2.1
Food	2,089	1,982	4.4
Entertainment	618	625	-1.2

CORPORATE PROFILE

The poor economy and an increase in the federal excise tax translated into lower beer volumes and consumers trading down.

Anheuser-Busch Cos., the nation's leader in beer sales, saw its volume drop 0.4%, its first volume decline in years. Yet, A-B did better than the total beer industry, which declined 2% in volume, and raised its share to 44.1% as consumers switched to some of its subpremium-priced beers, notably Natural Light and Busch.

A-B's superpremium Michelob brands saw volume drop, and so, to the brewer's chagrin, did the country's No. 1 brew, Budweiser, down 5.2% to 47.2 million barrels.

A-B's biggest success in the premium segment was Bud Light, up 5.1% to 12.4 million barrels. Bud Light also got a big boost in media spending, 28.2%, to $57.7 million, second in dollar weight to Budweiser's $84.2 million, up 18.6%.

The brewer is testing Michelob Golden Draft and Golden Draft Light as premium beers.

A-B is also getting more vigilant in defending its products, with a Natural Light spot attacking Coors Light in some markets. Local market advertising and direct marketing both are being increased this year.

The static growth of the U.S. beer industry has also prompted A-B to look for international growth. A-B in January took over marketing of its beers in the U.K. and began its first corporate-backed ad campaign there. It also is trying to buy a portion of the Budvar brewery in Czechoslovakia that has rights to the Budweiser name in Germany and Austria.

Busch Entertainment Corp., with more than 10 theme parks, opened more than $50 million in new attractions, supporting the moves with new ad campaigns.

A-B has also pushed ahead with its Eagle Snacks division, taking distribution national and becoming the No. 3 player in the industry. The national roll-out of tortilla chips got $16.1 million in media backing, compared with only $3.3 million when in limited distribution in the prior year.

A-B made a significant media buying move this year when it took in-house the local media buying handled by D'Arcy Masius Benton & Bowles, St. Louis, and media planning by that agency and DDB Needham Worldwide, Chicago.

HEADQUARTERS

Anheuser-Busch Cos./One Busch Place/St. Louis, Mo. 63118/Phone: (314) 577-2000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Michael Roarty, exec vp-corp mktg/comms, chmn-Busch Media Grp.; Joe Castellano, vp-consumer awareness/education; Jesse Aguirre, vp-Hispanic corp relations.

Corp adv-Hispanic: Sosa, Bromley, Aguilar & Associates, San Antonio, Texas. Patsy Weser, acct super.

Black corp affairs: Caroline Jones Advertising,-New York. Troy Ellen Dixon, vp-acct mgmt.

Consumer awareness: D'Arcy Masius Benton & Bowles, St. Louis. James Palumbo, sr vp-acct grp dir.

ANHEUSER-BUSCH: One Busch Place/St. Louis, Mo. 63118/Phone: (314) 577-2000. Steve Burrows, vp-brand mgmt; Tony Ponturo, vp-corp media/sports mktg; Jerry Solomon, pres-Busch Media Grp, New York; Tom Sharbaugh, vp-Budweiser; August Busch IV, dir-Budweiser brand mktg; Robert Lachky, sr brand mgr-Bud Light; Manny Flores, sr brand mgr-Bud Dry; Mike Owens, grp dir-Busch, Busch Light, Natural Light, Natural Pilsner, King Cobra, O'Doul's; Bill Braun, sr brand mgr-Busch, Busch Light; David English, brand mgr, Natural Light, Natural Pilsner, King Cobra; Anne Suppiger, brand mgr-O'Doul's; Robert J. Goughenour, grp brand dir-Michelob family; Jim Schumacker, sr brand mgr-Michelob superpremiums; Don Meyer, sr brand manager, Michelob Golden Draft, Golden Draft Light; Brian Porter, sr brand mgr-Carlsberg; Al Cummings, brand mgr-King Cobra; Scott McCune, dir-ethnic/geographic mktg.

Bud Light, Bud Dry, Busch brands, Michelob Golden Draft and Golden Light: DDB Needham Worldwide, Chicago. John Greening, sr vp-grp acct dir, beer.

Budweiser, O'Doul's, Michelob, Michelob Light, Michelob Dry, Michelob Classic Dark, Natural Light, Natural Pilsner: D'Arcy Masius Benton & Bowles, St. Louis. James Palumbo, sr vp-acct grp dir.

Carlsberg, Elephant malt liquor: TBWA Advertising, New York. Rob Rosenthal, sr vp-mgmt super.

King Cobra, Bud Light, Bud Dry (African-American): Equinox Advertising, Chicago. Stuart Rankin, Bernie Washington, Bill Daniel, partners. Stephen Baker, acct exec.

Budweiser, Michelob, Busch Hispanic: Castor Advertising, New York. Chris Daniels, sr acct exec.

Texas and California localized Bud Light goal mkt adv, natl Bud Light Hispanic, Bud Dry Hispanic and Michelob Golden Draft Hispanic: Sosa, Bromley, Aguilar & Associates, San Antonio, Texas. Patsy Weser, acct super.

New products: TBWA Kerlick Switzer, St. Louis. Art Cramer, dir acct svcs.

ANHEUSER-BUSCH INTERNATIONAL: One Busch Place/St. Louis, Mo. 63118/Phone: (314) 577-3869.Jack MacDonough, exec vp-mktg.

BUSCH ENTERTAINMENT: One Busch Place/St. Louis, Mo. 63118/Phone: (314) 577-2000. Melvin L. Bilbo, vp-mktg prod devel; Barry W. Thigpen, grp mktg dir-Busch Gardens; Christopher M. Shea, grp marketing dir-Sea Worlds; Susan Busch Transou, dir-national adv/product development.

Busch Gardens, Sea World of Florida, Sea World of Ohio, Cypress Gardens, Adventure Island, Sesame Place: DDB Needham Worldwide, Chicago. Ray Gillette, sr vp-grp acct dir.

Sea World of California: D'Arcy Masius Benton & Bowles, Los Angeles. Ron Boyd, vp-mgmt super.

Sea World of Texas: GSD&M, Austin, Texas. Steve Braasch, sr vp-acct dir.

CAMPBELL-TAGGART: 6211 Lemmon Ave./Dallas, Texas 75209/Phone: (214) 358-9211. Larry Pearson, vp-mktg.

Iron Kids, Rainbow, Colonial, Grant's Farm, Earth Grains breads, Break Cake: Bloom FCA, Dallas. Kay Fowler, vp-mgmt super.

EAGLE SNACKS INC.: 8115 Preston Road, Suite 300/Dallas, Texas 75225/Phone: (214) 265-5101. William Opdyke, exec vp-sales/mktg; Dan R. Keller, vp-mktg.

Eagle potato chips, tortilla chips, honey roasted nuts and pretzels, new prod: TBWA, New York. Rob Rosenthal, sr vp-mgmt super.

ST. LOUIS NATIONAL LEAGUE BASEBALL CLUB: 250 Stadium Plaza/St. Louis, Mo. 63102/Phone: (314) 421-3060. Martie Hendin, vp-mktg; Nancy Trammell, dir-promo.

St. Louis Cardinals: Kupper Parker Communications, St. Louis. Rachelle Lindorff, vp-acct super.

RANK: 13

AT&T Co.

New York
Ad spending: **$617.3** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	48,838	65,199	-25.1
Sunday magazine	5,251	7,348	-28.5
Newspaper	28,291	43,927	-35.6
Outdoor	552	283	95.3
Network TV	171,956	244,910	-29.8
Spot TV	61,733	69,013	-10.5
Syndicated TV	18,824	19,989	-5.8
Cable TV networks	19,306	15,280	26.3
Network radio	30,109	31,197	-3.5
Spot radio	6,834	9,624	-29.0
Measured media	391,694	506,770	-22.7
Unmeasured	225,600	291,900	-22.7
Total	617,294	798,670	-22.7
By top brands	**1991**	**1990**	**% chg**
AT&T telephone services	314,535	353,879	-11.1
AT&T Co	27,202	37,998	-28.4
AT&T technologies	25,411	45,156	-43.7
AT&T telephones	15,766	19,204	-17.9

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	63,089	62,191	1.4
Earnings	522	3,184	-83.2
Division sales	**1991**	**1990**	**% chg**
Telecommunications	38,805	38,283	1.4
Products & systems	15,941	16,124	-1.1
Rentals & services	6,959	6,980	-0.5
Financial svcs & leasing	1,384	881	57.1

CORPORATE PROFILE

AT&T Co. remains dominant in the U.S. long-distance telephone market with 68% of the growing $65 billion industry, despite competitive incursions by MCI Communications Corp. and Sprint.

Early this year, AT&T struck back at MCI with an aggressive ad campaign themed "It's just not worth it," attacking the No. 2 carrier's Friends & Family discount calling plan.

In April, AT&T began a strong push in the small-business sector with its Partners in Business program to serve specific needs of small to midsize businesses.

Last year, AT&T rejiggered its overall spending, subtracting from nearly every media category except cable TV, where spending rose 26%, according to LNA/Arbitron Multi-Media Service. Corporate image ad spending was cut 28%, but AT&T's general promotion budget surged 96.7% to $54.3 million. Long-distance ad spending fell 16.5% to $126.2 million, according to LNA.

In March, AT&T launched World Connect, a calling card service targeting Americans living or traveling abroad. In April, it unveiled the Easy-Reach 700 service, allowing customers to be reached away from home via a special 700-number exchange; a TV and print campaign for the service breaks this fall via Wunderman Worldwide.

In July, AT&T began shipping its $1,500 VideoPhone, the first such full-color device to be mass-marketed. A print and TV campaign breaks this fall from N W Ayer.

AT&T's Universal credit card now ranks third in the U.S. in receivables in less than three years on the market, with more than 15 million cards now in circulation. On Universal's second anniversary in March, AT&T used network TV via spots from Lord, Dentsu & Partners to announce an incentive program that offered no annual fee for life to anyone who switched at least $1,000 from another credit card to Universal.

HEADQUARTERS

American Telephone & Telegraph Co./1301 Ave. of the Americas/New York, N.Y. 10019/Phone: (212) 841-4666.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: J. Kent Planck, corp vp-adv; Robert W. Watson, dir-adv svcs; Pete de Tagyos, Olympics dir; Mary Ann Thiem, intl brand mgr; Mary Lou Floyd, adv svcs mgr; Mike Neville, mgr bdct media; Linda Urben, corp adv mgr; Liz Mammen, corp media mgr-print; Claire Pitney, corp event mktg mgr.

Corporate adv: N W Ayer, New York. Peter Varvara, vp-mgmt super.

Corporate arts & underwriting: Serino Coyne, New York. Linda Lehman, exec vp-acct mgmt.

Black adv, Hispanic adv: UniWorld Group, New York. Herman Morales, sr vp; Linda Dukette, vp-acct super.

AT&T CONSUMER COMMUNICATIONS SVCS: 1301 Ave. of the Americas/New York, N.Y. 10019/Phone: (212) 841-4600. David Robertson, dir-adv.

Consumer long-distance: N W Ayer, New York. Rich LeFurgy, sr vp-mgmt super.

Ethnic adv, Hispanic consumer long distance: Y&R/Bravo, New York. Daisy Esposito, pres-chief creative officer.

Bus svcs: McCann-Erickson Worldwide, New York. Jim Lamond, sr vp.

Domestic and intl travel, target mkt and intl long distance: Young & Rubicam, New York. Barbara Ishfin, sr vp-mgmt super.

General consumer comms, EasyReach 700: Wunderman Cato Johnson, New York. Marjorie Kalter, exec vp-acct dir; Ann Hughes, sr vp-acct dir; Allison Knapp, mgmt super.

International military and Americans living abroad: Young & Rubicam, New York. Lisa Daniels, vp-mgmt super.

Military, college, hospitals: Keyes Martin, Springfield, N.J. Ted Lawrence, vp-mgmt super.

AT&T CORPORATE-INTERNATIONAL: 1301 Ave. of the Americas/New York, N.Y. 10019/Phone: (212) 841-4634. Mary Ann Thiem, intl brand mgr.

AT&T intl corporate adv: Ogilvy & Mather, New York. Cynthia Round, sr vp-grp dir.

INTERNATIONAL COMMUNICATIONS SERVICES: 295 N. Maple Ave./Basking Ridge, N.J. 07920/Phone: (908) 221-4000. Jackie Woodall, div mgr.

Intl consumer svcs-Hispanic adv: Bravo Group, New York. Dora Diaz, acct exec.

Consumer/bus adv-Puerto Rico: Marti Flores Prieto & Wachtel, Puerto Rico.

AT&T CONSUMER PRODUCTS: 5 Wood Hollow Road/Parsippany, N.J. 07054/Phone: (201) 581-3000. Stan St. John, adv/promo dir.

Consumer telephones: N W Ayer, New York. Peter Varvara, vp-mgmt super.

BUSINESS COMMUNICATIONS SERVICES: 295 N. Maple Ave./Basking Ridge, N.J. 07920/Phone: (908) 221-2000. Susan Munroe, dist mgr.

Domestic bus, long distance, Pro WATS, 800: McCann-Erickson Worldwide, New York.

Domestic bus, long distance, direct mktg: Bronner Slosberg Humphrey, Boston. Jean Alexander, vp-assoc.

Domestic bus, PBX prods: Ogilvy & Mather, New York.

Bus comm systems: Ogilvy & Mather, New York.

UNIVERSAL CARD SERVICES: 8787 Baypine Road/Jacksonville, Fla. 32256/Phone: (904) 443-7500. Barbara Bromberg, vp-adv/mktg communs, credit card.

Universal Card: Lord, Dentsu & Partners, New York.

GENERAL BUSINESS SYSTEMS: 99 Jefferson Road/Parsippany N.J. 07054/Phone: (201) 581-5600. Jon Wiese, dir-mktg.

America's Choice Program: Wunderman Cato Johnson, New York.

Small bus systems/fax: Ogilvy & Mather, New York. Cathy Healy, asst. coord.

CAPITAL COMP.: 44 Whippany Road/Morristown, N.J. 07962-1983/Phone: (201) 397-3000. John Schneider, div mgr-financial svcs.

AT&T Credit Corp.: Carter/Cosgrove, Alexandria, Va. Vicki Williamson, vp.

Capital Corp: Wordsmith, Chatham, N.J., Don Smith, pres.

EASYLINK SERVICES: 400 Interpace Parkway/Parsippany, N.J. 07054/Phone (201) 331-4000. Jack Grasso, adv dir.

EasyLink svcs: McCann-Erickson Worldwide, New York. Hank O'Brien, exec vp-mgmt dir.

BUSINESS COMMUNICATIONS SYSTEMS: 55 Corporate Drive/Bridgewater, N.J. 08807/Phone: (908) 231-6000. Douglas Ritter, adv dir.

Ogilvy & Mather, New York.

FEDERAL SYSTEMS: 8403 Colesville Road, 10th floor/Silver Spring, Md. 20910/Phone: (301) 608-4000. Linda Edgerton, adv mgr.

FCB/Leber Katz Partners, New York. Jack McCauley, vp-mgmt dir.

AT&T MICROELECTRONICS: 2 Oak Way/Berkeley Heights, N.J. 07922/Phone (908) 771-3268. Mary Lou Ambrus, pr dir.

FCB/Leber Katz Partners, New York. Jack McCauley, vp-mgmt dir

NEW VENTURES: 101 JFK Parkway/Short Hills, N.J. 07078/Phone: (201) 564-2000. Roger Greene, adv mgr.

FCB/Leber Katz Partners, New York. Jack McCauley, vp-mgmt dir

AT&T NETWORK SYSTEMS: 475 South St./Morristown, N.J. 07962/Phone: (201) 606-2000. Wilma Mathews, pr mgr.

FCB/Leber Katz Partners, New York. Jack McCauley, vp-mgmt dir

NCR CORP.: 1700 S. Patterson Blvd./Dayton, Ohio 45479-0001/Phone: (513) 445-5000. H. John McCoy, dir-strategic promos.

Pagliaro Kuhlman, San Jose, Calif. Bob Stetson, dir client svcs.

RANK: 97

B.A.T Industries

London
Ad spending: **$113.0** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	28,647	24,776	15.6
Sunday magazine	1,514	2,944	-48.6
Newspaper	348	797	-56.4
Outdoor	24,327	9,401	158.8
Network TV	434	219	98.0
Spot TV	4,994	4,668	7.0
Network radio	0	820	NA
Spot radio	1,993	2,146	-7.2
Measured media	62,256	45,571	36.6
Unmeasured	50,700	37,100	36.7
Total	112,956	82,671	36.6
By top brands	**1991**	**1990**	**% chg**
Kool cigarettes	19,485	6,136	217.4
Capri cigarettes	18,472	15,155	21.9
Raleigh cigarettes	9,518	1,516	528.0
Farmers Insurance Group	7,533	9,257	-18.6

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	29,285	31,612	-7.4
Earnings	732	1,339	-45.3
U.S.	**1991**	**1990**	**% chg**
Sales	8,155	7,452	9.4
Profit	1,756	1,588	10.5
Division sales	**1991**	**1990**	**% chg**
Tobacco	17,321	15,362	12.7
Other trading	1,187	1,187	0.0
General financial	5,811	5,451	6.6
Life business	4,832	4,424	9.2

CORPORATE PROFILE

Strength in the value-price segment of Brown & Williamson Corp., the big U.S. tobacco unit of B.A.T Industries, helped trigger growth in an industry that suffered a 2.4% volume decline in 1991.

Market share rose slightly, up 0.8 share point to 11.1%, according to John C. Maxwell Jr., analyst with Wheat, First Securities.

Tobacco dwarfs B.A.T's other business segments. Tobacco sales were up 7.1% worldwide in pounds sterling. B.A.T's tobacco volume growth was 3% worldwide in a global market that increased only 1% in volume. The company owns the trademarks on Kent, Lucky Strike and Benson & Hedges in all but the U.S. and its territories; the brands are marketed and produced in the U.S. by Lorillard, American Tobacco Co. and Philip Morris USA, respectively.

While Brown & Williamson's full-price brands in the U.S. were down a collective 10.5% to 29.7 billion units, its value-price segment rose 30.8% to 26.9 billion, Mr. Maxwell said. Its biggest share growth was from generics in that sector, up from 1.3% to 2.1% of market. Within the value-price sector, B&W holds a 21.2% share.

B&W's share in the full-price market, which includes its Kool, Capri, Raleigh, Belair and Barclay brands, fell 0.1 share point to 7.8%.

Kool, the company's leading brand, lost share, down 0.3 share point to 4.6% on 23.5 billion unit sales, down 8.7%.

Much of B.A.T's 36.6% growth in media advertising went to repositioning Kool, which claimed $19.5 million in media, up 217.4%. The brand was updated and given a new image.

HEADQUARTERS

B.A.T Industries/Windsor House/50 Victoria St./London, England/Phone: (071) 222-7979.

PERSONNEL, BRANDS, AGENCIES

BROWN & WILLIAMSON TOBACCO CORP.: 1500 Brown & Williamson Tower/P.O. Box 35090/Louisville, Ky. 40232/Phone: (502) 568-7000. R.A. Fitzmaurice, sr vp-mktg/sales; H.E. Higgins, vp-sales; G.A. Korfhage, vp-intl sales; Karen Shultz, dir-mktg/sales admin; N.G. Naughton, dir-adv/promo; M.S. Kovatch, dir-planning/forecasting; L.R. Lewis, dir-sales support; J.L. Brumleve, S.R. Smith, mktg mgrs; C.L. Barlow, mgr mktg svcs; D.T. Klug, N.J. Wilderson, W.T. Carpenter, mgrs, mktg planning.

Kool, Capri, Raleigh, Viceroy, Belair: Campbell-Mithun-Esty, New York (domestic creative and media buying and media buying for Barclay and Richland). Nancy Korda, exec vp-acct dir; Meryl Pearlstein, mgmt super; Kristin Krumpe, acct super; Stacey Shelly, acct exec; Laura Moorhead, asst acct exec.

Barclay, Richland: Tatham/RSCG, Chicago. Ian Miller, pres-mg partner; Tom Schafer, sr partner.

FARMERS GROUP: 4680 Wilshire Blvd./Los Angeles, Calif. 90010/Phone: (213) 932-3200. Leo E. Denles Jr., chmn-pres-ceo. **Mktg:** Martin D. Feinstein, vp-mktg; Rick Wright, adv dir.

Insurance (all types): Foote, Cone & Belding, Los Angeles. Tim McPartlin, sr vp-grp mgmt dir; Thomas R. Wood, vp-mgmt dir.

RANK: 81

Bell Atlantic Corp.

Philadelphia
Ad spending: **$127.5** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	3,035	3,427	-11.4
Newspaper	2,823	3,987	-29.2
Outdoor	644	334	92.8
Network TV	0	1,785	NA
Spot TV	30,643	41,201	-25.6
Cable TV networks	59	61	-2.8
Spot radio	7,445	7,034	5.8
Measured media	44,650	57,829	-22.8
Unmeasured	82,900	78,900	7.8
Total	127,550	134,729	-5.3
By top brands	**1991**	**1990**	**% chg**
Bell Atlantic telephone services	10,167	13,751	-26.1
Bell Atlantic	9,494	7,234	31.2
New Jersey Bell Telephone Co	5,087	3,546	43.4

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	12,280	12,292	-0.1
Earnings	(223)	1,313	-117.0
Division sales	**1991**	**1990**	**% chg**
Local service	4,758	4,617	3.1
Network access	2,922	2,970	-1.6
Toll services	1,539	1,544	-0.3
Directory advertising	1,599	1,579	1.3
Other communication	934	918	1.7
Financial, real estate	636	773	-17.7

CORPORATE PROFILE

In a break from its traditional ad strategy, Bell Atlantic Corp. telephone companies in 1991 focused more on the consumer market. An integrated ad campaign, combining print, radio, direct response TV spots and direct mail, was started to build awareness of its IQ Services, such as Caller ID, Return Call and Repeat Call.

Bell Atlantic went retail in 1991, selling, with Northern Telecom, telephones and related equipment in retail outlets, like the Hecht's department stores in Bell Atlantic's mid-Atlantic territory. This year, Bell Atlantic phone equipment is being sold nationwide through retail outlets and catalogs.

Bell Atlantic devoted more than one-third, about $14.6 million, of its measured media spending to Yellow Pages advertising, down 14%, according to LNA/Arbitron Multi-Media Service. New Jersey Bell took the largest share, $4.5 million, to promote Yellow Pages.

Bell Atlantic is adding electronic mail service, with the ability to send messages to a wide variety of terminals, including fax machines. The action was made possible by a ruling from the FCC that allows phone companies to transmit TV programming to homes over phone lines.

In April 1992, the company completed its acquisition of Metro Mobile, making Bell Atlantic the fourth-largest mobile phone operator.

HEADQUARTERS

Bell Atlantic/1717 Arch St./Philadelphia, Pa. 19103/Phone: (215) 963-6000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Dick Alston, vp-mktg; Lisa Sherman, exec dir-adv; Jane Farthing, dir-consumer adv; Larry Barrett, dir-mktg, promo and exhibits.

Corporate products, intl: J. Walter Thompson USA, New York. Richard O'Leary, sr vp-mgmt dir.

Bell Atlantic Yellow Pages: FCB/LGK, Philadelphia. Brian Gail, pres-ceo.

Bell Atlantic Direct Marketing: Devon Direct Marketing & Advertising, Malvern, Pa. Ronald Greene, James Perry, mg dirs.

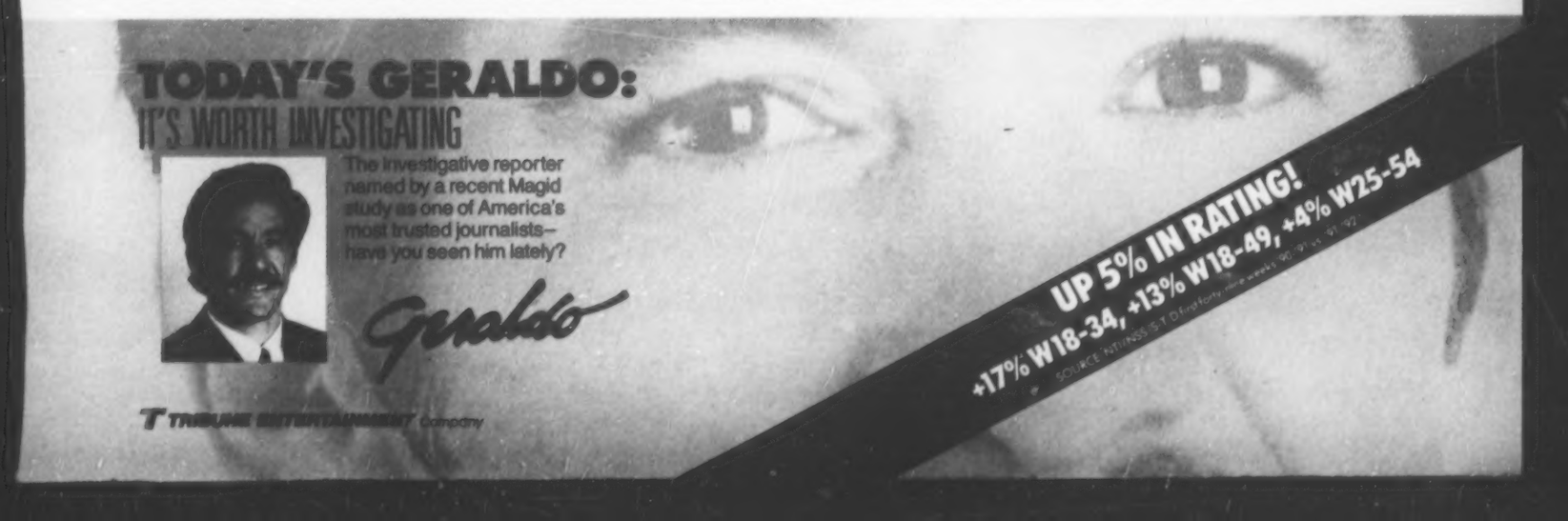
J. Walter Thompson Direct, New York. Audrey Himmelstein, vp-mgmt super.

BELL ATLANTIC MOBILE SYSTEMS: 180 Washington

Total U.S. ad spending by category and media

Category	Year	Total ad spending	Magazine	Sunday magazines	Newspaper	Outdoor	Network TV	Spot TV	Syndicated TV	Cable TV networks	Network radio	Spot radio
Automotive	**1991**	**$5,259.1**	**$940.3**	**$38.3**	**$746.2**	**$51.9**	**$1,559.5**	**$1,480.6**	**$120.7**	**$117.7**	**$72.2**	**$131.7**
	1990	5,702.9	901.2	25.5	809.3	53.0	1,790.0	1,664.8	115.7	114.1	106.7	122.5
Retail	**1991**	**5,125.9**	**197.1**	**93.0**	**2,491.9**	**62.9**	**351.7**	**1,528.0**	**40.1**	**42.9**	**92.1**	**226.1**
	1990	6,500.6	249.8	123.0	3,819.8	68.9	358.1	1,500.6	20.5	36.7	98.7	224.5
Business, consumer svcs	**1991**	**3,582.8**	**443.3**	**28.4**	**1,207.2**	**62.7**	**598.3**	**811.2**	**72.8**	**112.2**	**77.2**	**169.4**
	1990	3,952.8	518.4	41.6	1,314.0	64.6	696.3	861.5	56.8	102.7	114.1	182.8
Food	**1991**	**3,551.9**	**433.4**	**29.1**	**36.5**	**9.2**	**1,443.8**	**974.0**	**346.1**	**141.0**	**41.9**	**96.7**
	1990	3,872.9	447.5	34.7	45.4	11.0	1,663.5	1,025.2	351.7	124.7	75.1	94.1
Entertainment	**1991**	**2,913.2**	**58.5**	**35.7**	**387.3**	**53.0**	**802.3**	**1,196.0**	**196.1**	**83.0**	**15.6**	**85.6**
	1990	3,111.4	52.3	3.3	618.9	47.3	891.8	1,182.3	149.0	62.7	15.0	89.0
Toiletries & cosmetics	**1991**	**2,249.3**	**631.8**	**21.9**	**6.8**	**2.3**	**958.6**	**293.3**	**215.3**	**92.5**	**8.2**	**18.6**
	1990	2,333.5	675.6	27.3	5.4	2.7	1,034.3	279.5	188.7	87.7	17.0	15.1
Travel & hotels*	**1991**	**2,123.2**	**335.4**	**49.1**	**1,064.5**	**48.5**	**212.7**	**233.6**	**8.6**	**49.1**	**33.4**	**88.1**
	1990	2,171.8	365.7	37.6	1,043.7	49.9	187.0	312.7	8.4	36.9	42.0	87.7
Drugs & remedies	**1991**	**1,807.9**	**164.8**	**19.5**	**78.2**	**12.5**	**851.6**	**341.4**	**171.3**	**80.2**	**56.3**	**32.1**
	1990	1,697.4	160.1	17.5	118.3	13.4	787.3	321.6	134.1	62.6	56.2	26.5
Direct response cos.	**1991**	**1,192.9**	**555.7**	**302.3**	**65.1**	**1.7**	**39.7**	**76.6**	**33.6**	**53.2**	**62.1**	**2.9**
	1990	1,210.5	529.0	253.8	103.2	2.2	34.3	108.9	28.3	81.3	59.4	10.2
Candy, snacks & soft drinks	**1991**	**1,146.2**	**55.2**	**2.4**	**13.5**	**7.0**	**434.3**	**318.3**	**185.1**	**72.2**	**20.5**	**37.7**
	1990	1,231.0	64.5	3.5	22.4	10.1	452.1	382.8	168.4	52.8	29.4	45.1
Apparel, footwear	**1991**	**904.8**	**416.0**	**21.5**	**7.0**	**11.7**	**235.4**	**88.5**	**58.9**	**41.0**	**7.5**	**17.4**
	1990	911.9	426.5	29.4	13.2	7.9	230.5	100.2	52.9	38.9	4.0	8.5
Beer & wine	**1991**	**839.6**	**51.6**	**5.4**	**12.8**	**32.2**	**347.0**	**209.2**	**60.1**	**43.5**	**1.5**	**76.2**
	1990	752.1	45.5	3.5	10.3	20.0	302.1	210.4	45.2	37.0	5.0	72.9
Insurance & real estate	**1991**	**705.3**	**141.6**	**8.9**	**187.3**	**23.3**	**171.5**	**106.2**	**9.1**	**19.0**	**19.1**	**19.2**
	1990	846.9	129.9	10.2	264.2	28.4	204.1	129.3	8.9	16.6	31.3	24.1
Publishing & media	**1991**	**700.4**	**195.7**	**11.8**	**194.1**	**34.6**	**40.3**	**137.7**	**12.1**	**19.1**	**21.9**	**33.0**
	1990	741.6	216.4	7.9	233.3	38.6	29.4	130.1	5.8	23.5	17.8	38.8
Sporting goods, toys	**1991**	**688.1**	**146.0**	**2.3**	**4.6**	**0.5**	**159.7**	**204.5**	**115.6**	**51.1**	**0.8**	**3.0**
	1990	635.5	126.7	1.2	6.8	0.2	140.4	233.4	82.8	40.3	0.6	2.9
Household equipment	**1991**	**610.3**	**113.1**	**10.6**	**20.8**	**1.1**	**272.0**	**96.1**	**58.5**	**28.7**	**6.9**	**2.4**
	1990	662.0	117.9	13.8	25.8	1.3	260.4	146.7	40.6	27.9	18.1	9.4
Soaps & cleansers	**1991**	**599.0**	**71.5**	**2.6**	**3.0**	**2.1**	**269.9**	**161.8**	**56.8**	**25.5**	**0.9**	**4.9**
	1990	633.2	61.0	0.8	3.1	2.8	305.6	155.4	67.7	30.6	0.1	6.2
Computers, office equip.	**1991**	**529.0**	**287.0**	**9.7**	**44.7**	**3.4**	**118.5**	**17.0**	**7.0**	**19.3**	**12.9**	**9.6**
	1990	604.4	285.7	5.0	71.1	3.3	152.2	28.7	7.0	19.5	20.3	11.6
Cigarettes	**1991**	**494.7**	**265.7**	**29.0**	**12.7**	**184.9**	**0.0**	**0.2**	**0.0**	**0.1**	**2.1**	**0.0**
	1990	585.3	311.4	52.2	30.3	182.6	0.0	4.4	0.5	0.4	3.2	0.4
Electronic entertainment	**1991**	**371.5**	**91.8**	**1.8**	**16.2**	**1.5**	**116.7**	**71.4**	**29.3**	**31.9**	**9.1**	**1.9**
	1990	342.1	89.9	4.4	13.7	1.9	82.7	75.9	14.6	35.7	18.8	4.4
Jewelry, optical	**1991**	**345.9**	**156.9**	**11.5**	**6.0**	**2.4**	**103.9**	**23.4**	**21.2**	**16.5**	**2.3**	**1.8**
	1990	365.2	156.6	9.9	7.2	3.0	117.8	39.1	14.9	10.8	3.5	2.4
Gasoline & lubricants	**1991**	**303.4**	**27.8**	**0.5**	**15.2**	**6.1**	**48.4**	**152.3**	**1.9**	**8.9**	**0.0**	**42.3**
	1990	343.8	39.8	1.6	24.1	6.5	39.0	169.6	1.6	8.5	1.6	51.4
Building materials	**1991**	**299.0**	**79.7**	**7.1**	**36.0**	**3.0**	**71.7**	**63.7**	**5.3**	**21.6**	**0.5**	**10.5**
	1990	339.6	91.0	7.4	52.1	1.6	80.6	67.8	2.4	23.0	8.0	5.6
Liquor	**1991**	**283.5**	**228.9**	**8.2**	**7.7**	**29.3**	**0.0**	**5.0**	**0.7**	**0.3**	**1.4**	**2.0**
	1990	290.9	232.2	10.3	8.4	36.5	0.0	1.3	0.0	0.0	0.0	2.0
Household furnishings	**1991**	**240.2**	**116.8**	**11.0**	**28.3**	**0.6**	**41.2**	**35.3**	**2.9**	**2.8**	**0.0**	**1.4**
	1990	280.8	113.7	16.3	49.7	0.9	52.1	38.5	2.3	3.6	2.5	1.1
Horticulture & farming	**1991**	**204.9**	**21.0**	**8.9**	**48.5**	**0.5**	**30.1**	**50.1**	**2.0**	**12.6**	**9.1**	**22.0**
	1990	218.2	22.1	5.2	55.7	1.1	36.8	53.4	2.8	11.4	11.0	18.8
Pets & pet foods	**1991**	**197.9**	**39.0**	**4.5**	**5.4**	**0.5**	**82.0**	**26.4**	**19.0**	**14.6**	**2.9**	**1.7**
	1990	213.6	28.8	3.1	7.6	0.5	104.1	38.9	15.4	10.6	2.6	2.0
Freight, courier svcs	**1991**	**152.2**	**42.8**	**0.2**	**6.6**	**0.1**	**61.7**	**34.3**	**0.0**	**4.1**	**0.2**	**2.2**
	1990	133.1	37.1	0.2	10.5	1.4	51.4	23.6	0.1	3.7	0.4	4.7
Industrial materials	**1991**	**106.7**	**57.6**	**0.5**	**5.8**	**1.2**	**27.5**	**10.0**	**0.0**	**3.8**	**0.0**	**0.3**
	1990	128.8	64.2	1.1	9.5	0.8	44.1	2.2	0.1	4.4	1.1	1.2
Business propositions	**1991**	**34.9**	**27.5**	**0.6**	**2.9**	**0.2**	**1.3**	**1.2**	**0.0**	**0.6**	**0.0**	**0.6**
	1990	39.1	26.4	1.4	2.5	1.0	2.3	2.8	0.0	0.4	0.4	2.0
Airplanes, aviation	**1991**	**12.6**	**10.1**	**0.0**	**1.5**	**0.2**	**0.1**	**0.7**	**0.0**	**0.1**	**0.0**	**0.0**
	1990	23.0	19.3	0.1	2.4	0.1	0.2	0.4	0.0	0.1	0.3	0.2
Miscellaneous	**1991**	**243.9**	**111.5**	**17.6**	**73.2**	**32.7**	**4.8**	**1.2**	**0.1**	**2.4**	**0.1**	**0.3**
	1990	287.9	131.5	24.6	100.0	25.2	1.5	1.2	0.3	1.1	2.3	0.3
Total	**1991**	**37,820.2**	**6,515.2**	**794.0**	**6,837.3**	**684.0**	**9,456.2**	**8,751.2**	**1,850.4**	**1,211.6**	**578.7**	**1,141.6**
	1990	41,163.6	6,737.7	777.1	8,901.9	688.8	10,132.3	9,293.3	1,587.6	1,110.2	766.4	1,168.4

Notes: Dollars are in millions. * includes airline travel. See Page 72 for methodology. **Source:** LNA/Arbitron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Ties between the 100 Leading National Advertisers and Major League Baseball continue to build in 1991-92, evidenced by the shuffling Energizer Bunny from leader Ralston Purina that drummed in the new season in parks across the U.S. Aside from the obvious sports tie-ins for the 100, ownership has become a quest for some. Adolph Coors Co. is an investor in the new Colorado Rockies as is Levi Strauss & Co. in the Oakland A's. Anheuser-Busch Cos. owns the St. Louis Cardinals. Less direct is Philips NV's 5% investment in Blockbuster Entertainment Corp., whose Chairman-CEO Wayne Huizenga holds controlling interest in the new Florida Marlins franchise.

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NAMELAB®

RANK: 30

Bristol-Myers Squibb Co.

New York
Ad spending: **$352.5** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	30,333	41,956	-27.7
Sunday magazine	3,644	27	NA
Newspaper	251	66	282.1
Outdoor	381	0	NA
Network TV	95,444	124,363	-23.3
Spot TV	10,357	9,580	8.1
Syndicated TV	28,494	32,559	-12.5
Cable TV networks	6,569	10,326	-36.4
Network radio	4,561	3,772	20.9
Spot radio	3,924	1,118	250.9
Measured media	183,960	223,767	-17.8
Unmeasured	168,500	205,000	-17.8
Total	352,460	428,767	-17.8

By top brands	1991	1990	% chg
Clairol hair coloring products	32,973	47,246	-30.2
Excedrin pain relievers	32,838	35,549	-7.6
Nuprin pain reliever	13,158	24,062	-45.3
Ban deodorants & antiperspirant	12,065	15,046	-19.8
Bufferin pain relievers	10,936	12,330	-11.3
Renuzit air fresheners	10,666	8,961	19.0
Comtrex cold products	9,153	11,224	-18.4
Windex cleaners	8,132	5,924	37.3
Keri	6,717	7,875	-14.7
Clairol hair products for men	6,132	6,775	-9.5

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	11,159	10,300	8.3
Earnings	2,056	1,748	17.6
U.S.	**1991**	**1990**	**% chg**
Sales	7,686	7,017	9.5
Profit	2,099	1,747	20.1
Division sales	**1991**	**1990**	**% chg**
Pharmaceuticals	5,908	5,261	12.3
Non-prescription health products	1,901	1,773	7.2
Toiletries, beauty aids	1,791	1,830	-2.1
Medical devices	1,559	1,436	8.6

CORPORATE PROFILE

Bristol-Myers Squibb Co. is planning to sell Drackett Co., the household-cleaning unit whose products include Drano, Windex, Vanish and Renuzit, so it can focus on pharmaceuticals, health and personal-care products.

Of the latter, Clairol brands again received the lion's share of measured ad spending—$45 million in 1991, down 23% from 1990. The decline may have been in anticipation of the major make-over of the entire hair coloring and haircare product lineup that began in mid-1992.

Clairol is the leading hair coloring brand, holding more than 56% of the $498 million category, according to Towne-Oller & Associates.

Under the revamp, a consistent Clairol logo will be featured on all packaging.

New advertising for Nice 'n Easy, which broke in March, features women talking about the "emotional uplift" hair coloring gives them.

New TV and print broke in July backing Ultress. Themed "Gorgeous hair is the best revenge," the campaign featured Ivana Trump.

Clairol also restaged the Condition family of shampoo and stylers around the three-in-one proposition—cleansing, conditioning and protection.

In the $2.3 billion-plus analgesics category, Bristol is the third-largest marketer behind Johnson & Johnson (Tylenol) and American Home Products Corp.'s Whitehall Laboratories (Advil).

Much of the company's analgesics growth has been through non-aspirin-based line extensions. Excedrin IB contains ibuprofen; Excedrin AF and Excedrin PM contain acetaminophen.

The Excedrin line holds a 7.1% share of the category, up from 6.9% a year earlier. Excedrin was backed with $33 million in 1991, including $10.5 million for new Excedrin PM.

Bufferin, backed with $12 million in 1991, holds a 2.3% share.

Nuprin, its top ibuprofen, held a 2.3% share, third in that segment behind Whitehall's Advil at 11.7% and Upjohn Co.'s Motrin at 3.4%. The product got a new campaign in 1991 that features tennis star Jimmy Connors and the "Nupe it" theme. However, measured spending on Nuprin declined 45% to $13 million.

The Ban antiperspirant/deodorant line was backed with $12 million in media, a 19.8% drop from 1990.

Drackett's media spending in 1991 exceeded $30 million, according to LNA/Arbitron Multi-Media Service, with Renuzit air fresheners getting $10.7 million, up 19%, Windex $8.1 million, up 37.3%, and Drano $5.4 million, down 0.9%.

HEADQUARTERS

Bristol-Myers Squibb Co./345 Park Ave./New York, N.Y. 10154/Phone: (212) 546-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Peter J. Spengler, vp-mktg svcs.

U. AMERICAN CONSUMER PRODS GRP: 345 Park Ave./New York, N.Y. 10154/Phone: (212) 546-4000. Peter R. Dolan, sr vp-mktg/sales, Bristol-Myers Prods; Sion Boney, vp mktg, Bristol-Myers Prods; R. Jay Uhlmansiek, dir-mktg svcs, Drackett; Michael A. DeGennaro, sr vp-prof/worldwide strategy, Clairol; M. Katherine Dwyer, vp-consumer mktg, Clairol; Robert T. Goehrke, vp-prof mktg, Clairol.

Final Net, Loving Care, Nice 'n Easy, Sea Breeze line, Instant Beauty, Clairol trade adv: DDB Needham Worldwide, New York. Mary Lou Quinlan, sr vp-mgmt super, Clairol; Tony Wright, exec vp-gr acct dir, Sea Breeze; Lucille Schwarz, sr vp-mgmt super, Sea Breeze.

Drano line, Clairesse, Miss Clairol, Category Expansion (formerly New User): Grey Advertising, New York. Bob Burruss, exec vp.

Sun Roll-on, Clairol appliances, Vanish line, Behold, Endust, Resorit, Roommate, Fragrance Jar, Condition, Mr. Muscle, Karl Lotion, Option, Prosan, Windex, Infocom, Amoco: LCF&L, New York. Robin Koval, Marty Smith, Al Magnane, vps; Stacey Batzar, Mark Tender, Lissie Diringer, acct execs; Dina Shapiro, Mark Tillinghast, asst acct execs.

O'Cedar, Twinkle: Fahlgren Martin, Cincinnati. Pat Shaw, acct super; Marty Schwalbe, sr vp-gm.

Highlighting brands, Ultress: J. Walter Thompson USA, New York. Melissa Murphy, mgmt dir; Laura Cheshire, acct dir.

Baldecon: Rosenfeld, Sirowitz, Humphrey & Strauss, New York. Mike Brewi, acct super; Garry McKinley, Todd Heyman, assoc creative dirs.

HEALTH CARE GRP: 345 Park Ave./New York, N.Y. 10154/Phone: (212) 546-4000. Thomas Bartnicki, vp-mktg ad prosthetic implant div, Zimmer; Thomas Fitzpatrick, vp-mktg and fracture mgmt, Zimmer; Joseph R. Walker, vp-gm, U.S., Convatec; Stephen Speechley, vp-sales, Linvatec; Waldron Palmer, vp-mktg ad bus devel, Xomed-Treace.

Excedrin, Therapeutic Mineral Ice: DDB Needham Worldwide, New York. Tony Wright, exec vp-gr acct dir; Lucille Schwarz, sr vp-mgmt super.

Bufferin, Comtrex: LCF&L, New York. Lissie Diringer, acct exec-Bufferin; Stacey Batzar, acct exec-Comtrex.

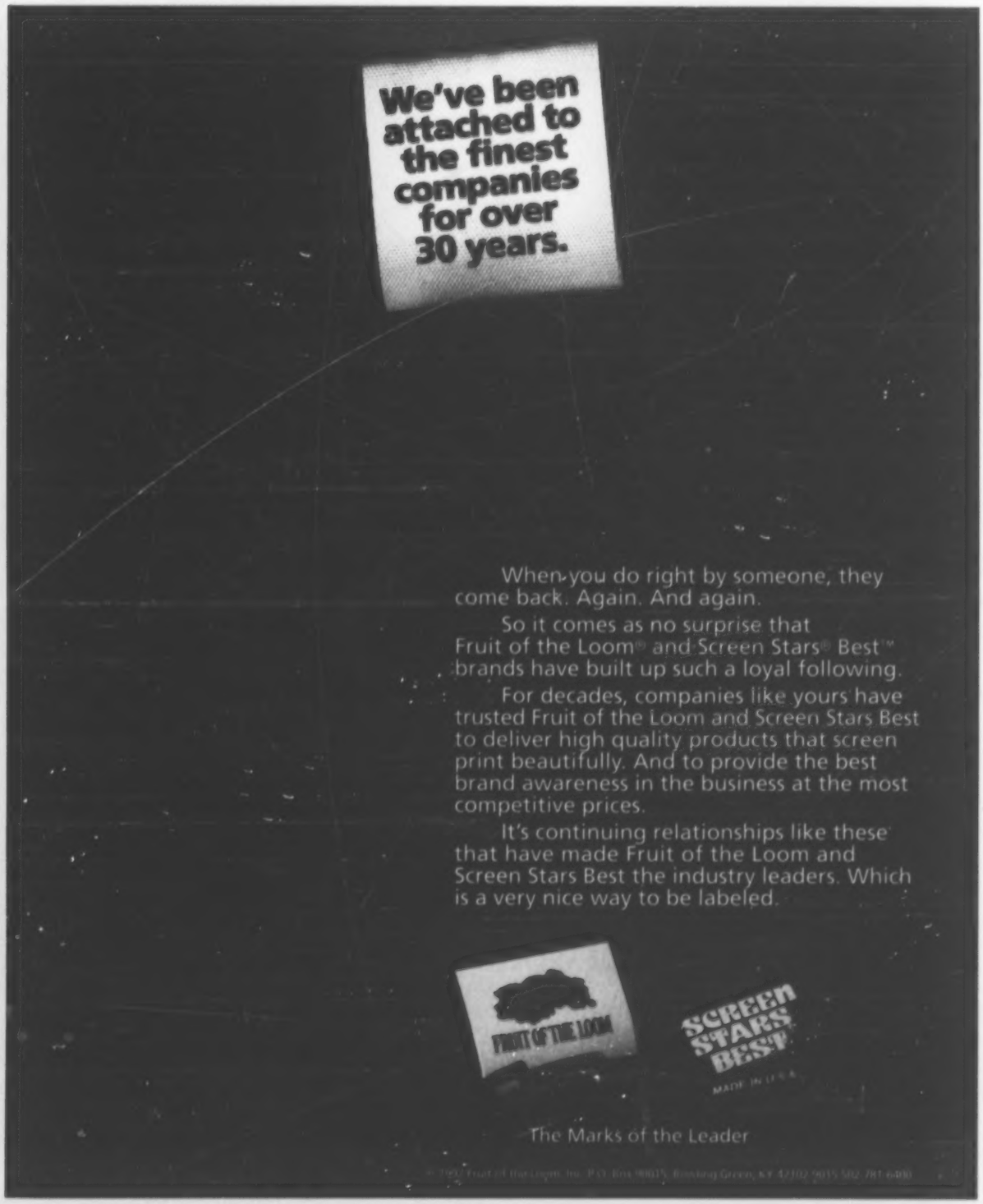
Poly-Vi-Sol Plus, Tempra: Goble & Associates, Chicago. Don Overcash, vp-mgmt super.

J. Walter Thompson USA, New York. Alan Goltz, sr vp-mgmt dir.

Gerber formula: J. Walter Thompson USA, Chicago. Jeanene Kroetch, acct super.

Ingrin: J. Walter Thompson USA, New York. Alan Goltz, sr vp-mgmt dir; Anita Dangel, acct exec.

Theragran: Saatchi & Saatchi Advertising, New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Thereupon: Saatchi & Saatchi Advertising, New York. Ray Caro, exec vp.

BRISTOL-MYERS SQUIBB U.S. PHARMACEUTICAL GROUP & MEAD JOHNSON NUTRITIONAL GROUP: Route 206 Provinceline Road/Princeton, N.J. 08543/Phone: (609) 252-4000. Gary P. Gibson, vp mktg, Bristol-Myers Squibb U.S. Pharmaceutical Div; Brian Markison, sr dir-mktg/oncology, Bristol-Myers Squibb Oncology; Donald Saltysiak, vp sales, Mead Johnson Oncology; Milt Goggins, vp sales, Westwood-Squibb Pharmaceuticals; Christine Poon, vp mktg, Squibb Diagnostics; Jerry McCabe, vp-gm, Mead Johnson Nutritionals U.S.; Rex G. Mason, vp-mktg, Mead Johnson Nutritional and Consumer Brands.

RANK: 64

Campbell Soup Co.

Camden, N.J.

Ad spending: $164.1 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	14,344	12,202	17.6
Sunday magazine	10,286	3,618	184.4
Newspaper	2,222	2,640	-15.8
Outdoor	1	52	-98.3
Network TV	37,290	52,048	-28.4
Spot TV	18,465	17,666	4.5
Syndicated TV	10,184	10,519	-3.2
Cable TV networks	3,114	4,231	-26.4
Network radio	11,294	12,536	-9.9
Spot radio	2,253	1,413	59.4
Measured media	109,454	116,925	-6.4
Unmeasured	54,600	58,400	-6.5
Total	164,054	175,326	-6.4
By top brands	**1991**	**1990**	**% chg**
Campbell's soups	56,248	53,258	5.6
Prego sauces	10,613	8,927	18.9
V-8 vegetable juice	9,600	5,901	62.7
Pepperidge Farm	6,918	12,133	-43.0
Swanson frozen foods	7,567	5,667	33.5
Vlasic condiments	5,066	3,222	57.9

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	6,253	6,204	1.0
Earnings	491	402	22.0
U.S.	**1992**	**1991**	**% chg**
Sales	4,678	4,484	4.3
Operating earnings	823	707	16.4
Division sales	**1992**	**1991**	**% chg**
Campbell U.S.	4,081	3,915	4.2
Campbell Canada	332	352	-5.8
Pepperidge Farm	597	569	4.9
International Biscuit	212	220	3.6
Campbell International	1,111	1,217	-9.0

CORPORATE PROFILE

After three years of flat to decreased ad spending, Campbell Soup Co. said it will boost U.S. ad expenditures 10% to 15% in fiscal 1993, which began Aug. 1. That will bring Campbell's budget to about $140 million.

Campbell's focus, as in the past few years, remains on "healthy" soups, entrees and cookies.

From January 1991 to the present, Campbell has introduced Healthy Request, a line of 98% fat-free soups; five spaghetti sauces with reduced sodium and fat, also under the Healthy Request name; and a line of low-fat Wholesome Choice cookies from Pepperidge Farm.

Campbell remains the leader in the $1.1 billion condensed soup category, holding a 75.3% share for the 52-week period ended April 18, 1992, according to Nielsen Marketing Research.

Soups with reduced calorie and sodium content are growing. Led by Healthy Request and ConAgra's Healthy Choice, sales of such soups totaled 16.6% of the $137.2 million in sales generated by ready-to-serve soups during just the prime January-February 1992 selling season, according to Nielsen.

Healthy Request had 6.1% of that total; soups in the healthy segment accounted for only 3% of the ready-to-serve market in 1991.

Nielsen April 18 figures showed Campbell's Home Cookin's share of the ready-to-serve market at 16.9%, down from 19.5% for all of 1991. Its Chunky brand fared even worse, dropping to 36.3% from 42.6%.

Campbell spent only $5.9 million in measured media on Home Cookin' during calendar 1991, according to LNA/Arbitron Multi-Media Service, about equal to Healthy Request but only about half the $10.9 million spent on Chunky.

Campbell in March relaunched its LeMenu premium frozen dinner line under the LeMenu New American Cuisine name. Campbell's spent $18 million to launch the line that offers 12 selections. The company cited a shift to "casual dining" *a la* Houlihan's, Bennigan's, T.G.I. Friday's as the primary reason for the restaging.

In February, Campbell introduced Swanson Fun Feast frozen meals for kids, going up against two fairly entrenched players, ConAgra Frozen Foods' Banquet Kid Cuisine and Tyson Foods' Looney Tunes. Campbell is backing Fun Feast with an estimated $8 million in 1992.

Campbell is No. 2 in the $3.4 billion frozen dinners and entrees category with a 34% share for its Swanson and LeMenu brands, according to Nielsen.

Pepperidge Farm, which holds about 6% of the $3.2 billion cookie market, got $6 million in ad support in calendar 1991. It is boosting spending to as much as $16 million by yearend 1992, primarily to support the Wholesome Choice line.

Last month, the division introduced Pepperidge Farm gravy, a line of 98% fat-free gravies in four flavors. The gravies contain 1 gram of fat per 2-ounce serving, equal to about 30 calories. They are being supported with an $8 million TV campaign.

Campbell in January yanked $25 million in frozen food business from Ogilvy & Mather, New York, stripping the longtime Campbell agency of all the marketer's business except Pepperidge Farm. The move of LeMenu Healthy, LeMenu New American Cuisine and Great Starts breakfasts consolidated all Campbell frozen foods billings at BBDO Worldwide, which already handled Swanson and Mrs. Paul's, as well as Chunky and Home Cookin' soups.

Last June, Campbell named Gary S. Moss VP-marketing services for its Campbell North and South America unit and president of CSC Advertising, the company's in-house ad division, succeeding Paul Mulcahy, who retired.

HEADQUARTERS

Campbell Soup Co./Campbell Place/Camden, N.J. 08103-1799/Phone: (609) 342-4800.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: D.W. Johnson, pres-ceo; H.M. Beum, pres, Campbell North and South America; G. Moss, vp-edv; C.V. McCarthy, pres-Campbell Sales Co.; A.J. Adams, vp-mktg rsch; H.F. Pelouze, dir-promo.

SOUP SECTOR: Campbell Place/Camden, N.J. 08103-1799/Phone: (609) 342-4800. Robert Bernstock, vp-soup sector; D.G. Brewster, bus dir-global soup brand mgmt; E. Sung, bus dir-dry and ramen soups; T.L. Cruikshank, sr mktg mgr-healthy soups; R. Kitchenoff, sr mktg mgr-condensed soups; J. Gallowitz, mktg mgr-condensed soups; J. Cowles, mktg mgr-cooking soups; A.D. van Beuren, bus dir-cooking and healthy soups; A.L. Wedell, mktg mgr-ready-to-serve soups; B.G. Walker, sr mktg mgr-cooking soups; P.M. Gummeson, bus dir-ready-to-serve soups; J.M. Davidson, grp mktg mgr-condensed soups; J.A. Rosati, mktg mgr-dry soups; G. Amback, assoc mktg mgr-dry soups.

Red & White condensed/dry soups: Backer Spielvogel Bates, New York. Ken Rogers, pres-coo; Norm Bierman, exec vp; Rob Desatnick, sr vp-mgmt rep.

Ready-to-serve soups: BBDO Worldwide, New York. Phil Dusenberry, chmn-ceo; Tom Carey, pres-coo; Anthony Brescia, sr vp-sr acct dir.

CONVENIENCE FOODS: Campbell Place/Camden, N.J. 08103-1799/Phone: (609) 342-4800. J.F. Van Stone, sector vp; G.T. Fassak, bus dir-frozen meals; D. Kauffman, bus dir-premium meals; J.P. Brennan, sr mktg mgr-Swanson dinners; A.R. Sakalay, sr mktg mgr-LeMenu New American Cuisine; D.M. Berkowitz, assoc mktg mgr-Swanson dinners; D. Thompson, sr mktg mgr-entrees, Hungry Man, pies, fried chicken; D. Dolby, assoc mktg mgr-entrees, Hungry Man, pies, fried chicken; S.L. Nicholas, mktg mgr-LeMenu; W.J. Tullis, mktg mgr-breakfasts; S.M. Regan, bus dir-seafood; R.J. Davis, mktg mgr-seafood; R.W. Johnston, mktg mgr-seafood.

Swanson, LeMenu New American Cuisine, Great Starts, Mrs. Paul's: BBDO Worldwide, New York. Phil Dusenberry, chmn-ceo; Anthony Brescia, sr vp-sr acct dir.

GROCERY SECTOR: Campbell Place/Camden, N.J. 08103-1799/Phone: (609) 342-4800. K. MacDonnell, sector vp; C. Monaghan, bus dir-prepared foods; D. Lynn, bus dir-beverages; W. Boundy, sr mktg mgr-red juices; H.G. Parker, mktg mgr-V8; G.K. Poirier, mktg mgr-gravy; K. Voellinger, assoc mktg mgr-gravy; C.A. Hartmann, sr mktg mgr-beans and pasta; N. Krawczyk, mktg mgr-pasta; S. Branch, assoc mktg mgr-pasta; B. Fall, assoc mktg mgr-beans.

V8 Juice, Campbell's Tomato Juice: FCB/Leber Katz Partners, New York. Bob Hirsch, sr exec vp-dir of acct mgmt.

Prego-American Gravy: W.B. Doner, Southfield, Mich. Rick Friday, sr vp-grp mgmt super.

Prego-American Pasta: Bayer Bess Vanderwarker, Chicago (project basis) Joanie Rosen, acct exec.

CONDIMENTS/SAUCES SECTOR: Campbell Place/Camden, N.J. 08103-1799/Phone: (609) 342-4800. Al Poe, sector vp; M.S. Kessler, bus director-sauces; T.C. Sager, sr mktg mgr-Prego; J. Thompson, assoc mktg mgr-Prego; L. Marshall, mktg mgr-sauces; D. Wong, mktg mgr-Open Pit; L. Klein, sr mktg mgr-Marie's/Produce Partners; D. Stalker, mktg mgr-Marie's/Produce Partners; P. Levy, bus dir-pickles; H.M. Kent, sr mktg mgr-pickles; S. Bravo, assoc mktg mgr-pickles; S. Bosche, mktg mgr-olives.

Prego spaghetti sauce: FCB/Leber Katz Partners, New York. Bob Hirsch, sr exec vp-dir of acct mgmt.

Marie's: CSC Advertising (in-house).

Vlasic and Open Pit: W.B. Doner, Southfield, Mich. Rick Friday, sr vp-group mgmt super.

PEPPERIDGE FARM: 595 Westport Ave./Norwalk, Conn. 06851/P.O. Box 5500/Norwalk, Conn. 06856/Norwalk, Conn. 06851/Phone: (203) 846-7000. R.A. Shea, pres; R.W. Urbain, vp-gm, biscuit; C.W. Rydin, vp-gm, bakery; P.J. Callaghan, gm, frozen; B.L. Gustaitis, vp-gm, foodservice; D.K. Young, gm, mail order; W.R. Encherman, dir-mktg, biscuit; E.A. Anderson, dir-mktg, bakery; C.E. Woodward, dir-mktg, foodservice; D.F. O'Brien, dir-mktg, frozen.

Ogilvy & Mather, New York. Cynthia Rounds,

1,000 Giant African Snails were shipped to the U.S.,
and if one escapes, it can give rise to 16 quadrillion descendants
in 5 years that will eat anything.
– *Time*

Snails can be killed with beer.
– *PR Newswire*

You market the world's least popular brand of beer.
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sr vp-exec grp dir.

CAMPBELL PODUNKVICE CO.: Campbell Place/Camden, N.J. 08103-1799/Phone: (609) 342-4800. J.L. Patten, pres; Jack Kelly, bus dir; E.A. Lynn, sr mktg mgr; W.J. Caskey, vp-sales; J.A. Blauner, sr mktg mgr; B. McGorry, sr mktg mgr; K. Patton, assoc mktg mgr. In-house.

GODIVA CHOCOLATIER: 260 Madison Ave./New York, N.Y. 10016/Phone: (212) 951-2888. D. Albright, pres; G. Dunkin, vp-mktg.

Margeotes, Fertitta & Weiss, New York. G. Fertitta, pres; J. Weiss, exec vp-creative director.

RANK: 94

Canon Inc.

Tokyo

Ad spending: $117.6 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	23,901	32,950	-27.5
Newspaper	3,648	1,688	116.1
Outdoor	553	546	1.3
Network TV	29,390	25,228	16.5
Spot TV	3,674	2,636	39.4
Syndicated TV	1,484	1,166	27.3
Cable TV networks	1,101	740	48.7
Network radio	912	0	NA
Spot radio	0	735	NA
Measured media	64,662	65,687	-1.6
Unmeasured	52,900	53,800	-1.7
Total	117,562	119,487	-1.6
By top brands	**1991**	**1990**	**% chg**
Canon duplicating equipment	23,586	26,557	-11.2
Canon cameras & accessories	19,183	21,466	-10.7
Canon video equipment	7,482	5,195	44.0
Canon computers	6,595	5,106	29.2

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	14,951	12,800	16.8
Earnings	417	455	-8.3
U.S.	**1991**	**1990**	**% chg**
Sales	4,349	3,820	13.8
Operating income	NA	NA	NA
Division sales	**1991**	**1990**	**% chg**
Copiers	5,768	5,082	13.5
Computer peripherals	3,378	2,574	31.2
Business systems	2,657	2,434	9.2
Cameras	2,095	1,856	12.9
Optical products	1,275	854	49.2

CORPORATE PROFILE

Canon's ambitious ad program, part of its five-year "global corporation plan," stalled last year as sluggish economies in the U.S. and elsewhere reduced demand for company products and the funds available for advertising.

Canon's worldwide ad spending fell 2.4% to $563.9 million, after a 32.8% increase in 1990.

Canon USA's ad spending dropped 1.6% last year, following a 19.8% hike in 1990, much of it in support of cameras and accessories. But the camera business, particularly the single-lens-reflex 35mm market that's been Canon's strength, has slumped. Canon cut its U.S. camera advertising by 10.7% to $19.2 million last year, according to LNA/Arbitron Multi-Media Service.

The company believes its EOS Rebel, which it continued to advertise using tennis star Andre Agassi, retained its No. 1 share in the high-quality 35mm amateur market. The point-and-shoot segment, in which Canon is well-established with its Sure Shot line, has been stronger but not nearly as robust as the disposable market, which grew an estimated 50% last year. Canon has no entry in the disposable market.

In copiers, Canon believes it's poised for significant growth when the economy recovers, thanks to its leadership position in color. According to market research company Dataquest, Canon dominated the color copier market with a 56% share last year, up about 8 percentage points from 1990. It also kept its No. 1 position in plain-paper copiers with a 26.6% share, about the same as in 1990.

Computer printers, also benefiting from Canon's bubble-jet and laser technology, have been a bright spot for the company, posting a 21.5% rise in worldwide sales last year. Canon's U.S. advertising on printers increased sevenfold to $5.8 million last year, with network TV snaring the lion's share.

HEADQUARTERS

Canon USA/One Canon Plaza/Lake Success, N.Y. 11042/Phone: (516) 488-6700.

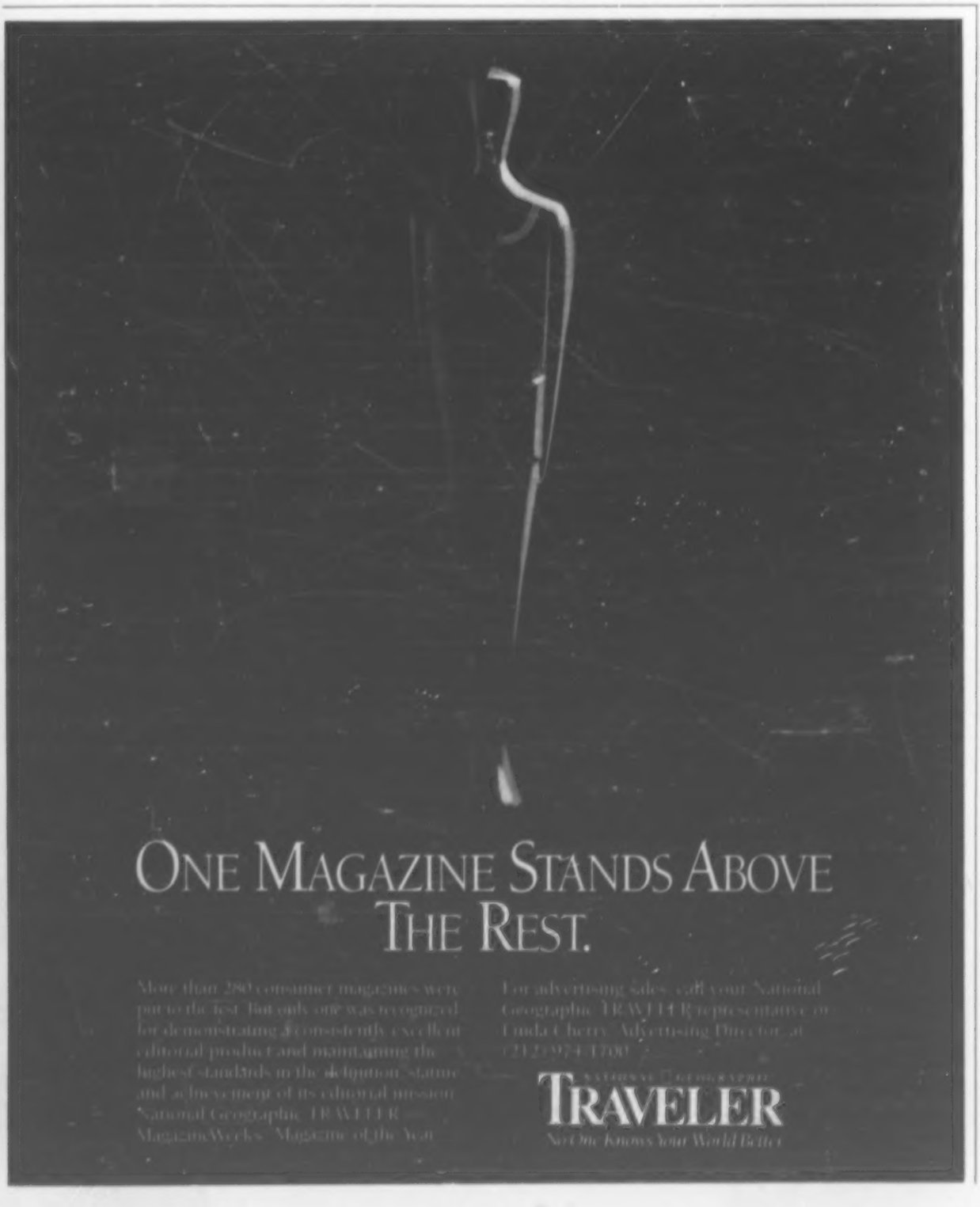
PERSONNEL, BRANDS, AGENCIES

CORPORATE: Hajime Hirai, vp-gm, comms.

Canon business machines, camcorders: Dentsu Corp. of America, New York. Norman Hajjar, sr vp-dir, client svcs.

Canon cameras: Grey Advertising, New York. Jeff Levine, sr vp-grp mgmt super.

Public relations: Rowland Co., New York. Mark Weiss, pres Rowland USA.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NATIONAL GEOGRAPHIC TRAVELER
Not One Knows Your World Better

RANK: 66

Carter Hawley Hale Stores

Los Angeles

Ad spending: $151.9 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	100	169	-40.8
Sunday magazine	1,931	1,143	68.9
Newspaper	70,497	72,791	-3.2
Outdoor	3	10	-73.0
Spot TV	9,716	11,037	-12.0
Spot radio	642	786	-18.3
Measured media	82,888	85,936	-3.5
Unmeasured	69,000	71,500	-3.5
Total	151,888	157,436	-3.5
By top brands	**1991**	**1990**	**% chg**
Broadway stores apparel	21,959	18,013	22.1
Broadway stores misc merchandise	17,434	19,641	-11.2
Broadway department stores	13,707	13,319	2.9
Emporium (misc)	5,397	7,516	-28.2
Emporium (hasheld)	5,303	5,894	-10.0

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	2,128	2,533	-16.0
Earnings	(217)	(120)	-81.2

CORPORATE PROFILE

Carter Hawley Hale Stores, the West Coast's biggest department store chain, was set to emerge from bankruptcy reorganization by the end of this month virtually intact but with new owners.

Carter Hawley, overwhelmed by debt and the recession, filed for Chapter 11 reorganization in February 1991, when it had 88 stores in six Western states. When Carter Hawley emerges, it will operate 87 stores, and the Zell/Chilmark Fund, which invests in troubled companies, will own a 75% stake.

Chicago investor Sam Zell, who controls the investment fund, said he intends to build Carter Hawley's retail business.

In a massive cost-cutting move, Carter Hawley last March merged administrative, merchandising, marketing, advertising and operating functions of its four divisions. Carter Hawley retained the names of the former divisions—The Broadway, Broadway Southwest, Emporium and Weinstocks—on the stores in local markets.

Carter Hawley maintained a heavy ad schedule in 1991 despite the bankruptcy filing. Measured spending in 1991 dipped by 3.5% from the 1990 level after factoring out spending on a Virginia chain, Thalhimer Bros., that Carter Hawley sold in December 1990, according to LNA/Arbitron Multi-Media Service.

HEADQUARTERS

Carter Hawley Hale Stores/444 S. Flower St./Los Angeles, Calif. 90071-2900/Phone: (213) 620-0150.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Josephine Lawley, sr vp-mktg/sales promo; Joel Ely, vp-creative dir.

THE BROADWAY (Southern Calif.): 3880 N. Mission Road/Los Angeles, Calif. 90031/Phone: (213) 227-2000. **THE BROADWAY (Southwest):** 4000 Sieste Mall/Mesa, Ariz. 85202/Phone: (602) 835-4500. **THE EMPORIUM:** 835 Market St./San Francisco, Calif. 94103/Phone: (415) 764-2323. **WEINSTOCKS:** Sixth & K Sts./Sacramento, Calif. 95814/Phone: (916) 449-8888. In-house (creative).

Time Buying Services, New York (broadcast media buying). Michael Dunne, vp-acct mgr.

RANK: 20

Chrysler Corp.

Highland Park, Mich.

Ad spending: $531.1 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	106,982	103,492	3.1
Sunday magazine	12,137	3,611	236.1
Newspaper	7,404	12,002	-38.3
Outdoor	1,028	966	6.4
Network TV	176,162	190,014	-7.3
Spot TV	66,104	56,625	19.6
Syndicated TV	5,563	10,672	-48.7
Cable TV networks	12,904	9,239	39.7
Network radio	14,640	9,994	46.5
Spot radio	10,126	15,796	-35.9
Measured media	414,789	412,810	0.5
Unmeasured	116,300	115,700	0.5
Total	531,089	528,510	0.5
By top brands	**1991**	**1990**	**% chg**
Chrysler cars	107,092	135,694	-21.2
Dodge cars	92,912	82,997	11.9
Dodge trucks & vans	81,689	45,142	81.0
Jeep trucks & vans	58,172	52,850	10.1
Plymouth trucks & vans	19,244	9,468	103.3
Plymouth cars	16,901	34,440	-50.9
Eagle cars	12,395	27,932	-55.7
Mopar parts & service	8,214	7,440	10.4
Dollar rent-a-car services	7,965	1,326	502.0
Thrifty rent-a-car systems	5,295	5,742	-7.8

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	29,370	30,620	-4.1
Earnings	(795)	68	NA
U.S.	**1991**	**1990**	**% chg**
Sales	24,537	26,887	-8.7
Loss from cont. op	(1,165)	(84)	NA
Division sales	**1991**	**1990**	**% chg**
Car & truck	26,182	27,009	-3.1
Financial svcs	3,221	3,774	-14.7

CORPORATE PROFILE

The Lee Iacocca era at Chrysler Corp. drew toward a close in 1992 but not before the chairman presided over the company's most important new-car introduction in a decade.

Speculation about succession plans ended in March, when Chrysler's board hired Robert Eaton, who had been president of General Motors Europe, as vice chairman and successor to Mr. Iacocca when he retires at the end of the year.

Mr. Iacocca, who began appearing in Chrysler advertising in 1980, filmed what was purported to be his last ad, a corporate spot scheduled to run this month for the company's new family-size sedans.

Automotive press and analysts have lavished praise on the so-called LH cars—Dodge Intrepid, Eagle Vision and Chrysler Concorde. These cars are scheduled to be officially launched in November. Chrysler is banking on the new sedans to prove it can build world-class products and to boost its sales in the big-volume center of the new-car market.

Chrysler was expected to spend $70 million through the end of 1992 advertising the LH cars. The hefty budget indicated the importance of the launch, which some observers compared with the introduction of the K cars in 1980, the products that helped stave off bankruptcy.

The new sedans capped off an impressive 1992 new-product assault that earlier took in the $50,000 Dodge Viper sports car and the new Jeep Grand Cherokee.

Collectors were paying up to $200,000 for early units of the limited-volume Viper, a V-10 powered two-seat convertible. Chrysler positioned the Grand Cherokee as "the new Jeep" and backed it with pre-launch commercials during the Winter Olympics on CBS and then a $40 million, six-week effort that began in April.

Incentives on the company's category-leading minivans helped lead to a strong 1992 surge in truck sales that more than offset a small decline in car sales.

Overall, through July, Chrysler sold 983,511 vehicles in 1992, up 10.4% from the same period in 1991. Chrysler's share of the new-vehicle market rose to 12.9% for the first seven months of '92, from 12.1% in the same period of '91.

The sales improvements, combined with a continuing cost-cutting program, boosted the bottom line. Chrysler reported net earnings of $165 million in the first half of 1992, vs. a loss of $810 million in the first half of '91.

Overall in 1991, Chrysler's total vehicle sales in the U.S. fell 11.2% from the year before, to 1.5 million units, while the company's market share remained at 12.2%.

Chrysler plans to restructure in the next few years by consolidating its three selling divisions into two and dropping the Plymouth or Eagle brand, or both.

HEADQUARTERS

Chrysler Corp./12000 Chrysler Drive/Highland Park, Mich. 48288-1919/Phone: (313) 956-5741.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Theodor Cunningham, exec vp-sales/mktg; John Damoose, vp-mktg; Joseph Cappy, vp-intl operations; A.C. Liebler, vp-comms; Martin Levine, gm-Dodge; Steven Torok, gm-Chrysler/Plymouth; Larry Baker, gm-Jeep/Eagle; Thomas McAlear, dir-mktg operations; Dave Rooney, mgr-corp adv; James Julow, mgr-adv/media relations; Raymond Dreyfus, media exec-Chrysler/Plymouth; Thomas Peyton, media exec-Jeep/Eagle; Robert Saltsman, media exec-Dodge.

DODGE DIV: 12000 Chrysler Drive/CIMS 414-04-15/Highland Park, Mich. 48288-1919/Phone: (313) 252-7910.

Dodge car & truck: BBDO Worldwide, Southfield, Mich. William Oswald, pres-ceo.

JEEP/EAGLE DIV: 12000 Chrysler Drive/CIMS 414-05-40/Highland Park, Mich. 48288-1919/Phone: (313) 956-3215.

Jeep and Eagle advr: Campbell-Mithun-Esty, Southfield, Mich.

CHRYSLER/PLYMOUTH: 12000 Chrysler Drive/CIMS 414-04-41/Highland Park, Mich. 48288-1919/Phone: (313) 956-5485.

Chrysler/Plymouth, corp advr: Bozell, New York and Southfield, Mich. Alan Levenstein, vice chmn; Kim Gaynor, exec vp-genl mgr Detroit.

Campbell-Mithun-Esty, Southfield, Mich. Mike Vogel, ceo.

Minority advr: Lockhart & Pettus, New York. Keith Lockhart, pres.

Hispanic advr: Montemayor y Associates, San Antonio, Texas. Carlos Montemayor, pres.

Corporate merch, sales promo & training, Chrysler Credit Corp., Chrysler Fleet Operations, Chrysler Service & Parts Operation: Ross Roy, Bloomfield Hills, Mich. Glen Fortinberry, chmn-ceo, Ross Roy Group; Richard Ward, pres-RR Comms.

RANK: 95

Ciba-Geigy

Basel, Switzerland
Ad spending: **$115.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	18,776	13,302	41.2
Sunday magazine	2,030	420	383.1
Newspaper	1,988	121	NA
Outdoor	2	0	NA
Network TV	7,092	12,624	-43.8
Spot TV	2,446	3,667	-33.3
Syndicated TV	5,914	5,476	8.0
Cable TV networks	609	497	22.5
Network radio	2,154	4,076	-47.2
Spot radio	7,749	6,259	23.8
Measured media	48,761	46,443	5.0
Unmeasured	66,600	63,400	5.0
Total	115,361	109,843	5.0
By top brands	**1991**	**1990**	**% chg**
Estraderm patch	8,028	8,954	-10.3
Acutrim diet aids	6,764	7,738	-12.6
Doans pills	5,847	5,824	0.4
Eucolyptomint	5,836	8,310	-29.8
Interceptor pet drugs	5,196	891	483.0
Actigall medication	5,156	0	NA

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	15,903	15,482	2.7
Earnings	386	478	-19.3
U.S.	**1991**	**1990**	**% chg**
Sales	4,247	4,044	5.0
Division sales	**1991**	**1990**	**% chg**
Healthcare	5,796	5,348	8.4
Agriculture	3,554	3,175	11.9
Industry	6,263	6,632	-5.6

CORPORATE PROFILE

With competition heating up in the smoking cessation market, Ciba-Geigy Corp. is protecting its Habitrol franchise this year with its biggest media investment ever in support of a single brand. In the first quarter alone, Habitrol spending came to 38% of what the company spent in all of 1991.

Early entrant Habitrol is perched atop the market with a 60% share, spending $17.4 million in the first quarter, its introductory period. Such heavy spending took advantage of production snafus that hurt Nicoderm, its main competition from Marion Merrell Dow.

For the first half of 1992, Ciba-Geigy's net profit rose 12% worldwide on a sales increase of 12%. Analysts had predicted profit to hit the 17%-20% range, however. Profits were affected by the heavy marketing expenses for the nicotine patch, the company said.

Among other consumer products, Ciba-Geigy continues strong support behind Acutrim, an appetite suppressant, though spending fell 11.7% to $6.8 million last year. Acutrim ranked second in the $102 million diet aid market with a 16.2% share, noted Towne-Oller & Associates.

HEADQUARTERS

Ciba-Geigy Ltd./Postfach/CH 4002/Basel, Switzerland

Ciba-Geigy Corp./444 Saw Mill River Road/Ardsley, N.Y. 10502-2699/Phone: (914) 479-5000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: William Sheldon, sr vp-mktg; Bill Ballard, exec dir, adv/sales promo. C&G Advertising Agency (in-house), Summit, N.J. Bill Ballard, pres.

PHARMACEUTICALS DIV: 556 Morris Ave./Summit, N.J. 07901/Phone: (908) 277-5000.

Doan's, G-Vol, Fiberall: Ketchum Advertising, New York. Sarah Whiting, acct exec.

Acutrim, Balcolax: Jordan, McGrath, Case & Taylor, New York. Laurie Rossman, acct super.

Habitrol: Dorf & Stanton, New York. Linda Recupero, acct exec-vp; Jeyran Gharajedaghi, Jay Wright, asst acct execs.

AGRICULTURAL DIV: 410 Swing Road/P.O. Box 18300/Greensboro, N.C. 27419-8300/Phone: (919) 632-5000. Larry Spickler, comms svcs mgr.

Turf and ornamental prods: Howard, Merrell & Partners, Raleigh, N.C. Mike Hoyt, acct super.

Insecticides, pesticides, fungicides: Ketchum Advertising, San Francisco. Russell Woods, acct super.

Herbicides and fungicides: Martin/Williams, Minneapolis. Tim Burke, acct super

CIBA VISION CORP.: 11460 Johns Creek Parkway/Duluth, Ga. 30136/Phone: (404) 448-1200. Stuart Heap, sr vp-sales/mktg.

Professional advertising, promo; consumer and prof pr: Dorland Sweeney Jones, Philadelphia. Rita Sweeney, dir-acct svcs.

Consumer advr: McCaffrey & McCall, New York. Burt Flounders, mgmt super.

Consumer promos: QLM Associates, Princeton, N.J. Bob Lipsky, mgmt super.

RANK: 49

Circuit City Stores

Richmond, Va.
Ad spending: **$213.7** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	5	0	NA
Sunday magazine	515	0	NA
Newspaper	73,290	41,254	77.7
Outdoor	6	0	NA
Spot TV	54,246	50,294	7.9
Cable TV networks	0	0	NA
Spot radio	100	250	-60.0
Measured media	128,161	91,797	39.6
Unmeasured	85,500	61,200	39.7
Total	213,661	152,997	39.7

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	2,790	2,367	17.9
Earnings	78	57	38.1

CORPORATE PROFILE

The recession, an industrywide decline in both sales and new-product introductions, and increased competition only stiffened Circuit City's resolve to remain the retail leader in both consumer electronics and appliances.

The nation's No. 1 electronics specialty chain focused both on continued growth of its giant single-standing Superstores format and on its smaller format Impulse outlets, which are tucked into major shopping malls.

In the fiscal year ended Feb. 19, the chain opened 27 Superstores, averaging 32,000 square feet, and 20 Impulse stores, with an average of 3,000 square feet.

But heavy promotional pricing during the latter half of the year left same-store sales up only 1%. In Los Angeles, one of its top markets, 30 competitor superstores opened in 1991.

Circuit City believes it can expand sales and earnings 15% to 20% annually for several years primarily by opening new stores. Total sales in fiscal 1992 were up 18%.

The company's expansion strategy is based on two principles: regional concentration and clear market leadership. This year, Circuit City will enter San Antonio and Corpus Christi, Texas; Baton Rouge, La.; Oklahoma City and Tulsa, Okla.; and Tucson, Ariz., in addition to expanding existing markets.

Thirty new Superstores are planned this fiscal year.

By the end of fiscal 1992, there were 34 Impulse outlets, up from 14 in the prior year. Impulse boutiques, which aren't identified as being Circuit City stores, are scattered throughout Circuit City's marketing areas.

The company seeks clear market leadership to provide the critical mass to justify a barrage of newspaper advertising.

The strategy has given it a 23% share of the estimated $8.8 billion national consumer electronics sales and 10% of the national $4.8 billion major appliance category. Circuit City is still absent from many top markets.

Circuit City concentrated spending on print including tabloid circulars and run-of-press newspaper ads. Print is supplemented in local markets by radio and TV.

J. Walter Thompson USA, New York, lost the Circuit City account in 1991, first losing media buying responsibilities in May and creative a month later; both went in-house.

HEADQUARTERS

Circuit City Stores/9950 Mayland Drive/Richmond, Va. 23233-1464/Phone: (804) 527-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE:

Circuit City stores, Circuit City Superstores: Richard Birnbaum, sr vp-mktg.

In-house.

RANK: 58

Clorox Co.

Oakland, Calif.
Ad spending: **$182.6** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	9,778	13,920	-29.8
Sunday magazine	172	834	-79.4
Newspaper	724	0	NA
Outdoor	12	36	-67.2
Network TV	72,524	58,040	25.0
Spot TV	22,577	32,205	-29.9
Syndicated TV	12,791	12,644	1.2
Cable TV networks	8,957	10,759	-16.7
Spot radio	247	643	-61.6
Measured media	127,781	129,081	-1.0
Unmeasured	54,800	44,300	23.7
Total	182,581	173,381	5.3
By top brands	**1991**	**1990**	**% chg**
Clorox laundry products	27,795	30,497	-8.9
Hidden Valley dressings	22,431	26,995	-16.9
Clorox cleanser	10,422	995	947.2
Pine-Sol disinfectants	10,405	10,479	-0.7
Kingsford charcoal	9,002	7,711	16.7
Soft Scrub cleanser	8,487	7,441	14.1
Control cat litter	7,354	2,715	170.9

Top 25 Sunday magazine spenders

Rank	Advertiser	Sunday magazine spending 1991	1990	% chg
1	National Syndications	$59.0	$50.3	17.3
2	American Protection Industries	40.6	33.9	19.9
3	Sony Corp.	38.6	26.3	46.4
4	Bradford Exchange	29.5	14.2	107.8
5	Brown-Forman Co.	22.3	13.7	62.9
6	Bertelsmann AG	17.0	11.9	43.1
7	General Motors Corp.	15.8	9.1	73.4
8	Wal-Mart Stores	15.0	11.7	27.7
9	Philip Morris Cos.	12.4	15.4	-19.6
10	Weekend Shopper	12.4	9.5	29.8
11	Chrysler Corp.	12.1	3.6	236.1
12	American Brands	11.8	19.5	-39.4
13	Campbell Soup Co.	10.3	3.6	184.4
14	MBI Inc. (Danbury Mint)	9.0	9.2	-2.2
15	Hallmark Cards	8.0	6.4	23.5
16	Sherwin-Williams Co.	8.0	0.3	NA
17	Stanhome Inc.	7.6	7.9	-3.9
18	Cotter & Co.	7.5	8.0	-5.8
19	Dow Chemical Co.	7.3	7.0	5.1
20	Kmart Corp.	6.9	6.6	4.5
21	Time Warner	6.7	4.2	61.3
22	Gap Stores	6.3	2.7	129.7
23	RJR Nabisco	6.3	9.1	-31.5
24	Nestle SA	5.4	4.6	16.3
25	AT&T Co.	5.3	7.3	-28.5

Notes: Dollars are in millions. **Source:** LNA/Arbitron. See Page 72 for methodology.

By top brands	1991	1990	% chg
Liquid plumr drain opener	6,746	14,174	-52.4
Combat insecticides	5,369	5,301	1.3
Formula 409 cleaner	5,260	6,090	-13.6

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	1,717	1,647	4.3
Earnings	99	53	87.1

CORPORATE PROFILE

Clorox Co. intends to be back on track, but not until 1994. It will spend fiscal 1993 pushing new products in its core areas, including 10 home-cleaning items in test that won't benefit the bottom line until 1993.

That's the course mapped out by new Chairman-CEO G. Craig Sullivan, who seeks to restore Clorox's profitability. Earnings have lagged behind the double-digit earnings-to-sales ratios of the mid- to-late '80s.

The company in 1991 ended its effort to market Clorox laundry detergent and in 1992 put one far-flung division, the Prince Castle restaurant equipment subsidiary, up for sale. Analysts expect Clorox to exit other tangential businesses, most notably bottled water.

That should allow Clorox to concentrate on its basic brands in such areas as bleach, household cleaners and salad dressings. Clorox also intends to expand international sales—4.3% of fiscal 1991 revenues, according to PaineWebber analyst Andrew Shore—by pursuing joint ventures.

In the U.S., Clorox introduced Scoop Fresh, a scoopable cat litter, nationally in January. This spring, it expanded nationally a lemon-scent version of liquid Clorox 2 all-fabric bleach, to be followed by a restaging of dry Clorox 2. The line has been clobbered by growing sales of detergents-with-bleach.

Clorox had media spending of $12.2 million for its Clorox 2 line in 1991, down 24.6%. Spending on the flagship Clorox liquid bleach jumped 21.7% to $14.4 million, according to LNA/Arbitron Multi-Media Service.

Clorox in June changed the name of one of its most successful new-product offerings, Take Heart salad dressings, to Hidden Valley Ranch Low Fat to satisfy a complaint by the FDA. Clorox introduced Take Heart in February 1990.

Clorox backed Take Heart with $5.6 million in media in 1991, half the $11.1 million spent in the launch year. Spending on the Hidden Valley Ranch line of dressings jumped 49%, to $16 million, in 1991 to become the company's most-advertised brand, noted LNA.

At midyear 1992, Hidden Valley held a 9.6% share of the $1.12 billion salad dressings market. A 20% boost in sales propelled the brand from an 8.7% share at midyear 1991, according to Nielsen Marketing Research.

The company in 1991 spent $20.8 million on media for its two big dilutable cleaners, split between Pine-Sol, acquired in August 1990, and Clorox Clean-Up, introduced nationally in May 1991. That virtually tripled what the brands received in 1990.

HEADQUARTERS

Clorox Co./1221 Broadway/Oakland, Calif. 94612/Phone: (510) 271-7000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Peter Louras, grp vp; Don Murray, vp-household prods; Jack Robertson, vp-Kingsford prods; Larry Peiros, dir-mktg, household prods; Robert Klaus, gm-foodservice prods; K.S. Koelman, dir-mktg, foodservice prods; Richard Conti, vp-intl; R.H. Bolte, dir-adv & promo svcs; Janet Brady, vp-corp mktg svcs; David L. Goodman, vp-corp affairs.

Clorox bleach, Clorox 2, Liquid Clorox 2, Clorox Pre-Wash, Formula 409, Tackle, Tilex, new products: Foote, Cone & Belding, San Francisco. Dan Odishoo, sr vp-grp mgmt super.

Hidden Valley Ranch, Pine-Sol, Control, Fresh Step, Litter Green, Scoop Fresh, K.C. Masterpiece, Brita, new products: Young & Rubicam, San Francisco. Karen Adams, sr vp-grp dir.

Liquid cleaner, Soft Scrub, Clorox Clean-Up, Combat, Kingsford charcoal, Kingsford charcoal lighter, Kingsford Pro Grill, BBQ Bag, Match light: DDB Needham Worldwide, Chicago. Colby Kerr, sr vp-grp acct dir.

Hispanic advr: Clorox bleach, Clorox 2, Clorox Clean-Up, Formula 409, Soft Scrub, Tilex: Publicidad Siboney, New York. Luis Nasr, exec vp-gm.

Hispanic advr: Hidden Valley Ranch, Combat, Kingsford, Liquid plumr, Control, Fresh Step, Litter Green: Sosa, Bromley, Aguilar & Associates, San Antonio, Texas. Ernest Bromley, pres.

Hidden Valley Ranch-foodservice, Domani Italian prods-foodservice: The Marlin Co., Springfield, Mo. Dennis Marlin, pres.

Inst'l/foodservice: Scott Advertising, Milwaukee. Charles E. Reynolds, pres.

RANK: 28

Coca-Cola Co.

Atlanta
Ad spending: **$367.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	6,800	7,495	-9.3
Sunday magazine	1,193	27	NA
Newspaper	3,952	4,494	-12.1
Outdoor	2,082	1,998	4.2
Network TV	95,236	88,906	7.1
Spot TV	62,136	75,817	-18.0
Syndicated TV	31,913	34,083	-6.4
Cable TV networks	8,088	2,914	177.5
Network radio	0	404	NA
Spot radio	7,357	8,520	-13.6
Measured media	218,755	224,657	-2.6
Unmeasured	148,600	152,700	-2.7
Total	367,355	377,357	-2.7

Industry's first family

Heinz's David W. Sculley, president-coo, is third of three "corporate" brothers after John, chairman-ceo, Apple Computer, and Arthur, managing director of Morgan Guaranty Trust Co.

By top brands	1991	1990	% chg
Coca-Cola beverages	81,795	90,474	-9.6
Diet Coke beverage	68,110	69,173	-1.5
Sprite beverages	27,348	23,414	16.8
Minute Maid multiproduct	12,792	6,892	85.6
Minute Maid beverage	6,693	11,951	-44.0
Diet Sprite beverage	5,871	7,625	-23.0
Hi-C drinks	5,025	5,693	-11.7

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	11,572	10,236	13.0
Earnings	1,618	1,382	17.1
U.S.	**1991**	**1990**	**% chg**
Sales	4,125	3,931	4.9
Operating income	560	440	27.3
Division sales	**1991**	**1990**	**% chg**
Soft drinks, domestic	2,645	2,461	7.5
Soft drinks, int'l	7,245	6,125	18.3
Foods	1,636	1,604	2.0

CORPORATE PROFILE

Coca-Cola Co. is expected to change its campaigns for both Coca-Cola Classic and Diet Coke as it struggles to boost U.S. volume levels of its mammoth brands.

The cola giant is also getting more active in "alternative" beverages, with expansion of PowerAde isotonic drink and introduction of Nestea iced tea in a joint venture with Nestle. The Nestle/Coca-Cola venture also markets canned iced coffee overseas, which it may eventually bring to the U.S. The company also is exploring a clear cola and a line of Nordic Mist fruit-flavor beverages.

Coca-Cola's relationship with Hollywood's powerful Creative Artists Agency continued as CAA took an even more active role in developing advertising for Coca-Cola Classic. CAA was said to be working side-by-side with McCann-Erickson Worldwide, New York, developing storyboards and writing ad lines. CAA was retained in 1991 as a global media and communications consultancy.

This year, Coca-Cola began rolling out the repackaged new Coke, called Coke II, into 20% of the country. Diet Coke, the nation's No. 2 soft drink, is expected to get a new campaign within the next few months that will replace its decade-old "Just for the taste of it" tag.

Since its introduction in 1982, Diet Coke has been the envy of the industry with consistent sales and share gains. But in 1991, share was stagnant at 9.3% of the $47 billion retail soft-drink market, according to Beverage Digest. For the 52 weeks ended May 15, Diet Coke supermarket sales declined 0.7%, forcing 0.3 point off the brand to a 7.5% share in that retail sector.

Flagship Coca-Cola Classic, the leading U.S. soft drink, maintained its 20% share of market in 1991, against rival Pepsi-Cola's 18.4% share. Still, Coca-Cola faces stiff price wars and a sluggish market, especially for colas.

Sprite, the leading lemon-lime beverage, continues its growth trend. Sprite grew 8.7% in sales to a 2.6% share of total market during the 52 weeks ended May 15. Its gain came at the expense of 7UP, whose share dropped to 2.9% from 3.1% in the prior year.

Ad spending tracked share performance. Spending for both Classic and Diet Coke declined slightly in 1991 to $58 million, down 4%, and $62 million, down 3%, respectively. Spending for Sprite jumped 19% to $27 million, noted LNA/Arbitron Multi-Media Service.

Sales of Coca-Cola Foods' Minute Maid refrigerated orange juice in the 52 weeks ended March 14 declined 1.5% to $421 million of the $1.9 billion market, ranking it No. 2, while Seagram Co.'s No. 1 Tropicana picked up the slack, gaining 1.4% to $622.8 million, according to Nielsen Marketing Research.

Despite slow growth trends in the U.S., Coca-Cola once again turned in a stellar performance thanks to its fast-growing international operations. More than 60% of its net operating revenue, and some 75% of its operating income, comes from outside the U.S.

HEADQUARTERS

Coca-Cola Co./One Coca-Cola Plaza N.W./Atlanta, Ga. 30313/Drawer 1734/Atlanta, Ga. 30301/Phone: (404) 676-2121.

PERSONNEL, BRANDS, AGENCIES

COCA-COLA USA: One Coca-Cola Plaza N.W./Atlanta, Ga. 30313/Drawer 1734/Atlanta, Ga. 30301/Phone: (404) 676-2121. M. Douglas Ivester, pres, Coca-Cola USA/sr vp, Coca-Cola Co.; Pierre U. Ferrari, sr vp-mktg; Daniel H. Sayer, dir-Coca-Cola trademark brands; Steven Horn dir-citrus brands; Christopher J. Gagen, dir-media.

Black adv: Burrell Advertising, Chicago. Tom Burrell, pres.

Hispanic adv: Sosa, Bromley, Aguilar & Associates, San Antonio. Lionel Sosa, pres.

Sprite, diet Sprite, Mr. Pibb, Fanta domestic, Minute Maid orange soda, Fresca, Mello Yello: Lowe & Partners, New York. Joan Overlock, exec vp-acct mgmt.

Coca-Cola Classic, caffeine-free Coca-Cola Classic, Fanta intl, cherry Coke, diet cherry Coke: McCann-Erickson Worldwide, New York. John Dooner, pres-North America.

Diet Coke, caffeine-free Diet Coke: Lintas:New York. Steve Norcia, grp exec vp, domestic; Robert Wadsworth, exec vp-intl.

COCA-COLA FOODS: 2000 St. James Place/Houston, Texas 77056/P.O. Box 2079/Houston, Texas 77252/Phone: (713) 888-5000. John Weslar, vp-mktg; Richard M. Helmey, sr vp-foodservice.

Lowe & Partners, N.Y. Jeff Tarakajian, sr vp-mgmt super; Sammy Smith, sr vp-mgmt super.

Hi-C, Bacardi tropical fruit mixers: Lowe & Partners, New York. Erica Mann, vp-mgmt super.

Minute Maid Orange Juice, 5 Alive: Lowe & Partners, New York. Don Amira, vp-mgmt super.

RANK: 42

Colgate-Palmolive Co.

New York

Ad spending: $227.5 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	9,330	7,415	25.8
Sunday magazine	527	85	523.0
Newspaper	979	3,064	-68.1
Outdoor	961	1,429	-32.8
Network TV	34,350	45,097	-23.8
Spot TV	11,147	13,014	-14.3
Syndicated TV	7,382	9,766	-24.4
Cable TV networks	2,678	4,402	-39.2
Network radio	544	2,651	-79.5
Spot radio	2,472	1,910	29.4
Measured media	70,369	88,832	-20.8
Unmeasured	157,100	198,400	-20.8
Total	227,469	287,232	-20.8
By top brands	**1991**	**1990**	**% chg**
Colgate toothpaste, toothbrushes	28,386	41,211	-31.1
Irish Spring soap	9,027	7,200	25.4
Palmolive dishwashing soaps	7,957	13,290	-40.1
Murphy oil soap	5,999	6,865	-12.6

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	6,061	5,691	6.5
Earnings	125	321	-61.1
U.S.	**1991**	**1990**	**% chg**
Sales	2,196	2,059	6.7
Operating profit	99	217	-54.6
Division sales	**1991**	**1990**	**% chg**
Household, personal care	5,261	4,968	5.9
Specialty marketing	800	723	10.6

CORPORATE PROFILE

Colgate-Palmolive Co. is pumping out a host of new toothpaste and detergent products and line extensions this year, but the big boon to the company's competitiveness came in March with the acquisition of Mennen Co.

The purchase of Mennen, a company with sales of more than $550 million, is viewed as Colgate's ticket to more effectively competing with personal products giants Procter & Gamble Co. and Unilever. From its $670 million acquisition, Colgate picked up Mennen Speed Stick, Mennen Lady and Mennen Teen Stick deodorant lines, which together represent 16.2% of the market valued at $1.14 billion retail, according to Towne-Oller & Associates.

Both new-product activity and the Mennen buyout helped push second-quarter sales up 19% to $1.8 billion and net income up 33% to $124.4 million. Unit growth advanced 14% across all brand lines, half of that coming from Mennen.

During 1991, Colgate's overall unit volume grew 5% worldwide, with 2 percentage points coming from acquisitions. The company bought Murphy oil soap and the international rights to Plax anti-plaque mouthwash from Pfizer.

North American sales were up 25% in the second quarter, largely from added Mennen business but also from new-product introductions, including Colgate baking soda toothpaste, part of a Colgate franchise that currently holds 24.4% of the $1.1 billion market for dentifrices, second to P&G's 33.2%, according to Towne-Oller & Associates.

Earlier, the company introduced Precision toothpaste, and Fab Ultra and Ajax Ultra superconcentrate detergents, and it broadened distribution of Irish Spring deodorant.

Results of Colgate's Specialty Marketing segment, in which Hill's Science Diet pet food is the major participant, flattened out in second quarter 1992 as sales advanced only 3.8% worldwide vs. 11% in all of 1991. Hill's Pet Products, however, showed volume gains of 8% in the quarter, the same as in all of 1991.

HEADQUARTERS

Colgate-Palmolive Co./300 Park Ave./New York, N.Y. 10022-7499/Phone: (212) 310-2000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Reuben Mark, chmn-pres-ceo; William S. Shanahan, sr exec vp-coo; Lois D. Juliber, chief tech officer; John E. Steel, sr vp-global bus devel; Brian F. Bergin, pres-Colgate, Europe; Craig B. Tate, pres-Colgate, Far East/Canada; David A. Metzler, pres-Colgate, Latin America; Michael S. Roskothen, exec vp-commercial operations, Colgate-Europe; Edgar J. Field, pres-intl bus devel; Michael L. Hoye, vp-global acquisition integration; Emilio Alvarez-Recio, vp-global adv; Robert Murray, vp-corp comms; Ariel Allen, vp-creative svcs; Cyrill R. Siewert, pres-Colgate oral care, professional div; Kathleen Thornhill, vp-oral care, global bus devel; John Tietjen, vp-household surface care, global bus devel; Thomas G. Davies, vp-global bus devel, fabric care; Douglas R. Wright, vp-environmental affairs.

Colgate US: Edward T. Fogarty, pres; Stephen J. Fogarty, exec vp-mktg/effective mktg; David L. Enfiled, vp-mktg and sales effectiveness; W. Bruce Johnson, vp-info svcs; Nigel B. Burton, vp-oral care; Suzan Harrison, vp-household surface care; Donald R. Kitchen, vp-fabric care; Robert E. Blanchard, vp-environmental affairs; Christian A. Nast, vp-sales; Grace E. Richardson, vp-consumer affairs; Greg Andrews, gm-mktg devel; Herney Nisimblat, mgr-Hispanic mktg.

Colgate dental cream, Colgate Tartar Control toothpaste & mouthwash, Colgate Jr. toothpaste, Colgate Baking Soda toothpaste, Irish Spring soap, Irish Spring antiperspirant, Colgate toothbrushes, Fluorigard mouthwash, Colgate shave prep: Young & Rubicam, New York. Tim Pollak, pres-vice chmn Wunderman Worldwide client svcs; Avi Dan, sr vp-grp dir U.S.

Palmolive dishwashing liquid, Palmolive Automatic liquid for dishwashers, Dynamo detergents, Ajax dishwashing liquid, Fab Ultra detergent, Ultra Ajax detergent, Fresh Start detergent, Palmolive soap, Ultra Brite toothpaste: FCB/Leber Katz Partners, New York. Ned Wiley, exec vp-worldwide dir; Mel Sokotch, sr vp-grp mgmt dir, U.S.

Hispanic adv: Siboney Advertising, New York. Gustavo Foldvari, gm.

HILL'S PET PRODUCTS: 400 W. 8th St./Topeka, Kan. 66603/Phone: (913) 354-8523. Robert C. Wheeler, pres-ceo; Richard F. Hawkins, pres-intl; James Humphrey, vp-vet mktg; Dr. Larry Hawk, dir-mktg dietary mgmt; Ted R. Freese, dir-pet mktg; Jan Karnes, grp mktg mgr.

Prescription Diet/Science Diet: Harmon Smith Advertising, Kansas City, Mo. Scott Johnson, vp-client svcs, vet mktg.

Science Diet: Y&R/Wunderman Worldwide, Detroit. Chuck Riley, exec vp-dir client svcs.

MENNEN CO.: Hanover Ave./Morristown, N.J. 07962-1928/Phone: (201) 631-9000 George Fellows, pres; Virginia Dotzauer, vp-mktg.

Speed Stick antiperspirant and deodorant, Lady Speed Stick deodorant: McCann-Erickson Worldwide, New York. Carol Smith.

Baby Magic, Skin Bracer, new products: Lowe & Partners, New York. Jeff Tarakajian, mgmt dir.

MURPHY-PHOENIX CO.: 300 Park Ave./New York, N.Y. 10022/Phone: (212) 310-2000. Robert Holland, dir-mktg all products. Genova Hartwick Juliano, Greenwich, Conn. Phil Juliano, pres.

SOFTSOAP ENTERPRISES: 1107 Hazeltine Blvd./Chaska, Minn. 55318/Phone: (612) 448-1700. Larry J. Wilhelm, pres; Steve Elliot, vp-mktg all products. Martin/Williams, Minneapolis, Minn. Joseph Rabaglia, mgmt super.

PRINCESS HOUSE: 455 Somerset Ave./North Dighton, Mass. 02754/Phone: (508) 823-0713. Stephen K. Zrike, pres-ceo; William O. Porteous, vp-field sales devel; Elizabeth A. Bowes, vp-incentive mktg.

Princess House home decorative and gifts: Saabye & Co., Providence, R.I. Cathy Ottaviano, exec vp.

COLGATE-PALMOLIVE INSTITUTIONAL PRODUCTS: 101 N. Summit St./Tenafly, N.J. 07670/Phone: (201) 568-2330. Kenneth E. Snyder, pres-ceo; Gary Ponder, vp-sales; Frank Drosselmeier, mktg mgr-soap/cleansers/new prods; Edward R. Gagliardi, dir-mktg.

RANK: 40

ConAgra

Omaha

Ad spending: $249.7 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	19,424	16,303	19.1
Sunday magazine	567	1,109	-48.9
Newspaper	1,946	1,801	8.1
Outdoor	234	56	319.6
Network TV	49,338	41,823	18.0
Spot TV	27,790	36,353	-23.6
Syndicated TV	5,370	4,422	21.4
Cable TV networks	3,279	2,910	12.7
Spot radio	3,997	5,763	-30.6
Measured media	111,944	110,539	1.3
Unmeasured	137,800	136,100	1.2
Total	249,744	246,639	1.3
By top brands	**1991**	**1990**	**% chg**
Healthy Choice frozen meals	22,415	25,934	-13.6
Orville Redenbacher snacks	15,006	18,125	-17.2
Hunt's sauces	10,161	9,222	10.2
Swift meats	10,105	9,302	8.6
Wesson oils	8,775	8,334	5.3
Peter Pan peanut butter	6,183	8,030	-23.0
Country Pride meats	5,906	6,815	-13.3

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	21,219	20,177	5.2
Earnings	372	332	12.2
Division sales	**1992**	**1991**	**% chg**
Prepared foods	16,201	15,760	2.8
Agri-products	2,736	2,444	11.9
Trading & processing	2,282	1,973	15.6

CORPORATE PROFILE

Healthy Choice has taken the nation's supermarkets by storm. The 3-year-old line was expanded to 150 items, with brand sales rising to about $500 million, up 52% from fiscal 1991.

The Healthy Choice line now includes frozen dinners, entrees and breakfasts, an egg substitute, ground beef, canned soups, spaghetti sauces, ice cream, lunch meats, hot dogs and cheeses. The foods offer reduced calorie, cholesterol, fat and sodium levels.

ConAgra projected Healthy Choice will become a $1 billion retail brand during the current fiscal year.

This fall, Beatrice Cheese Co. is introducing a 30-item line of Healthy Choice fat-free cheeses, expected to strike at the heart of Kraft's $2 billion cheese franchise. The introductory campaign falls under Healthy Choice's "The choice is yours" umbrella campaign, and is expected to push total Healthy Choice marketing spending to more than $100 million this year.

ConAgra launched its 29-item Healthy Choice lunch meat/hot dog line in February. Healthy Choice, along with competitors Oscar Mayer Foods Corp.'s Healthy Favorites, Weight Watchers Foods Co. and Sara Lee Corp.'s Hillshire Farms, is trying to slice out a new light segment of the combined $4 billion market for lunch meats and hog dogs.

ConAgra's Armour Swift-Eckrich meat company's deli division also began marketing eight varieties of the lean meats for supermarket service delicatessens.

In January, ConAgra's Hunt-Wesson rolled out the Healthy Choice line of spaghetti sauces, available in five varieties. The company backed the launch with $10 million in marketing support.

ConAgra, the nation's No. 2 beef marketer, unveiled the 96% fat-free Healthy Choice extra-lean ground beef last fall, and a Healthy Choice line of frozen seafood.

Although Healthy Choice has been hailed as the most successful newcomer to the supermarket freezer case since Lean Cuisine from Stouffer Foods Corp. in 1981, the brand has triggered a price war that's proved costly to ConAgra and its frozen food competitors. According to some industry estimates, frozen food prices now are 30% lower than last year's.

As a result, Healthy Choice frozen foods and entrees are losing market share, and the company is barely breaking even on the brand. Healthy Choice, with a market share of 10.2%, ranks second to Stouffer in the frozen dinners and entree market valued at $3.4 billion, according to Nielsen Market Research data for the year ended April 18. Its share was down 0.3 point from the previous year.

Hunt-Wesson's Wesson brand led the salads and cooking oils market with a 20.1% share for the 52 weeks ended June 27, up from 19.5% in the previous year. The Healthy Choice brand ranked No. 6, with 1.8% of the $2.1 billion ready-to-serve soup market for the 52 weeks ended May 23, according to Nielsen.

HEADQUARTERS

ConAgra Inc./One ConAgra Drive/Omaha, Neb. 68102/Phone: (402) 595-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: L. James Kennedy, vp-corp dir-mktg.

CONAGRA FROZEN FOODS: Five ConAgra Drive/Omaha, Neb. 68102/Phone: (402) 595-6000. Jim Tindall, pres; Stephen Hughes, exec vp-nutritional foods; Steve Van Tassel, vp-mktg, strategic brands; David Lunghino, vp-adv, Banquet brands; Nancy Matthews, dir-consumer promo/adv.

Healthy Choice: Campbell-Mithun-Esty, Minneapolis. Madeline Betsch, exec vp-dir, acct svcs; Roxanne Goertz, vp-mgmt super.

Banquet, Healthy Balance, Kid Cuisine, Slim-Fast: Grey Advertising, New York. C. Jeffrey Stein, exec vp; Joe Celia, sr vp.

BEATRICE CHEESE CO.: 770 N. Springdale Road/Waukesha, Wis. 53186/Phone: (414) 782-2750. Robert Burns, pres; Jack Hallenbeck, sr vp-mktg/sales.

County Line, Ready-Whip Dessert Topping, Mazzo: William Eisner & Associates, Milwaukee. William Eisner Jr., pres; Wyn Becker, sr vp-client svcs.

Healthy Choice: Campbell-Mithun-Esty, Minneapolis. Madeline Betsch, exec vp-dir, acct svcs; Roxanne Goertz, vp-mgmt super.

CONAGRA PET PRODUCTS CO.: One Central Park Plaza, Suite 700/Omaha, Neb. 68102/Phone: (402) 595-4000. Patrick K. Stewart, pres; Roger Waters, vp-mktg.

Pet products: Smith, Kaplan, Allen & Reynolds, Omaha, Neb. Ronald Kaplan, sr exec vp.

HUNT-WESSON: 1645 West Valencia Dr./Fullerton, Calif. 92633/Phone: (714) 680-1000. Albert J. Crosson, pres; Edward A. Snell, pres-Hunt Foods; Vincent N. Campolongo, pres-Wesson/Peter Pan Foods; Claude L. Jones, pres-La Choy/Rosarita Foods; David J. Gustin, pres-Orville Redenbacher/Swiss Miss Foods.

Hunt's, Wesson, La Choy, Peter Pan, Manwich, Orville Redenbacher's, Rosarita: Ketchum Advertising, San Francisco. John Faville, sr vp-dir, acct svcs; Dexter Fedor, sr vp-creative dir; Kristi Argylian, vp-assoc media dir.

Healthy Choice: Campbell-Mithun-Esty, Minneapolis. Madeleine Betsch, exec vp-dir, acct svcs; Roxanne Goertz, vp-mgmt super.

ARMOUR SWIFT-ECKRICH: 2001 Butterfield Road/Downers Grove, Ill. 60515/Phone: (708) 512-1000. John D. Likovich, pres-Armour; Michael Rozzano, exec vp-genl mgr, Armour; Marty Butler, dir-mktg, Armour; Thomas E. Howe, pres, Butterball; D. Hull, dir-mktg, Butterball; Gregg A. Ostrander, pres, Swift Eckrich Prepared Foods; Randy Irion, dir-mktg svcs/rsch, Swift-Eckrich; Sharon McLenahan, grp mktg mgr, Eckrich; Tim Harris, vp-genl mgr, Healthy Choice; Bill Klump, vp-genl mgr, Swift consumer prods; Mike Fisher, genl mgr, Eckrich.

Butterball, Swift, Eckrich: Grey Advertising, New York. C. Jeffrey Stein, exec vp; Michael Gaertner, sr vp.

Armour, Armour frozen foods: Puskar Gibbon Chapin, Dallas. Jim Gibbon, principal.

Healthy Choice: Campbell-Mithun-Esty, Minneapolis. Madeline Betsch, exec vp-dir, acct svcs; Roxanne Goertz, vp-mgmt super.

CONAGRA POULTRY CO.: 422 North Washington/Eldorado, Ark. 71730/Phone: (501) 863-1600. George R. Haefner, pres-coo; Larry Hogrefe, vp-dir, mktg.

Country Pride: Campbell-Mithun-Esty, Minneapolis. Madeleine Betsch, exec vp-dir, acct svcs; Roxanne Goertz, vp-mgmt super; Anne Bologna, acct super.

GOLDEN VALLEY/LANDS-WESTON: 7450 Metro Blvd./Edina, Minn. 55439/Phone: (612) 835-6900. James D. Watkins, pres-coo; John Watson, exec vp-mktg; John Bauer, vp-mktg.

Golden Valley: Martin Williams, Minneapolis. Dave Horen, chmn-ceo; Tom Weyl, pres-chief creative officer; Joe Arbaglia, mgmt super.

RANK: 52

Adolph Coors Co.

Golden, Colo.

Ad spending: $206.9 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	3,336	3,861	-13.6
Sunday magazine	261	148	75.7
Newspaper	743	441	68.4
Outdoor	3,174	3,048	4.1
Network TV	51,689	37,305	38.6
Spot TV	53,693	53,687	0.0
Syndicated TV	9,873	14,581	-32.3
Cable TV networks	3,217	2,823	14.0
Spot radio	4,343	6,743	-35.6
Measured media	130,329	122,636	6.3
Unmeasured	76,600	72,100	6.2
Total	206,929	194,736	6.3
By top brands	**1991**	**1990**	**% chg**
Coors beer	106,673	104,485	2.1
Keystone beer	21,014	11,844	77.4

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	1,917	1,839	4.3
Earnings	26	39	-34.4
Division sales	**1991**	**1990**	**% chg**
Beer	1,530	1,477	3.6
Ceramics	180	180	0.2
Aluminum	96	113	-15.4
Packaging	188	156	20.8
Developmental	111	106	5.5

CORPORATE PROFILE

Adolph Coors Co. entered 1992 with two big decisions to make: whether to divest itself of non-brewing assets and how to extend its success beyond Coors Light.

In the face of its growth into the nation's No. 3 brewer, Coors moved to spin off its non-brewing assets, including its packaging and energy-related businesses, to concentrate on the brewing subsidiary. Coors Brewing Co. produces nearly 73% of revenues and is in an increasingly bruising battle with rivals Anheuser-Busch and Miller Brewing Co.

While the brewing industry saw shipments drop 2.2%, Coors was the only major brewer to see its barrelage grow, up 0.8%. Coors' share of the brewing industry rose to 10%, from 9.7% in 1990.

Coors Light saw barrelage grow 4.9%, to 12.4 million barrels, to rival Bud Light as the nation's No. 3 brew. Some of the gain was offset by a nearly 15% loss in volume for original Coors. Coors' subpremium-price Keystone brand, introduced in 1990, grew 4%, mostly attributable to Keystone Light.

The continued growth of Coors Light has been bolstered by a variety of new national and local promotions, including the first use of a "talking can" sweepstakes by any major beverage company.

Coors in 1990 and 1991 also introduced Keystone Dry and Coors Dry in a number of markets; rolled out its Cutter non-alcoholic beer; and began distributing import Moussy non-alcoholic beer.

Coors Light's growth attracted some unwanted competitive attention from Anheuser-Busch, which this summer broke with past corporate policies to run a blatantly anti-Coors Light ad in the Northeast contesting Coors' historic use of Rocky Mountain imagery.

The growth also raised internal questions, since Coors Light grew to 63% (up from 60%) of the brewing arm's total business. Some of the answers may come from the former Stroh Brewery Co. brewery in Memphis, Tenn., that Coors bought in 1990 and opened last year initially as a packaging plant. Coors began production there this year with Zima, a clear, malt-flavor beverage now in test. The company is expected to announce a range of products for the plant in the next few months or move production of the Keystone beers and perhaps Cutter there.

The cost of refitting the plant, together

with price pressures and production problems, gave Coors a less pleasing year on profits. Net income dropped by a third, and the pressures prompted some layoffs and cost-cutting.

Coors entered Indiana in 1991, giving it distribution in all states.

HEADQUARTERS

Adolph Coors Co./311 10th St./Golden, Colo. 80401/Phone: (303) 279-6565.

PERSONNEL, BRANDS, AGENCIES

COORS BREWING CO.: 12th & Ford/Golden, Colo. 80401/Phone: (303) 279-6565. Bob Rechholtz, exec vp-mktg; Robert Klugman, vp-brand mktg; Michael Marranzino, vp-devel/intl; Richard E. Franklin, vp-field mktg; Bob McBride, brand dir-Coors Light; Craig Guthrie, brand dir-Keystone/Keystone Light/Keystone Dry; Mark Stankovic, dir-intl mktg; Gary Skovsted, brand mgr-Coors Extra Gold; Vinnie Prattico, internal mktg mgr-U.S. specialty imports (Killians, Winterfest, Moussy); George Mansfield, mgr-intl; Steve Ritter, brand dir-Coors; Jon Runge, brand mgr-Coors Dry; Tim Owston, brand mgr-Cutter; George Mahrlig, dir-media/event mktg; John Ney, brand mgr, Zima.

Coors Light, Coors Extra Gold, Keystone brands, Killian's Red; Moussy: Foote, Cone & Belding, Chicago. Dan Fox, exec vp-grp acct dir.

Original Coors, Coors Dry, Hispanic mktg & comnty rel, Coors Light (Texas): GSD&M, Austin, Texas. Chuck Grady, sr vp-acct dir, Original Coors, Hispanic, Coors Light; Robert Miller, sr vp-acct dir, Coors Dry, community relations.

Corporate, community relations/women, literacy: Evans/Denver. Mark Voss, vp-acct svcs.

African-American markets: Uniworld Group, New York. Mark Robinson, vp-grp adv dir.

African-American Coors Extra Gold: Vince Cullers Advertising, Chicago. Jeffrey Cullers, vp-grp dir.

Cutter: Tatham/RSCG, Chicago. Robert Hielscher, mg partner.

Zima Clearbrau: Foote, Cone & Belding, San Francisco. Bob Ravasio, vp-mgmt super.

Trade advertising: Goldberg Moser O'Neill, San Francisco. Josh Nichol, sr vp-dir acct mgmt.

RANK: 75

CPC International

Englewood Cliffs, N.J.

Ad spending: **$131.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	3,604	3,490	3.3
Newspaper	47	72	-34.9
Outdoor	0	58	NA
Network TV	24,525	26,283	-6.7
Spot TV	10,689	18,209	-41.3
Cable TV networks	402	1,733	-76.8
Spot radio	144	387	-62.9
Measured media	39,410	50,231	-21.5
Unmeasured	92,000	86,800	6.0
Total	131,410	137,031	-4.1
By top brands	**1991**	**1990**	**% chg**
Hellmann's mayonnaise	13,118	15,393	-14.3
Skippy peanut butter	7,116	8,415	-15.4
Thomas bakery prods	6,599	8,607	-23.3

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	6,189	5,781	7.1
Earnings	373	374	-0.3
U.S.	**1991**	**1990**	**% chg**
Sales	2,309	2,322	-0.6
Operating income	325	336	-3.2
Division sales	**1991**	**1990**	**% chg**
Consumer foods	5,118	4,695	9.0
Corn refining	1,071	1,087	-1.4

CORPORATE PROFILE

CPC International showed respectable growth worldwide in 1991, but not in the U.S., where low volume pushed sales 0.6% below year-earlier levels; operating income dropped by 3.2%.

Consumer foods, accounting for 80% of CPC's worldwide revenues, performed poorly in the U.S., where the segment eked out 1% sales growth.

Part of the company's strategy in rebuilding U.S. sales lies in stimulating ad spending and tapping the growing population segments such as Hispanics.

Best Foods President Robert Gillespie said his division is hiking ad spending this year, although downward revisions in spending might occur if profits can't sustain the spending increases. Virtually all of CPC's $39.4 million spent in media in 1991, down 21.5%, was on Best Foods products, according to LNA/Arbitron Multi-Media Service.

Skippy's tough '91 has continued into '92. This May, the U.S.' No. 2 peanut butter saw sales slip 4.6% and share drop to 20.1% from 21.6% in the previous May, according to Nielsen Marketing Research. U.S. sales in 1991 fell 4%. The leaders in the category got pinched by a near doubling in peanut prices in '91.

This year, potential challenges are coming from new competitors—Reese's peanut butter from Hershey Foods Corp. and no-salt Simply Jif from Procter & Gamble Co. Observers expected Reese's entry to spark an ad spending war by the big players.

In mayonnaise, CPC has almost half the U.S. market with the Hellmann's and Best Foods brands, even though its North American mayonnaise volume dropped 1% last year. Helimann's ended the year with the category's top market share of 24.6%, a half a share point ahead of Kraft General Foods' Miracle Whip. Best Foods' share was 12.4%, according to Information Resources Inc.'s InfoScan.

CPC had better results with the Knorr line of sauces, soups and bouillons; North American sales of these Knorr categories climbed 11%. Media spending rose 73% to $3.5 million for Knorr.

The Hispanic market also is a growth area for Mazola corn oil. Volume rose 2% in '91, though market share slipped.

Measured media for Thomas' English muffins fell 23.7% to $6.6 million last year.

HEADQUARTERS

CPC International/International Plaza/Englewood Cliffs, N.J. 07632/Phone: (201) 894-4000.

PERSONNEL, BRANDS, AGENCIES

BEST FOODS DIV: International Plaza/Englewood Cliffs, N.J. 07632/Phone: (201) 894-4000. John Moorhead, vp-mktg svcs; Stanley M. Hakmiller, vp-sales; Joan S. Dargery, vp-new bus devel; Robert T. Viscardi, media dir.

Hellmann's/Best Foods mayonnaise, Skippy peanut butter, Hellmann's/Best Foods Dijonnaise mustard, Mueller's Super Shapes dry pasta products, select new products, network TV media buying: BBDO Worldwide, New York. Anthony R. Brescia, sr vp-acct dir.

Thomas' English muffins, Karo syrup, Mazola products, new products, spot TV buying: Backer Spielvogel Bates Worldwide, New York. Alan Kellam, mgmt super.

Hispanic adv-Mazola corn oil: Bravo Group, New York. Daisy Esposito, pres-chief creative officer.

Niagara spray starch, new products: Campbell-Mithun-Esty, New York. Charlie Lehman, mgmt super.

Hispanic adv-Hellmann's/Best Foods mayonnaise: Conill Advertising, New York. Sue Bittencourt, vp.

Arnold Bakery light line, Arnold Brau-ocia brand, Brownberry breads: Rotando Lerch & Iafeliece, Stamford, Conn.

CPC FOODSERVICE: International Plaza/P.O. Box 8000/Englewood Cliffs, N.J. 07632/Phone: (201)894-4000. Robert J. Nemec, vp-mktg/sales.

KNORR SPECIAL PRODUCTS: International Plaza/P.O. Box 8000/Englewood Cliffs, N.J. 07632/Phone: (201) 894-4000. Robert Allin, vp-mktg dir.

Knorr soups, Knorr sauces, Knorr liquid sauces, Knorr bouillons: Warwick Baker & Fiore, New York. Andy Mochler, vp-mgmt super.

BEST FOODS BAKING GROUP: 100 Passaic Ave./Fairfield, N.J. 07004/Phone: (201) 808-3000. Donald Berman, vp-bus mgmt.

RANK: 88

Daimler-Benz AG

Stuttgart, Germany

Ad spending: **$122.2** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	16,610	18,293	-9.2
Sunday magazine	175	541	-67.7
Newspaper	27,867	21,616	28.9
Outdoor	746	163	359.1
Network TV	27,743	30,536	-9.1
Spot TV	8,779	12,280	-28.5
Syndicated TV	140	0	NA
Cable TV networks	2,190	1,655	32.4
Spot radio	6,330	7,331	-13.7
Measured media	90,581	92,413	-2.0
Unmeasured	31,600	32,300	-2.2
Total	122,181	124,713	-2.0
By top brands	**1991**	**1990**	**% chg**
Mercedes-Benz cars	88,901	88,381	0.6

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	59,750	NA	NA
Earnings	3,100	3,100	0.0

CORPORATE PROFILE

Daimler-Benz, Germany's biggest industrial group, early this year switched ad agencies working on its Mercedes-Benz of North America account in an attempt to reverse declining sales.

There was a lot at stake: Two-thirds of Daimler-Benz's business in 1991 came from its luxury car and truck division, Mercedes-Benz. The recession and new competition, especially from the Japanese, cut Mercedes' U.S. unit sales to 58,868 cars, down 24.9% from the previous year.

The national account, valued at $130 million, was awarded to Scali, McCabe, Sloves, New York. Regional dealer support was given to Scali's 85%-owned Martin Agency, Richmond, Va.

Initial advertising for Mercedes by its new agencies introduced a new tone and style, portraying a 36-month leasing program in a whimsical way. The change is intended to make the costly German cars seem "more approachable," said Michael J. Jackson, Daimler-Benz exec VP.

By midyear 1992, sales had rebounded, improving to 39,593 cars, up 19.3% from the same period a year earlier.

The company offered 18 models during 1992, ranging from the 190 sports sedan series to the 300SL/500SL coupe/roadster. The company holds about 0.8% of the U.S. automobile market.

HEADQUARTERS

Daimler-Benz AG/BPA/Postfach 60 02 02/7000 Stuttgart 60/Germany.
Mercedes-Benz of North America/One Mercedes Drive/Montvale, N.J. 07645-0350/Phone: (201) 573-0600.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Michael J. Jackson, exec vp; Albert Weiss, gm-mktg comms; Kevin Davidson, mgr-adv.

Mercedes-Benz: Scali, McCabe, Sloves (natl image adv), New York. Marvin Sloves, chmn; Philippe H. Defechereux, exec vp-grp acct dir.

The Martin Agency (dealer support adv), Richmond, Va. John Adams, pres.

RANK: 43

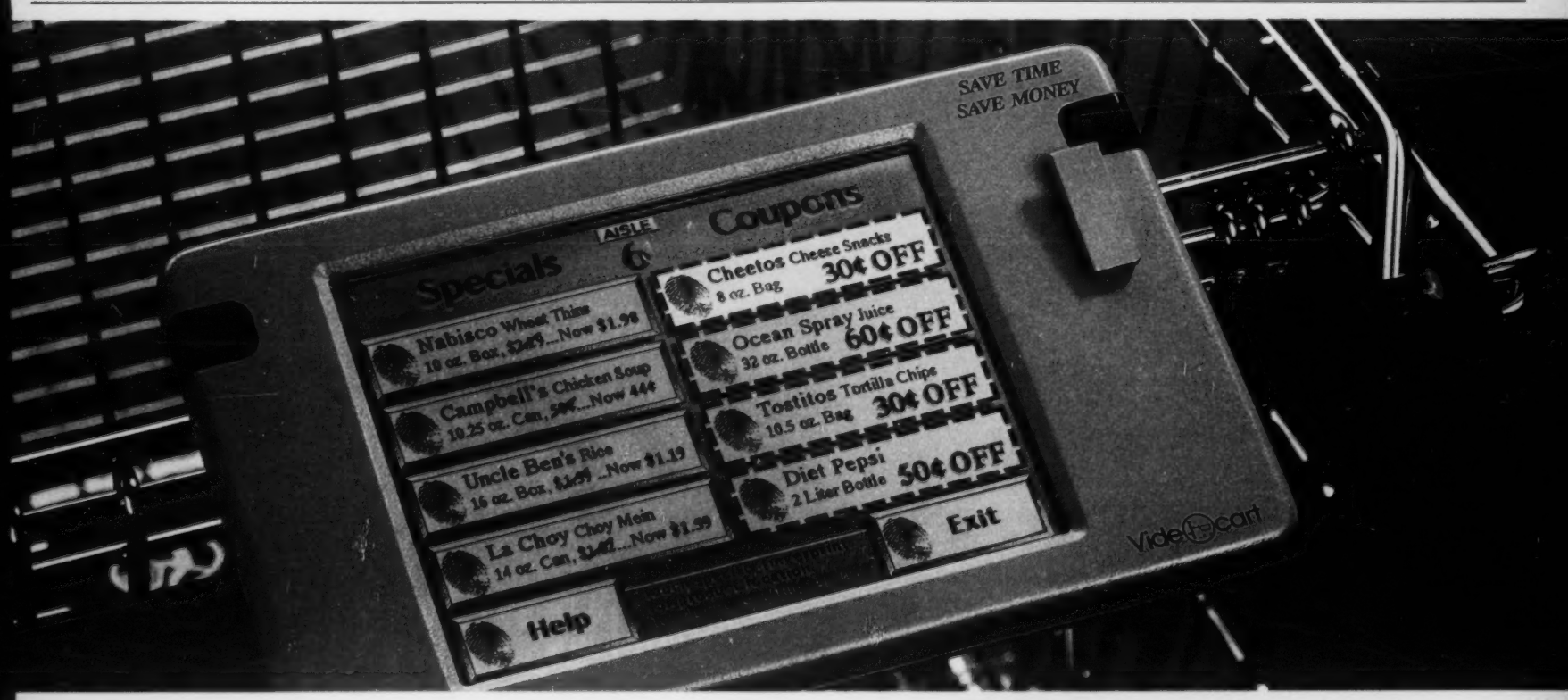
Dayton Hudson Corp.

Minneapolis

Ad spending: **$226.5** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	1,916	2,586	-25.9
Sunday magazine	46	3,555	-98.7
Newspaper	46,004	106,158	-56.7
Outdoor	956	88	983.0
Network TV	444	291	52.5
Spot TV	52,479	48,957	7.2



☐ Your product is preferred. Your facings are fabulous. Your tagline is burned into our brains. Your price point is perfect. And right now, you're on promotion. Still no cigar. Why? Because you're one of more than 500 SKUs on one side of one aisle in the supermarket. And if the person you have so carefully pre-sold and reminded and maneuvered to the point-of-sale can't find your product — then nothing else matters. You're history. ☐ That's the problem. **BULL'S-EYE** is the solution. ***BULL'S-EYE** is a VideOcart® screen that shows the shopper exactly where to find your product on the shelf ahead.*

Finders,

By media	1991	1990	% chg
Cable TV networks	14	55	-74.7
Spot radio	6,833	6,157	11.0
Measured media	108,693	167,847	-35.2
Unmeasured	117,800	151,200	-22.1
Total	226,493	319,047	-29.0
By top brands	**1991**	**1990**	**% chg**
Mervyn's misc. mdse	27,939	21,484	30.0
Target misc. mdse	22,066	26,878	-17.9
Mervyn's apparel	13,727	20,252	-32.2
Target sport, toy & hobby	8,814	7,547	16.8
Target household products	8,585	7,658	12.1
Target apparel	8,520	8,706	-2.1

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	16,115	14,739	9.3
Earnings	301	412	-26.9
Division sales	**1991**	**1990**	**% chg**
Target	9,041	8,175	10.6
Mervyn's	4,143	4,055	2.2
Department stores	2,931	2,509	16.8

CORPORATE PROFILE

Despite the difficult economic climate, Dayton Hudson Corp. in 1991 eked out 2% growth in comparable-store revenues.

After such bare-bones returns, the company has experienced a slight uptick in first half 1992. Same-store growth rose 3%, compared with all-store growth of 11%, to $7.69 billion. The results came on earnings of $77 million, up 4.1% from the year-earlier period.

First-half results were particularly strong at Target Stores, with same-store revenues up 5% and all stores up 16% to $4.46 billion, or 58% of Dayton Hudson's sales. Target, the upscale discounter, had yearend sales growth of 11% for all stores.

Target remains Dayton Hudson's largest advertiser with measured media backing of $52.2 million last year, down 3%, according to LNA/Arbitron Multi-Media Service.

Target expanded operations in Florida, rolled out its Target Greatland superstore format and began a two-store test of Everyday Hero, a specialty apparel concept developed to mimic the look and prices of such chains as The Gap.

Mervyn's, the moderately priced softlines retailer, rose 2% in revenue in 1991 because of new-store expansion as comparable-store sales dropped 1%. Same-store volume has remained flat in first half 1992, up only 1%.

Media spending for Mervyn's fell 9% to $52.2 million in 1991, according to LNA/Arbitron Multi-Media Service.

Mervyn's, whose base market is California, burst upon the southeast Florida retail scene in 1991 with 10 new outlets, rekindling new-store growth activity that had slowed in the late 1980s as Mervyn's came up with a new store prototype. About 60% of the chain's outlets have been remodeled.

The department store division that includes Dayton's, Hudson's and Marshall Field's remained sluggish in the first half of '92, with revenues up 3% from all stores and 2% from comparable stores. Full-year 1991 division sales were up 17%, largely due to the addition of full-year results from newly acquired Marshall Field's.

Media spending by the division declined 81% to $12.9 million, an amount almost equally divided among the three retailers, LNA noted.

Each store in the division handles production and placement of advertising in-house. Much of the advertising continues to tout prices, instead of broader, image campaigns. There are 19 Dayton's, 20 Hudson's and 23 Marshall Field's stores.

HEADQUARTERS

Dayton Hudson Corp./777 Nicollet Mall/Minneapolis, Minn. 55402/Phone (612) 370-6948.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Stewart Widdess, sr vp-mktg; Paul Karmann, dir-media planning; Jack Mugan, dir-creative svcs; Karen Bohnhoff, vp-trend merch/special events.

DAYTON'S, HUDSON'S, DEPARTMENT STORE DIV.: 700 on the Mall/Minneapolis, Minn. 55402/Phone: (612) 375-2200.

Dayton's, Hudson's, Marshall Field & Co.: (in-house) Pidgin Productions, Minneapolis. Gary Jensen, pres.

Corporate media buying: Haworth Group, Minneapolis. Dale Haworth, pres.

MERVYN'S: 25001 Industrial Blvd./Hayward, Calif. 94545/Phone (510) 785-8800. Susan Sprunk, vp-sales promo; Pat Holt, dir-adv; Ruth Lindley, dir-consumer rsch/media; Brad Davis, dir-operations/bus planning.

Cohen & Johnson, Los Angeles, Howie Cohen, chmn-creative dir; Mark Johnson, pres.

TARGET STORES: 33 S. 6th St./Minneapolis, Minn. 55402/Phone: (612) 370-6073. John Pellegrene, sr vp-mktg; Robert Thacker, vp-mktg.

Chuck Ruhr Advertising, Minneapolis. Chuck Ruhr, chmn; Louise Scroggins, pres.

RANK: 63

Delta Air Lines

Atlanta

Ad spending: **$164.5** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	10,093	7,338	37.5
Sunday magazine	163	349	-53.2
Newspaper	53,623	32,898	63.0
Outdoor	2,213	1,834	20.7
Network TV	29,802	29,510	1.0
Spot TV	12,194	10,068	21.1
Syndicated TV	0	45	NA
Cable TV networks	2,385	1,848	29.1
Spot radio	12,889	11,086	16.3
Measured media	123,361	94,976	29.9
Unmeasured	41,100	31,700	29.7
Total	164,461	126,676	29.8

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	10,837	9,171	18.2
Earnings	(506)	(324)	NA
Division sales	**1992**	**1991**	**% chg**
Passenger	10,115	8,567	18.1
Cargo	588	476	23.6
Other	134	128	4.4

CORPORATE PROFILE

Like all carriers, Delta Air Lines is caught in a competitive fare war to stimulate leisure travel.

Delta last spring matched American Airlines' new pricing structure—which contributed to the airline's busiest month ever in June, up 25.8% over the same month in 1991. But the yield per revenue miles was down, the company said.

For the 12-month period ending May 1992, Delta ranked third in domestic revenue passenger miles at 15.5%. American Airlines led at 19%, according to the Department of Transportation.

Delta in late July merged the marketing development and planning division with the sales division. Robert Coggin, a senior VP, heads the new marketing division.

HEADQUARTERS

Delta Air Lines/Hartsfield Intl. Airport/Atlanta, Ga. 30320/Phone: (404) 715-2600.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: R.W. Coggin, sr vp-mktg; Harold Achtziger, vp-intl; Al H. Kolakowski, vp-mktg svcs; Marcey McCann, vp-reservations sales; Judy Jordan, asst vp-adv/sales promo; Skip Barnett, dir-field mktg; Matt Guilfoyle, dir-consumer mktg; Harry Dunham, dir-airline, cargo & govt progs; Sandy Rowan, mgr-adv; Don Nabity, staff mgr-adv/promo; Tim Mapes, mgr-intl adv; Jon Proctor, system mgr-promo.

Delta Air Lines: BBDO Worldwide, Atlanta. Jack Walz, exec vp-worldwide acct dir.

Delta Shuttle: Della Femina, McNamee, New York. Ann Milne, mgmt super.

RANK: 23

Walt Disney Co.

Burbank, Calif.

Ad spending: **$489.1** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	27,967	17,752	57.5
Sunday magazine	3,853	613	528.5
Newspaper	23,713	36,912	-35.8
Outdoor	357	688	-48.1
Network TV	93,800	62,919	49.1
Spot TV	71,852	86,241	-16.7
Syndicated TV	26,456	14,595	81.3
Cable TV networks	5,972	4,211	41.8
Network radio	722	1,057	-31.7
Spot radio	2,620	4,461	-41.3
Measured media	257,311	229,448	12.1
Unmeasured	231,800	206,700	12.1
Total	489,111	436,148	12.1
By top brands	**1991**	**1990**	**% chg**
Touchstone films	79,209	80,074	-1.1
Walt Disney World resort	59,512	45,740	30.1
Walt Disney home video	45,940	14,273	221.9
Walt Disney prods. movies	22,712	25,421	-10.7
Hollywood pictures	19,206	20,744	-7.4
Disneyland amusement park	12,505	18,648	-32.9
Disney Channel cable TV	5,908	5,304	11.4
Filmed entertainment	2,594	2,250	15.3
Consumer products	724	574	26.2

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	6,182	5,844	5.8
Earnings	537	824	-22.7
Division sales	**1991**	**1990**	**% chg**
Theme parks, resorts	3,865	3,020	28.0

CORPORATE PROFILE

In the wake of Walt Disney Studios Chairman Jeffrey Katzenberg's infamous 28-page memo imploring Hollywood to rein in runaway production and marketing expenditures, Disney went ahead and boosted ad spending 12% in 1991.

The entertainment giant cut spending slightly for its core feature film division, directly overseen by Mr. Katzenberg. But Disney spent heavily to build its lucrative ancillary businesses, like home video.

Disney's Buena Vista Home Video, backed with a 145% increase in media spending, last year sprinted to an estimated 30% share of the $3.7 billion video "sell-through" business, far ahead of any other marketer. It spent $49.5 million to promote blockbuster titles such as "Fantasia" and "101 Dalmatians," according to LNA/Arbitron Multi-Media Service.

Sales of "Beauty & the Beast," to be released on video Oct. 30, are expected to eclipse the 14 million copies sold last year by "Fantasia." Released last holiday season, "Beauty" set a company record for an animated feature by taking in $142 million.

Licensed merchandise based on "Beauty & the Beast," "The Little Mermaid" and "101 Dalmatians" drove sales for Disney's consumer products up 47.9%, to $787.6 million, for the first three quarters of Disney's fiscal 1992, which ends Sept. 30.

Disney's consumer products division this year began stepping up its marketing activity, hiring Rubin Postaer & Associates for Disney licensed merchandise and the Disney Store retail chain.

One of Rubin Postaer's first projects will be to create holiday ads for Disney's Princess Collection products, based on classic Disney damsels Cinderella, Snow White and Sleeping Beauty.

The consumer products unit also expanded in media in 1992, buying *Family Fun* magazine. It's said to be developing a kids-oriented spinoff to *Discover*, which it bought in 1991.

Disney boosted spending for its California and Florida theme parks 11.5% to

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$75.1 million in 1991. Last April, it opened Euro Disney Resort outside Paris to much fanfare, only to see attendance slow sharply by midsummer.

Disney cut media spending by 4% for its feature film releases, spreading $125 million across 23 films, LNA noted. In 1990, the studio spent $130.3 million backing 19 features.

Disney slipped to the No. 2 spot in box-office market share, claiming 13.7% of the $4.85 billion market in 1991. Disney's piece of the volatile market was 15.5% in 1990.

Disney led the major studios in market share during the first half of this year, with solid hits like the thriller "The Hand That Rocks the Cradle" and the sleeper comedy "Sister Act." As the summer progressed, Disney was knocked out of first place by Warner Bros.' double team of "Lethal Weapon 3" and "Batman Returns." An animated film version of "Aladdin" will come out this holiday season.

HEADQUARTERS

Walt Disney Co./500 S. Buena Vista St./Burbank, Calif. 91521/Phone: (818) 560-1000.

PERSONNEL, BRANDS, AGENCIES

Media buying: Buena Vista Pictures Marketing, Buena Vista Television, Buena Vista Home Video, Walt Disney Attractions, The Disney Channel, Disney Consumer Products: Western International Media, Los Angeles. Dennis Holt, pres.

BUENA VISTA PICTURES (feature films): 3900 W. Alameda Ave., Suite 2400/Burbank, Calif. 91505/Phone: (818) 567-5000. Robert B. Levin, pres-worldwide mktg; Robert Jahn, sr vp-creative svcs; Bobbi Blair, sr vp-media; Gary Kalkin, sr vp-domestic mktg.

BUENA VISTA TELEVISION: 500 S. Buena Vista St./Burbank, Calif. 91521/Phone: (818) 560-1000. Carole Black, sr vp-mktg; Rick Haskins, vp-mktg.

BUENA VISTA HOME VIDEO: 500 S. Buena Vista St./Burbank, Calif. 91521/Phone: (818) 560-1000. Ann Daly, sr vp-mktg; Kelley Avery, vp-mktg. DDB Needham Worldwide, Chicago. Blake Thomas, acct super.

THE DISNEY CHANNEL: 3800 W. Alameda/Burbank, Calif. 91505/Phone: (818) 569-7500. Tom Wazalek, sr vp-cons mktg.

Disney Channel: Rubin Postaer & Associates, Santa Monica, Calif. Tom Kirk, sr vp-grp acct dir.

DISNEY CONSUMER PRODUCTS: 500 S. Buena Vista St./Burbank, Calif. 91521/Phone: (818) 840-5151. John Skipper, vp-magazine publishing; Anne Osberg, sr vp-Disney licensing; Debbie Bohnett, dir-mktg and promotions, The Disney Store.

Disney Licensing, Disney Software: Earle Palmer Brown Cos., New York. Laura Bonington, acct exec.

The Disney Store, Walt Disney Filmed Entertainment Licensing: Rubin Postaer & Associates, Santa Monica, Calif. Tom Kirk, sr vp-acct dir.

WALT DISNEY ATTRACTIONS: 1675 Buena Vista Drive, Suite 310/Lake Buena Vista, Fla. 32830/Phone: (407) 828-1300. Tom Elrod, pres mktg/entertainment.

RANK: 82

Dow Chemical Co.

Midland, Mich.
Ad spending: $127.1 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	18,804	20,443	-8.0
Sunday magazine	7,328	6,975	5.1
Newspaper	622	353	76.1
Outdoor	3	42	-91.9
Network TV	42,626	64,644	-34.1
Spot TV	9,896	2,794	254.2
Syndicated TV	6,552	2,260	189.9
Cable TV networks	6,008	6,630	-9.4
Network radio	1,330	566	134.9
Spot radio	1,395	1,465	-4.8
Measured media	94,563	106,173	-10.9
Unmeasured	32,500	36,500	-11.0
Total	127,063	142,673	-10.9
By top brands	**1991**	**1990**	**% chg**
Ziploc food storage bags	19,278	15,668	23.0
Seldane allergy medication	12,410	11,053	12.3
Dow Chemical Co.	10,358	14,112	-26.6
Texize cleaning products	9,081	11,861	-23.4
Perma Soft haircare products	8,216	5,767	42.5
Nicorette nicotine gum	7,177	9,507	-24.5
Fantastik cleaner, spray	6,930	6,722	3.1
Saran Wrap	6,310	1,433	340.4
Dow Bathroom Cleaner	5,685	4,012	41.7

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	18,807	19,773	-4.9
Earnings	935	1,378	-32.1
U.S.	**1991**	**1990**	**% chg**
Sales	9,079	9,494	-4.4
Operating income	1,136	1,622	-30.0
Division sales	**1991**	**1990**	**% chg**
Chemicals, performance products	4,522	5,088	-11.1
Plastics	6,822	7,392	-7.7
Hydrocarbons	1,933	2,210	-12.5
Consumer specialties	5,483	5,053	8.5

CORPORATE PROFILE

Dow Chemical Co. last year demonstrated the importance of its long-term strategy to diversify into consumer specialties. It was the only one of four main business segments at Dow to produce a sales gain in 1991.

The segment, which includes Marion Merrell Dow pharmaceuticals and DowBrands among others, posted record sales and operating income—the latter accounting for 57% of the company's total operating income in 1991.

Seldane, the world's top-selling line of anti-allergy products, led Marion Merrell Dow's battery of brands with global sales of $768 million, including $47 million in U.S. sales of Seldane-D, the first non-sedating, antihistamine-decongestant combination. Introduced last September, Seldane received $12.4 million in media in 1991, according to LNA/Arbitron Multi-Media Service.

Dow's plans to take Seldane over the counter got a setback in July when reports said the drug had health risks if taken under certain conditions. The FDA told the company to strengthen the drug's warning on its labels. Seldane accounts for 70% of the prescription antihistamine market. It loses patent protection in 1994.

Competitor antihistamines, Tavist-1 and Tavist-D from Sandoz Pharmaceutical Co., got the OTC jump on Seldane when they got FDA approval this August. A $45 million ad campaign is set to launch the Sandoz products.

Nicoderm, a nicotine skin patch, was delayed entering the market because of a patent infringement lawsuit, and once on the market in January the product supply couldn't keep up with heavy demand. As a result, the company quickly lost market share, dropping from 51% in January to 21% two months later before rebounding to about 37% in August, according to Michael Walsh, VP at Robertson, Stephens. He estimates the market will hit $1.2 billion by yearend.

Marion Merrell Dow last month announced it would combine its U.S. OTC brands with SmithKline Beecham. The partnership, called SmithKline Beecham Consumer Brands, will market Marion's Gaviscon, Cepacol, Citrucel and Os-Cal, along with SmithKline's Tums, Contac, Oxy and Aqua-Fresh. The venture will be based in Pittsburgh. SmithKline agencies are expected to handle advertising for Marion's OTC products.

DowBrands focused resources on its core brands, with media spending increasing almost 50% each for Ziploc food storage bags, Dow Bathroom Cleaner, Spray 'n Wash and Fantastik multipurpose cleaner. Spending vanished for Spiffits moist cleaning towels because of a rapid decline in sales of this product category.

Ziploc remains the top zippered bag with 1991 sales of $190.3 million, a 1.1% gain, according to Information Resources Inc.'s food-store sales audit. Ziploc received $19 million in media in 1991.

Fantastik, with more than $6 million in media, claimed third in its $287.5 million category, according to Nielsen Marketing Research. The leader is Formula 409 from Clorox Co. Dow was the No. 1 brand in the $142.9 million bathroom cleaner category.

HEADQUARTERS

Dow Chemical Co./2030 Willard H. Dow Center/Midland, Mich. 48674/Phone: (517) 636-1000.

PERSONNEL, BRANDS, AGENCIES

DOW CHEMICAL USA: 2030 Building/Abbott Road/Midland, Mich. 48674/Phone: (517) 636-1000.William Stavropoulos, pres; Thomas Smith, vp-govt/public affairs; Robert Charlton, dir-corp comms; Richard Dalton, mgr-corp adv.

D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich. H.J. Hogan, sr vp-mgmt super.

CHEMICALS & PERFORMANCE PRODUCTS: 2020 Building/Abbott Road/Midland, Mich. 48674/Phone: (517) 636-1000. John W. Tysse, vp-sales/mktg; Bo Miller, grp mgr comms.

Chemicals & metals: Hoffman, York & Compton, Milwaukee. John Murphy, sr vp.

Public relations, chemicals & metals, performance products, latex products: Gibbs & Soell, New York. Cos Mallozzi, pres.

Latex products: Weller, Cook & Misamore, Grand Rapids, Mich. Robert Cook, vp.

Performance products, separation systems, new ventures: Alexander Marketing Services, Grand Rapids, Mich. Robert Milroy, pres.

DOW PLASTICS: 2040 Building/Abbott Road/Midland, Mich. 48674/Phone: (517) 636-3050. Richard E. Sosville, vp-sales/mktg.

Dow Plastics products: Anderson & Lembke, Stamford, Conn. Mike Romans, vp-client bus mgr. Alexander Marketing Services, Grand Rapids, Mich. Robert Milroy, pres. Jayme Organization, Cleveland. Mike Paulus, acct exec.

Dow Plastics prods & public relations adv: Sefton Associates, Grand Rapids, Mich. Gary Pfertyl, sr vp.

Public relations adv: Gibbs & Soell, New York. Cos Mallozzi, pres. Proconsul, Cleveland. Judi Feniger, vp, Proconsul.

DOW BRANDS/9550 Zionsville Road/Indianapolis, Ind. 46268/Phone (317) 873-7000. Lee Schobe, pres-ceo; Jim Bernhardt, vp-mktg; Ann Bastianelli, dir-adv.

Foodcare (Ziploc bags, Saran Wrap); Personal Care Products (Perma Soft): Campbell-Mithun-Esty, Minneapolis. Richard Rosengren, sr vp-mgmt super-Foodcare; John Purdy, vp-mgmt super, Personal Care Products.

Cleaning products (Fantastik, Dow Bathroom Cleaner): Henderson Advertising, Greenville, S.C. Stephanie Stockton, acct exec.

MARION MERRELL DOW: 9300 Ward Parkway, Kansas City, Mo. 64114-3321/Phone: (816) 966-4000. John Julian, vp-mktg; John Bruton, dir-adv.

Corsitone family: McCann Healthcare, Chicago. Mike Perry, vp client svcs.

Cardizem family: RWR, New York. Tyrone Curran, acct exec.

Nitrogen, Lorelco, Neuronia, Nitrodisc: MMD Advertising (in-house). John Bruton, dir of adv.

Nicorette, Nicoderm: Lewis & Gace, Fort Lee, N.J. Francis Gace, pres; Steve Barrett, acct exec.

Seldane: Medicus Consumer DMB&B, New York. Joan Lemler, acct super. Medicus Intercon, New York. Neil James, sr vp-grp acct dir.

Cepacol: Sive/Young & Rubicam, Cincinnati. Mark Wesling, acct super.

Citrucel: (prof) Medicus Intercon, New York. Loraine Pastore, vp. (consumer) McElligott Wright Morrison White Minneapolis. John Gerzema, acct super.

Gaviscon: (prof) Kallir, Philips, Ross, New York. Virginia Foley, sr vp-mgmt super. (consumer) Sive/Young & Rubicam, Cincinnati. Mark Wesling, acct super.

Targocid: Bozell, New York. Chris Paynes, acct exec.

DOW ELANCO AGRICULTURAL PRODUCTS: 9002 Purdue Road/Indianapolis, Ind. 46268-1189/Phone (317) 876-5800. Frank Moore, mgr-mktg comms; E.N. German, mgr-mktg sales support.

Stinger, Curtail, Tordon, professional pest control, vegetation management, retail turf, ornamental business: Bader Rutter & Associates, Brookfield, Wis. Miller Hogan, vp-acct super.

Lorsban, Treflan, Sonalan, N-Serve, Stinger (corn), Lontrel, Tordon, Curtail, Surflan, Telone, Paarlan, Rabigan, Bromotrils: Creswell, Munsell, Fultz & Zirbel, Cedar Rapids, Iowa. M. White, sr vp-mgmt super.

Professional turf and ornamental business: Bader Rutter & Associates, Brookfield, Wis. Miller Hogan, vp-acct svcs.

RANK: 74

Dr Pepper/ Seven-Up Cos.

Dallas
Ad spending: $131.4 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Newspaper	436	214	103.6
Outdoor	448	302	48.4
Network TV	52,380	44,484	17.8
Spot TV	13,490	11,122	21.3
Syndicated TV	14,751	11,389	29.5
Cable TV networks	2,551	2,020	26.3
Network radio	0	363	NA
Spot radio	875	1,522	-42.5
Measured media	84,932	71,416	18.9
Unmeasured	46,500	39,100	18.9
Total	131,432	110,516	18.9
By top brands	**1991**	**1990**	**% chg**
7UP beverages	27,879	31,941	-12.7
Dr Pepper sugar-free	23,573	6,584	258.1
Dr Pepper beverage	23,480	24,084	-2.9
Diet 7UP beverage	9,871	8,494	16.2

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	601	540	11.2
Earnings	(20)	(93)	NA

CORPORATE PROFILE

Dr Pepper/Seven-Up Cos. pumped up its ad budget in 1991, devoting the bulk of its extra spending to relaunch Diet Dr Pepper.

Media price tag for the relaunch was $23.5 million, which helped generate a 128% increase in sales of Diet Dr Pepper. The company spent only $6.5 million on the brand in 1990, according to LNA/Arbitron Multi-Media Service.

Regular Dr Pepper registered a healthy $23.2 million in ad spending, down slightly, and claimed 5.5% of the $47 billion market, up 0.6 points from 1990, according to Beverage Digest. It's the nation's fifth best-selling soft drink, a spot it's held since 1987.

Locked in battle with Coca-Cola Co.'s lemon-lime Sprite, 7UP again saw market share drop 0.1 point to 2.6%. Sprite, meanwhile, gained 0.2 point to 3.9%. Diet 7UP share remained flat at 0.8%, compared with Diet Sprite's 0.9%.

The company in 1991 brought back "the uncola," its dormant ad slogan, and boosted media spending 17% to $10 million behind Diet 7UP. In 1991, Diet 7UP received about $10 million in spending, up 17%. Media declined 20% to $20 million for 7UP.

Dr Pepper/Seven-Up Cos. last spring attempted to go public but pulled back when its initial offering failed to attract the investment the company expected.

HEADQUARTERS

Dr Pepper/Seven-Up Cos./8144 Walnut Hill Lane/Dallas, Texas 75231/Phone: (214) 360-7000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: John Albers, chmn-pres-ceo; Fran I. Mullin, pres-coo, Seven-Up Co.; True H. Knowles, Dr Pepper Co. pres-coo; Russ B. Klein, sr vp-mktg, 7UP; Jim Watkins, vp-mktg svcs, 7UP brands; Bill Tolany, vp-mktg svcs, Dr Pepper brands, David Clapp, vp-new prods; Mike McGrath, vp-Premier Beverages' Welch's carbonated soft drinks, I.B.C. root beer.

Hispanic adv: Dr Pepper: Bravo, New York, Linda DeJesus, acct super. **7UP:** Leo Burnett Hispanic div, Chicago.

Dr Pepper, Diet Dr Pepper, Caffeine-Free Dr Pepper, Caffeine-Free Diet Dr Pepper: Young & Rubicam, New York. John Swan, mgmt super; John O'Brien, acct super.

7UP, Diet 7UP, Cherry 7UP, Diet Cherry 7UP: Leo Burnett USA, Chicago. John Miller, exec vp; Jack Woods, vp-acct dir.

RANK: 10

Eastman Kodak Co.

Rochester, N.Y.
Ad spending: $661.4 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	38,754	44,813	-13.5
Sunday magazine	4,032	4,684	-13.9
Newspaper	1,797	777	131.2
Outdoor	853	1,863	-54.2
Network TV	105,555	116,523	-9.4
Spot TV	18,291	13,364	36.9
Syndicated TV	27,811	21,651	28.5
Cable TV networks	19,092	12,589	51.7
Network radio	0	1,320	NA
Spot radio	872	1,253	-30.4
Measured media	217,057	218,837	-0.8
Unmeasured	444,300	406,400	9.3
Total	661,357	625,237	5.8
By top brands	**1991**	**1990**	**% chg**
Kodak cameras & accessories	77,078	70,345	9.6
Lysol disinfectants	19,551	15,655	24.9
Bayer aspirin	15,290	17,325	-11.7
Thompson coatings	11,400	11,264	1.2
Lysol bathroom cleaners	11,203	15,434	-27.4
Dairy Ease digestion tablets	10,270	2,955	247.6
Lysol cleaners	8,803	6,899	27.6
Minwax finishes	6,669	5,197	28.3
Phillips Milk of Magnesia laxative	6,408	7,042	-9.0
Resolve carpet cleaner	6,255	4,290	45.8
Ogilvie home permanents	5,623	4,719	19.2

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	19,419	18,908	2.7
Earnings	17	703	-97.6
U.S.	**1991**	**1990**	**% chg**
Sales	10,882	10,663	2.1
Operating earnings	108	1,698	-93.6
Division sales	**1991**	**1990**	**% chg**
Imaging	7,075	7,128	-0.7
Chemicals	3,740	3,588	4.2
Health	4,917	4,349	13.1
Information	3,968	4,140	-4.2

CORPORATE PROFILE

Eastman Kodak Co. in 1991 restructured—the fourth time since 1982—by cutting staff, shedding businesses and realigning the remaining divisions.

While the company believes the restructuring, which resulted in a $1.6 billion charge against earnings, will bring savings that will stick, many industry analysts believe Kodak must continue to revamp before even initial gains become long-term.

Analysts say Kodak must sell unprofitable businesses and slash research costs in its information systems unit. At Sterling Winthop, it must bring new proprietary drugs to market, which hasn't occurred in five years. In imaging, Kodak has to achieve better success with Photo CD.

Photo CD, introduced to consumers last month, allows users to store photos on compact discs so they can be viewed and edited on TV and computers; the special hookup costs $400-$600. Kodak is caught in a classic marketing bind, since consumers may not want to fork over $20-$25 for Photo CD when they don't yet have the hardware on which to view it.

Photo CD in two years on the market has been popular among businesses and professional photographers. The company last month introduced several new business uses, including catalogs on CD that can be viewed on TV sets or computers.

In June, Kodak consolidated its estimated $73 million U.S. consumer photography products account at J. Walter Thompson USA, New York. That agency, which had film and film processing, got cameras from Young & Rubicam, an estimated $13 million piece of business. The realignment came after Kodak shifted its marketing strategy to push product lines rather than individual products. In second quarter 1993, Kodak plans to launch its first global campaign supporting the Kodak brand name.

Spending on Kodak's biggest ad-supported categories—film and film processing—jumped 20% in 1991 to $84 million. Much of Kodak's budget is expected to be placed behind the launch of Photo CD in late 1992 and 1993.

Sterling Winthrop is the new name for Sterling Drug. Part of pharmaceuticals is Sanofi Winthrop, the company's joint venture with Sanofi, the French drug marketer.

Sterling spent $15.3 million on the Bayer line, down 11.7%. A non-aspirin Bayer will be launched in 1993. Bayer holds 6.0% of the $2.3 billion-plus analgesics market, down from 6.7% last year, according to Nielsen Marketing Research.

Sterling in mid-1992 introduced Midol PM Nighttime Formula, a line extension of the acetaminophen-based Midol. Midol also restaged Midol 200, an ibuprofen-based product, as Midol IB Cramp Relief. Midol drew media support of $4.6 million. It owns more than 70% of the menstrual pain relief segment.

Fresh Scent Lysol disinfectant and Lysol Pine basin, tub and tile cleaner were added to the extensive Lysol product line at L&F Products, which boosted support behind the brand 21% to $39.5 million, noted LNA. Lysol is the No. 2 brand with market share of 30.9% in the $193.7 million disinfectant cleaner category, according to Nielsen.

In the $142.9 million bathroom cleaner segment, Lysol, with market share of 27.2%, trails only Dow Chemical Co.'s Dow bathroom cleaner.

HEADQUARTERS

Eastman Kodak Co./343 State St./Rochester, N.Y. 14650/Phone: (716) 724-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Richard S. Bartlett, director and vp-Imaging Communications. **Amateur film, photofinishing, Photo CD, cameras:** J. Walter Thompson USA, New York. Rodger Groves, mgmt dir.

Business, industrial: J. Walter Thompson USA, New York. John Mittnocht, sr vp-acct dir.

Professional imaging, Motion Picture and Television Imaging, consumer products-sales promo, film-trade adv.: Rumrill-Hoyt, Rochester, N.Y. Vicki Lewis, vp-acct dir.

STERLING WINTHROP: 90 Park Ave./ New York, N.Y. 10016/Phone: (212) 907-2000. Hilary Hinchman, vp-dir of adv svcs.

STERLING HEALTH USA: 90 Park Ave./New York, N.Y. 10016/Phone: (212) 907-2000. Doug Meyer, pres; Dave Mahder, vp-mktg; Larry Koslow, category dir-analgesics; Susan Danehower, dir-new products and category dir-skincare and cough/cold; Lisa Rubin, category dir-gastrointestinals; Gerard Mattimore, dir-mktg svcs; MaryLou Ulincy, dir-consumer affairs; Gerry Minichiello, dir-mkt rsch.

Bayer, Panadol, Midol: N W Ayer, New York. Dom Rossi, pres-Ayer USA.

Phillips' line, Dairy Ease, Stri-Dex, Campho-Phenique, Neo-Synephrine, ReSal: Ammirati & Puris, New York. Mary Herrmann, exec vp-grp dir.

Medical Communications: Analgesics: Harrison, Star, Wiener & Beitler, New York. Tom Harrison, pres. Gastrointestinals: Sweeney & Partners, Montvale, N.J. Tom Sweeney, pres.

Public Relations: Manning, Selvage & Lee, New York. Ken Lightcap, mg dir.

SANOFI WINTHROP PHARMACEUTICALS (USA): 90 Park Ave./New York, N.Y. 10016/Phone: (212) 907-2000. Harry Shoff, pres; Jim Ryan, dir-mktg, pharmaceutical prods div.

Omnipaque Radiology, Omnipaque Cardiology, Omniscan: Lally, McFarland & Pantello, New York. Ron Pantello, pres.

Plaquenil, Imodec I.V.: Kallir, Philips, Ross, New York. Norman Cooper, pres.

Nitrong, Taiscon, Talwin NX: Robert A. Becker Inc., New York. Sander Flaum, pres.

L&F PRODUCTS: 225 Summit Ave./Montvale, N.J. 07645-1575/Phone: (201) 573-5700. Peter Black, group vp; Hilary Hinchman, vp-adv svcs; Jimmie Byrum, vp-sales/household prods div; Terry Shunnarah, vp-sales/personal prods div; John Culligan, vp-mktg/National Laboratories Div; Bruce Letsch, vp-sales/National Laboratories Div.; Richard Bachman, vp-mktg/Minwax; Kathy Tousignant, vp-sales/Minwax; Frederick Miller, vp-mktg/Thompson & Formby; Thomas Harris, vp-sales/Thompson & Formby.

Lysol disinfectant products, Love My Carpet, Mop & Glo, Pert, Red Devil Enamels: Lintas:New York, New York. John Barnes, exec vp.

Lysol Direct, Glass Mates, Resolve Carpet Cleaner, d-Con rodenticides, Cloths Thirst Baby Wipes, Biopreserve Baby Wipes, Wet Ones Moist Towelettes: Warwick Baker & Fiore, New York. John Sloan, sr vp-grp acct dir.

Bio-X septic tank additive: Ramm Advertising, Cranford, N.J. Ed Ramon, pres.

Ogilvie, Tussy, Dorothy Gray: Jordan, McGrath, Case & Taylor, New York. Linda Schaler, sr vp-mgmt super.

National Laboratories Professional Products: Brancaccio/Christofer/Shields, New York. Robert Brancaccio, pres.

Minwax: Gilbert, Whitney & Johns, Whippany, N.J. John Leonardi, pres.

Thompson & Formby: Slater Hanft Martin, New York. Terry Koch-Bostic, sr vp-mgmt super.

RANK: 46

Federated Department Stores

Cincinnati
Ad spending: $222.8 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	1,928	1,520	26.9
Sunday magazine	551	1,027	-46.4
Newspaper	91,818	134,483	-31.7
Outdoor	16	0	NA
Spot TV	15,341	17,856	-14.1

Who buys spot/local TV?

Marketers in a wide range of product categories, both national and local, have discovered the effectiveness and efficiencies of spot television advertising and have increased their investments in the medium to these current levels.

Top 25 spot TV ad categories 1991

Rank Category	Dollars spent
1. Automotive	$1,252,152,700
2. [illegible]	[illegible]
3. Consumer Services	380,679,900
4. [illegible]	[illegible]
5. Toiletries & Toilet Goods	267,102,400
6. Travel, Hotels & Resorts Outside U.S.	258,749,400
7. [illegible]	[illegible]
8. Beer & Wine	207,172,800
9. [illegible]	[illegible]
10. Soaps, Cleansers & Polishes	162,953,800
11. Gasoline, Lubricants & Other Fuels	151,680,500
12. [illegible]	[illegible]
13. Home Electronics Equipment	102,076,700
14. [illegible]	[illegible]
15. Publishing & Media	99,335,700
16. Household Equipment & Supplies	93,885,300
17. [illegible]	[illegible]
18. Freight & Industrial Development	43,220,300
19. [illegible]	[illegible]
20. Jewelry, Optical Goods & Cameras	31,592,700
21. Pet Foods & Supplies	28,673,100
22. Household Furnishings	27,614,900
23. Computers, Office Equipment, Stationery	16,519,000
24. Agriculture & Farming	14,525,600
25. Religious, Political & Unions	11,491,700

Top 25 local TV ad categories 1991

Rank Category	Dollars spent
1. Restaurants & Drive-Ins	$876,342,600
2. Food Stores & Supermarkets	335,160,400
3. Furniture Stores	270,149,700
4. Auto Dealers	243,617,900
5. Movies	221,154,200
6. Appliance Stores	197,964,600
7. Department Stores	193,085,900
8. Radio Stations & Cable TV	174,203,300
9. Banks, Savings & Loans	172,161,200
10. Amusements & Entertainment	147,147,000
11. Medical & Dental Services	143,271,000
12. Leisure Time Activities & Services	137,523,300
13. Clothing Stores	128,624,400
14. Health Clubs & Reducing Salons	121,844,000
15. Discount Department Stores	121,074,500
16. Drugstores	108,823,800
17. Home Centers & Hardware Stores	106,604,900
18. Legal Services	102,495,600
19. Local Education Services	98,176,100
20. Auto Repair & Service Stations	87,145,900
21. Personal Services, Misc.	62,418,000
22. Optical Services & Supplies	62,095,500
23. Hotels & Resorts, U.S.	57,225,600
24. Carpet & Floor Covering Stores	52,576,800
25. Sport, Hobby & Toy Stores	51,394,900

Source: Television Bureau of Advertising (TVB) from data supplied by Arbitron's MediaMatch Service in the top 75 markets

TVAA NHOF

A message to Ad Age readers

from the Television Bureau of Advertising

Dear Readers:

While there is no disputing the magic of television as a powerful advertising vehicle, buying television time has become more complex as more new options present themselves. In the past few years, with the advent of cable TV and other new technologies, spot television lost some visibility and may have been relegated to the "back room" in the minds of some advertisers.

That's yesterday's news. Instead, through today's energized Television Bureau of Advertising, there is a new focus directed at advertising's decision makers. The case for spot television, with its wide-ranging flexibility, is now more compelling than ever.

Armed with dramatic case histories and new research, the geographic, demographic and psychographic attributes of spot television provide a winning part of the media mix regardless of who the target customer may be.

The new TVB is aggressively working to raise the visibility of over-the-air television in the minds of all involved. The approach is to understand the advertiser's business and how it works so that a partnership can be constructed to advance the advertising process. Here is a capsule listing of TVB actions in progress:

- The top 200 advertiser campaign—It's harnessing the power of the television reps to establish solid relationships with top national advertisers to help them better understand the advertising decision-making process.

- Market outreach—TVB is conducting face-to-face meetings with TV station sales executives and marketing executives nationwide to further mutual understanding.

- Local category development—TVB targets categories of business that are not using television to build new relationships between local television stations and advertisers.

- Association involvement—TVB participates in various industry functions, annual meetings and trade associations.

- Research projects—TVB works with universities and marketing companies to develop new insights into advertising, both qualitative and quantitative.

- Case studies—TVB tells about marketers who have discovered how to use television successfully and their incredible results.

- Political advertising—TVB is meeting with political committees and candidates to make the spot TV advertising concept part of their advertising slate.

- Cable TV—There is a quantum difference between local broadcast TV and local cable TV. TVB, in a new advertising program in *Advertising Age*, is showing just how big the differences are.

TVB has undergone major changes in the past six months along with many other media organizations. We firmly believe we are stronger and more directed than ever. We are here to help. Because we are not a vendor, we have nothing to sell . . . nothing but ideas.

We want advertisers and agencies to have an ease and comfort in using spot television because we know it really gets results. We are unique in that we are objective. We represent no one television station, but in effect we represent them all.

We welcome advertiser and agency comments. We want you to succeed.

Ave Butensky
President

About this section

The Power of Spot TV special advertising section was edited and produced by the *Advertising Age* Special Projects Department: Director, Richard L. Gordon; Design/Assistant editor, Jill D'Angelo; Cover, Kevin Fegan. Writers: Kathy Haley and Linda Cecere.

Your TV ratings: Are the data you rely on audited?

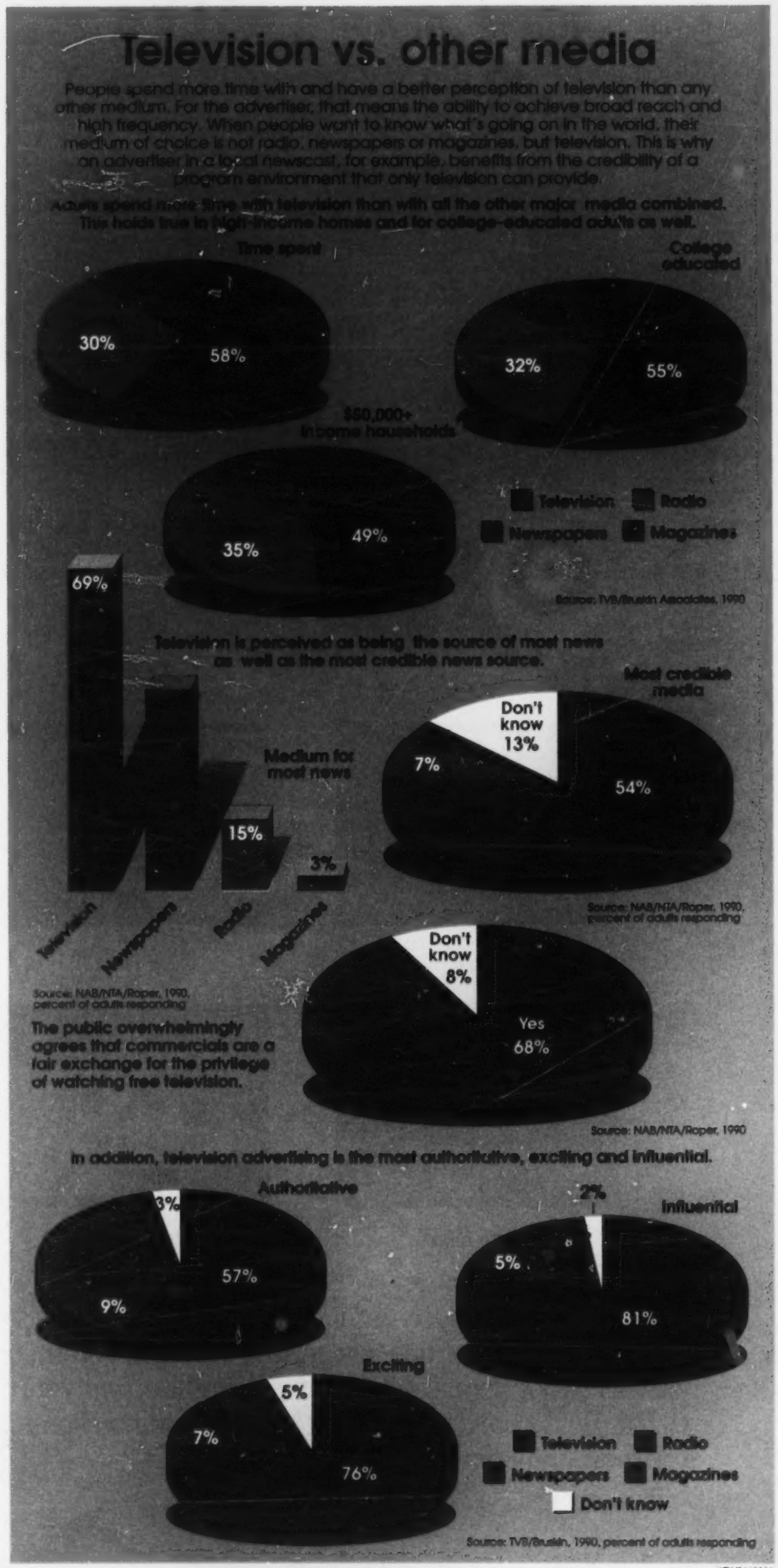
By Mel Goldberg
Executive Director
Electronic Media Ratings Council

In 1964, after Congressional hearings on broadcast ratings abuses and misuses, the Electronic Media Ratings Council (then the Broadcast Rating Council) was established.

Its function was to secure for broadcasters and related users audience measurement services that are valid, reliable, effective and viable. Over the past 28 years, this has been done by auditing the methodology and procedures of the rating services.

To do this, the rating services have fully disclosed every aspect of the methodology by which ratings information are derived, including sampling designs and procedures. Accreditation is granted when the rating service fully complies with the Minimum Criteria and Standards of the Electronic Media Rating Council.

At this time, the only accredited services are Arbitron Television Market Reports, Arbitron Radio Market Reports, Arbitron Television Meter Market Reports, MediaFax TV Audience Measurements, Nielsen Station Index (NSI), Meter Market Service (MM) and Nielsen Television Index (NTI). Ratings and research companies are not audited or accredited; only the specific rating services listed above are.■


Television vs. other media
People spend more time with and have a better perception of television than any other medium. For the advertiser, that means the ability to achieve broad reach and high frequency. When people want to know what's going on in the world, their medium of choice is not radio, newspapers or magazines, but television. This is why an advertiser in a local newscast, for example, benefits from the credibility of a program environment that only television can provide.
Adults spend more time with television than with all the other major media combined. This holds true in high-income homes and for college-educated adults as well.
Time spent
30%
58%
$50,000+ income households
35%
49%
College educated
32%
55%
Television
Radio
Newspapers
Magazines
Source: TVB/Bruskin Associates, 1990
Television is perceived as being the source of most news as well as the most credible news source.
69%
15%
3%
Television
Newspapers
Radio
Magazines
Medium for most news
Source: NAB/NTA/Roper, 1990, percent of adults responding
Most credible media
Don't know 13%
7%
54%
Source: NAB/NTA/Roper, 1990, percent of adults responding
The public overwhelmingly agrees that commercials are a fair exchange for the privilege of watching free television.
Don't know 8%
Yes 68%
Source: NAB/NTA/Roper, 1990
In addition, television advertising is the most authoritative, exciting and influential.
Authoritative
3%
57%
9%
Influential
2%
5%
81%
Exciting
5%
7%
76%
Television
Radio
Newspapers
Magazines
Don't know
Source: TVB/Bruskin, 1990, percent of adults responding

JOHN HALL

THE POWER OF SPOT TV — ROUNDTABLE

Continued from Page T-12

thousand buyers. Some are and, yes, maybe some of that can be automated. Maybe it should be, so people could spend more time selling value-added, selling events. If everybody was cost-per-thousand oriented, no one would've bought the Olympics until the day before. Somebody has to sell that; it's not going to get done by computer.

Ave Butensky: I think I hear unanimity on at least a desire to have more buyer-seller time. What are the best things stations and reps could do to move in that direction?

Larry Cole: One is to make sure they understand what the advertiser and agency needs. The other thing is to push ahead with new ways of doing business, and electronic processing, obviously, is one of them.

Joel Kushins: The electronic future is certainly the only way to get a head of steam behind the desire to see more effectiveness and efficiency in the whole buyer/seller process. The initiatives that are being made by different factions of the industry are starting to really show their value.

The representative group spearheaded by Katz Television and Blair Communications is looking to create systems that will interface with agencies and stations. Certainly, involve the rep community in processing and selling and give them the additional time to do more of what they should be doing: That is coming up with new ideas and new ways to involve advertisers and agencies with the stations they represent.

Mike Moore: The whole local broadcast business needs to become more customer-focused. And I don't say that simply because I'm a customer. That is the way everyone is going to benefit in the future.

Joe Ostrow: Both the buyer and seller have to become more forthcoming. The buyer has to tell the seller more about what he or she is looking for, has to be more candid and share more information and insight. The seller has to come back and be a little bit more transparent in terms of the information they provide us, which might include a little bit more transparency at the pricing level, too.

Ave Butensky: I thank you all.■

By media	1991	1990	% chg
Cable TV networks	0	1	NA
Spot radio	1,741	1,108	57.2
Measured media	111,395	155,985	-28.6
Unmeasured	111,400	95,600	16.5
Total	222,795	251,595	-11.4
By top brands	**1991**	**1990**	**% chg**
Abraham & Straus apparel	13,574	13,472	0.8
Abraham & Straus misc. merchandise	11,027	11,155	-1.2
Bloomingdale's apparel	9,272	10,272	-9.7
Bloomingdale stores	9,076	11,142	-18.5
Bloomingdale's stores	8,750	12,253	-28.6
Abraham & Straus household	8,007	7,996	0.1
Jordan Marsh stores miscellaneous	5,413	4,779	13.3
Jordan Marsh stores apparel	5,179	5,831	-11.2

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	6,932	7,142	-2.9
Earnings	836	(271)	NA

CORPORATE PROFILE

Federated Department Stores and Allied Stores Corp.—former divisions of Campeau Corp.—emerged early this year from bankruptcy under the umbrella of Federated Department Stores.

The chain, now downsized to 233 stores, includes Abraham & Straus, Bloomingdale's, Bon Marche, Burdines, Goldsmith's, Jordan Marsh, Lazarus, Rich's and Stern's.

The weak economy and shifts in consumer spending have tempered revenues and profitability. First-half 1992 sales of $3.03 billion were the same as in the prior year for comparable stores. There was a net loss of $4 million, rising to $17.6 million when factoring in after-tax accrued financing fees.

Federated continues to downsize. The closing of 43 stores was announced during the bankruptcy, including six Jordan Marsh units outside New England. The Burdines store in Hollywood, Fla., will close next month and the Lazarus store in Indianapolis will shutter in January.

In October 1991, Maas Bros. merged into Miami-based Burdines, and in mid-March 1992, Jordan Marsh, originally based in Boston, was merged with the healthier Abraham & Straus. Federated named Joseph Pennachio, an Abraham & Straus senior executive, as president of Jordan Marsh, which has 20 remaining stores in New England.

Media spending at Federated stores fell 28.6% to $111.3 million, according to LNA/Arbitron Multi-Media Service. Rich's dropped from $21.4 million to $2.3 million, flagship Bloomingdale's dipped 18.8% to $30.2 million, Stern's fell 26.9% to $10.6 million and Lazarus slipped 11.8% to $7.5 million. Abraham & Straus remained static at $35.2 million. Jordan Marsh increased spending to $17 million, up 21.6%.

Federated consolidated its credit operations in suburban Cincinnati and implemented a team buying approach under Federated/Allied Merchandising Services, which now coordinates 60% of the company's purchases.

HEADQUARTERS

Federated Department Stores/7 W. Seventh St./Cincinnati, Ohio 45202/Phone: (513) 579-7000.

PERSONNEL, BRANDS, AGENCIES

ABRAHAM & STRAUS/JORDAN MARSH: 420 Fulton St./Brooklyn, N.Y. 11201/Phone: (718) 875-7200. Joseph Yewdell, sr vp-mktg/sales promo; Joe Cantor, vp-adv; Nancy Slaven, operating vp-direct mail; Martine Reardon, vp-media; Steven Cohen, vp-print creative; Nancy Ryan, vp-bdcst creative.

Martino & Co., New York. Cathy Hart, Gary Wuertenberger, acct supers.

BLOOMINGDALE'S: 1000 Third Ave./New York, N.Y. 10022/Phone: (212) 705-2000. Mike Green, vp-bus mgmt/adv; John Jay, exec vp-sales promo/mktg/creative svcs.

Bloomingdale's broadcast adv: Grey Advertising, New York. Herb Lieberman, exec vp.

BURDINES: 22 E. Flagler St./Miami, Fla. 33131/Phone: (305) 835-5151. Carey Watson, sr vp-mktg; Linda Frankel, vp-adv; Jorge Lopez, vp-adv admin/prod; Ron Rodriguez, operating vp-special events/publicity; Gilbert Lorenzo, vp-sales support mgr.

In-house.

LAZARUS: 699 Race St./Cincinnati, Ohio 45202/Phone: (513) 369-7000. Timothy Worcester, sr vp-mktg/sales promo; Herbert Frager, div vp-graphics dir; Ralph Holt, div vp-dir, adv/analysis; Becky Case, div vp-adv/special events.

In-house.

RICH'S/GOLDSMITH'S: 223 Perimeter Center Parkway/Atlanta, Ga. 30346/Phone: (404) 913-4000. Donald Van Suilichem, sr vp-mktg dir; Alma Freedman, div vp-adv dir; John Thomas, vp-creative dir.

In-house.

BON MARCHE: Third & Pine Sts./Seattle, Wash. 98181/Phone: (206) 344-2121. John Buller, sr vp-mktg/sales promo; Kevin Gardiner, div vp-adv creative; Mark Gordon, photo studio dir; Garry Gilbert, print prod dir; Bev Davies, bdcast dir; Sue Sleeth, direct mail/pre-print dir; Val Walser, adv operations dir; Mary Jean Stephens, spec events dir.

In-house.

STERN'S: Bergen Mall/Route 4/Paramus, N.J. 07652/ Phone: (201) 845-8400. Howard Fraser, sr vp-mktg/adv; Robert Cole, adv dir.

In-house.

RANK: 9

Ford Motor Co.

Dearborn, Mich.

Ad spending: **$676.6** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	149,634	148,124	1.0
Sunday magazine	3,417	1,137	200.6
Newspaper	27,155	25,881	4.9
Outdoor	1,706	2,481	-31.2
Network TV	217,456	196,898	10.4
Spot TV	78,384	54,110	44.9
Syndicated TV	17,393	13,707	26.9
Cable TV networks	14,036	9,370	49.8
Network radio	6,022	14,874	-59.5
Spot radio	2,497	4,012	-37.8
Measured media	517,700	470,593	10.0
Unmeasured	158,900	144,500	10.0
Total	676,600	615,093	10.0
By top brands	**1991**	**1990**	**% chg**
Ford cars	255,355	220,893	15.6
Ford trucks & vans	105,274	108,275	-2.8
Mercury cars	83,020	65,002	27.7
Lincoln cars	35,575	29,906	19.0
Jaguar cars	15,004	20,000	-25.0
Ford parts	6,983	2,995	133.2

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	88,286	97,650	-9.6
Earnings	(2,258)	860	-362.5
U.S.	**1991**	**1990**	**% chg**
Sales	61,149	69,912	-12.5
Division sales	**1991**	**1990**	**% chg**
Automotive	72,051	81,844	-12.0
Financial svcs	16,235	15,806	2.7

CORPORATE PROFILE

Cost-cutting moves and the increased interest of U.S. car buyers in its makes are beginning to turn around Ford Motor Co., after a year of heavy losses for the marketer and its rivals.

Ford reported a $205 million profit for the first six months of 1992, which follows a record loss for the full year 1991. Its U.S. market share climbed to 21% for the first half of the year, up from 20% at the end of 1991.

The $100 million redesign of the Taurus/Sable models has paid off in hot sales in 1992. Ford fortunes have ridden on the Taurus, which is challenging the Honda Accord for the overall U.S. vehicle lead in sales, and on Explorer, the first sport-utility vehicle to crack the Top 10 sales chart.

Ford, boasting five of the 10 top-selling vehicles in the nation, continues to record strong truck sales, up 18.5% in the first six months of 1992 over the same period last year. Its share of the truck market stood at 29.7% for 1992's first half, up slightly from 1991. The Ford F Series of pickup trucks was the nation's top seller again in 1991, with Explorer/Bronco II No. 3 and Ranger compact pickup No. 4.

New vehicle launches in 1992 include the '93 Probe and Mercury Villager minivan models and the Lincoln Mark VIII.

In July, Ford went national with its one-price strategy ($9,999 for pre-equipped units) for the Escort, eliminating haggling between dealers and car buyers.

Ford's Jaguar Cars unit still suffers from perceptions of quality and lack of new products. It lost a combined $430 million in 1990 and 1991, and is still in the red for the first half of 1992. Jaguar drove its $20 million U.S. ad account from Geer, DuBois, New York, to Ford agency Ogilvy & Mather in July.

Ford put the bulk of its ad spending behind Escort, Taurus, Sable, Crown Victoria, Marquis and various truck models.

Ford revamped its magazine strategy, slightly increasing its spending but slashing at least 40 titles from the schedule.

HEADQUARTERS

Ford Motor Co./The American Road/Dearborn, Mich. 48121/Phone: (313) 322-3000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Hal Augustine, adv/comms mgr.

Wells Rich Greene BDDP, New York. William Benton, exec vp-Detroit.

FORD DIV: 300 Renaissance Center/P.O. Box 43303/Detroit, Mich. 48243/Phone: (313) 446-7730. Ross Roberts, vp-gm; Phil Novell, genl sales mgr; Keith Magee, genl mktg mgr; John Vanderzee, adv mgr; Robert Gillooly, car adv mgr; Dave Pohlod, light truck ad mgr; Toby Hynes, merch mgr.

J. Walter Thompson USA, Detroit. Peter Schweitzer, vice chmn-agency operations worldwide.

Minority adv: Burrell Advertising, Chicago. Charles McClellan, vp-acct dir.

LINCOLN-MERCURY DIV: 300 Renaissance Center/P.O. Box 43322/Detroit, Mich. 48243/Phone: (313) 446-4368. Lee Miskowski, vp-gm; Mark Hutchins, genl sales mgr; Stephen Lyons, genl mktg mgr; Gerry Donnelly, ad mgr; Don Kaegi, merch mgr; Chuck Schneider, major mktg dealer ad mgr.

Young & Rubicam, Detroit. Michael Howe, pres-ceo. Minority adv: UniWorld Group, New York. Fermina Platon, vp-dir mktg.

FORD PARTS & SERVICE DIV: E2 3000 Schaefer Rd./Dearborn, Mich. 48121/Phone: (313) 337-8724. Thomas Wagner, vp-gm; Ron Goldsberry, genl sales/mktg mgr.

Ogilvy & Mather, Dearborn, Mich. Jan Starr, sr vp-gm.

FORD MOTOR CREDIT: The American Road/Dearborn, Mich. 48121/Phone: (313) 594-1096. Jack Clissold, exec vp-N. American auto financing.

Wells Rich Greene BDDP, New York. William Benton, exec vp-Detroit.

JAGUAR CARS: 555 MacArthur Blvd./Mahwah, N.J. 07430/Phone: (201) 818-8500. Michael Jackling, vp-sales and mktg; Robert Burden, vp-mktg svcs; Michael O'Driscoll, mktg plans mgr; Alan Taylor, ad mgr.

Ogilvy & Mather, New York. David Murphy, sr vp-client svcs dir.

RANK: 55

General Electric Co.

Fairfield, Conn.

Ad spending: **$198.8** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	36,578	36,716	-0.4
Sunday magazine	581	1,502	-61.3
Newspaper	14,601	17,013	-14.2
Outdoor	1,220	1,135	7.5
Network TV	17,967	23,302	-22.9
Spot TV	6,487	16,776	-61.3
Syndicated TV	468	221	111.2
Cable TV networks	3,854	2,675	44.1
Network radio	6,427	5,775	11.3
Spot radio	2,627	2,584	1.6
Measured media	90,809	107,700	-15.7
Unmeasured	108,000	128,100	-15.7
Total	198,809	235,800	-15.7
By top brands	**1991**	**1990**	**% chg**
NBC TV network	39,626	39,467	0.4
General Electric Co	11,257	21,232	-47.0
GE major appliances	9,097	6,356	43.1
GE lighting equipment	7,094	8,001	-11.3
GE stoves & ranges	5,962	1,183	404.1

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	60,236	58,414	3.1
Earnings	2,636	4,303	-38.7
U.S.	**1991**	**1990**	**% chg**
Sales	52,812	51,270	3.0
Operating profit	7,062	6,862	2.9
Division sales	**1991**	**1990**	**% chg**
Aerospace	5,326	5,614	-5.1
Aircraft engines	7,899	7,558	4.5
Broadcasting	3,121	3,236	-3.6
Industrial	6,928	7,040	-1.6
Appliances	5,451	5,706	-4.5
Materials	4,722	5,146	-8.2
Power systems	6,185	5,804	6.6
Technical prods, svcs	5,224	4,783	9.2
GEFS	1,275	14,774	-91.4
Other	270	275	-1.8

CORPORATE PROFILE

General Electric Co. continued to bring good things to life in 1991, albeit under a somewhat dimmer light bulb. Four of GE's business units faltered, NBC included, as GE rose a modest 3% in U.S. earnings on similar growth in revenues.

NBC didn't do much for the bottom line as operating profit for the broadcasting division fell 56% on a 3.6% decrease in revenues, due primarily to poor performance by the network.

GE Lighting division and NBC are teaming up this fall for their first joint promotion since GE acquired the broadcasting company in 1987. The "Win with GE, be on NBC" promotion is said to be the largest network TV promotion effort ever.

NBC is staging a variety of new promotions this fall to reposition itself from a broad-based network to one targeted primarily at younger viewers. Partners for joint promos include the Comedy Central cable network, *Rolling Stone* and *US* magazines, and Target Stores. NBC will employ a conventional paid media and promotion strategy with an estimated budget of $40 million in advertising to tout specific network series.

In GE Lighting, corporate media spending was slashed 47% to $11.3 million as the company put more funding behind appliances, according to LNA/Arbitron Multi-Media Service.

GE Appliances received $15.1 million in media, up 101%, noted LNA. The segment introduced a full line of high-end Profile appliances in 1992.

The Profile line, GE Lighting and corporate image ads received an unusually heavy media schedule during NBC's coverage of the 1992 Summer Olympics in Barcelona.

HEADQUARTERS

General Electric Co./3135 Easton Turnpike/Fairfield, Conn. 06431/Phone: (203) 373-2211.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Richard A. Costello, mgr-corp mktg comms; James R. Harman, mgr-corp adv; Victor H. Alcott, mgr-GE Appliances adv; James S. Pomeroy, mgr-GE Lighting adv; Patricia D. Yoder, vp-pr/adv, GE Capital.

Brand image, corp adv, major appliances, lighting: BBDO Worldwide, New York. John Marchese, acct dir-corp mktg/GE Appliance Group; Ken Angel, acct dir-GE auto headlamps/GE batteries/GE Retail Lighting.

GE Capital: McCann-Erickson Worldwide, New York. Rob McKinley, sr vp-grp dir.

NBC ENTERTAINMENT: 30 Rockefeller Plaza, New York, N.Y. 10112/Phone: (212) 664-4444. John D. Miller, exec vp-adv/promo, daytime/children's programs; Alan Cohen, sr vp-mktg, NBC TV; Vince Manze, vp-adv/promo; Tim Miller, vp-adv/promo East Coast; Jim Vescera, vp, on-air promo; Martha Stanville, vp-affiliate adv/promo svcs; Jenness Brewer, vp-print adv; Marla Goldstein, dir-media planning.

D'Arcy Masius Benton & Bowles, Los Angeles. Jim Helin, mg dir.

RANK: 19

General Mills

Minneapolis

Ad spending: **$555.6** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	17,450	18,389	-5.1
Sunday magazine	447	751	-40.5
Newspaper	276	2,531	-89.1
Outdoor	640	514	24.6
Network TV	151,432	142,851	6.0
Spot TV	201,032	191,497	5.0
Syndicated TV	13,809	15,137	-8.8
Cable TV networks	31,835	27,411	16.1
Network radio	1,669	5,036	-66.9
Spot radio	487	2,464	-80.2
Measured media	419,077	406,581	3.1
Unmeasured	136,500	132,400	3.1
Total	555,577	538,981	3.1
By top brands	**1991**	**1990**	**% chg**
Cheerios cereal	66,060	81,771	-16.8
Red Lobster restaurants	64,334	60,799	5.8
Total cereal	32,540	42,150	-22.8
Betty Crocker dinners	18,104	15,719	15.2
Triples cereal	17,435	0	NA
Wheaties cereal	16,206	13,175	23.0
Betty Crocker snacks	14,026	9,299	50.8
Kix cereal	13,728	13,482	1.8
Lucky Charms cereal	13,615	11,290	20.6
Trix cereal	13,507	11,930	13.2

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	7,778	7,153	8.7
Earnings	496	473	4.8
U.S.	**1992**	**1991**	**% chg**
Sales	7,040	6,377	10.4
Operating profits	896	806	11.2
Division sales	**1992**	**1991**	**% chg**
Consumer foods	5,234	4,940	6.0
Restaurants	2,544	2,214	14.9

CORPORATE PROFILE

General Mills, in boosting media expenditures and recording domestic unit volume growth, took the road not taken by many of its food industry peers.

The company hiked corporate ad spending, albeit a minimal 3.1%, in 1991 and notched unit volume growth of 7.1% for its domestic package-foods business in the fiscal year ended May 31, 1992. Growth was paced by the Big G cereal division, which had sales of $2.3 billion.

That division will get a big boost with the acquisition of RJR Nabisco's cold cereals business. The deal gives General Mills the Shredded Wheat franchise, and a business with a current market share of 3% (down from 5% two years ago). Without RJR Nabisco's lines, Big G was No. 2 in the $8 billion cereal category with a 24.9% pound share in the first six months of 1992, up 0.2 points from the end of 1991, according to Nielsen Marketing Research. Kellogg Co. leads with 37.4%.

Line extensions in the first half of 1992 accounted for half of Big G's 6% unit volume increase for fiscal 1992. They included Wheaties Honey Gold, Multi Grain Cheerios and a Breakfast Pack of assorted single-serving boxes.

Spending dropped 16.3% on the three older Cheerios products and 22.8% on the three Total brands while General Mills supported Triples, a Rice Krispies look-alike, with $17.4 million in its first year, and introduced Basic 4 with $13.4 million.

The Betty Crocker division, which posted a 13% increase in volume growth, remained No. 1 in the $1 billion dessert mixes market with about a 43% share. In the $324 million cake mix category, Betty Crocker's 34.9% share remained second to Duncan Hines, a Procter & Gamble Co. brand which slipped 0.2 point to 37.1%.

In the $184 million brownie mix category, Betty Crocker boosted its share to 42.7% from 40.6%, extending its lead over Duncan Hines, which fell to 24.7% from 26.9%, according to Nielsen. This summer, the division introduced Betty Crocker Supreme dessert bar mixes, with brand-name ingredients including Sun-kist lemon, Kraft caramel and Heath candy bar pieces.

Betty Crocker's Hamburger Helper and its siblings hold more than 75% of the $450 million add-meat package dinner business. General Mills spent $4.3 million in media to roll out Skillet Chicken Helper dinners. Following the success of Ragu Foods' Chicken Tonight, it launched a line of add-to-meat Recipe Sauces.

Perhaps the most aggressive expansion in the Betty Crocker division has been in "wholesome" snacks. With a 54% share of the $450 million fruit snack category, General Mills continued to launch new products reflecting hot kid trends: Fruit by the Foot, SodaLicious and Gushers.

David Murphy, president of the Betty Crocker division, didn't go unnoticed. He was named president of the Big G division in January. Stephen Sanger, corporate exec VP, retains overall responsibility for the cereal business while overseeing Yoplait yogurt and international foods. Replacing Mr. Murphy as Betty Crocker president was Jeffrey Rotsch, former VP in that division.

Despite the recession, General Mills' restaurant sales grew 14.9% to $2.5 billion in fiscal 1992, as the company added 120 new units. The fast-growing Olive Garden increased its average unit sales 1% to $2.8 million and opened 71 new restaurants. Red Lobster's average unit volume fell 3% to $2.9 million. Its media buying was shifted to Saatchi & Saatchi Advertising, New York, from creative agency Grey Advertising.

HEADQUARTERS

General Mills/One General Mills Blvd./Minneapolis, Minn. 55440/Phone: (612) 540-2311.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Donald L. Knutzen, vp-mktg svcs; Robert J. Blake, dir-adv svcs, consumer foods.

CONSUMER FOODS: One General Mills Blvd./Minneapolis, Minn. 55440/Phone: (612) 540-2311. David D. Murphy, pres-Big G cereals; Stephen W. Warhover, pres-Gorton's; Roger W. Rumble, pres-foodservice; Jeffrey J. Rotsch, pres-Betty Crocker Products; Michael E. Cushmore, pres-Sperry div; Jon L. Finley, pres-Yoplait USA; Edward K. Bixby, pres-consumer foods sales.

Military, trade advertising: Bozell, Minneapolis. Eric Forslin, vp-acct super.

Bugles, Cinnamon Toast Crunch, Incredibites, Nature Valley Granola Bars, Nature Valley Granola Bites, Oatmeal Crisp, Pop Quiz, Pop Secret, Whistler: Campbell-Mithun-Esty, Minneapolis. Les Mouser, sr vp-dir, acct svcs; Kate Richardson, mgmt super.

Bac-O's, Basic 4, Betty Crocker dessert mixes & potatoes, Betty Crocker Recipe Sauces, Bisquick, Crispy Wheats 'n Raisins, Golden Grahams, Hamburger Helper, Skillet Chicken Helper, Raisin Nut Bran, Red Band, Robin Hood flour and mixes, Suddenly Salad, Tuna Helper, Wheaties, Wheaties Honey Gold, Wondra, Yoplait: DDB Needham Worldwide, Chicago. Alan Alexander, exec vp-grp acct dir; Robert L. Klein, vp-mgmt rep.

Gerber's: LCF&L, New York. Lissie Deringer, acct super.

Foodservice: Carmichael Lynch, Minneapolis. Tom Costello, acct super.

Apple Cinnamon Cheerios, Berry Bears fruit snacks, Berry Berry Kix, Cheerios, Cheerios-to-Go, Clusters, Cocoa Puffs, Country Corn Flakes, Honeynoos, Fiber One, Fruit by the Foot, Fruit Roll-Ups, Fruit Wrinkles, Fun Pack, Garfield fruit snacks, Honey Nut Cheerios, Kaboom, Kix, Lucky Charms, Monster cereals, Multi Grain Cheerios, Pudding Roll-Ups, Shark Bites fruit snacks, SodaLicious fruit snacks, Squeazit, Surf's Up! fruit snacks, Thunder Jets fruit snacks, Total, Total Corn Flakes, Total Raisin Bran, Triples, Trix: Saatchi & Saatchi Advertising, New York. Skip Sims, exec vp-exec mgmt dir.

Wheat Hearts, LaPina, pancake mix, Softasilk, Hispanic cereal adv: Casanova, Fendrill Publicidad, Irvine, Calif. Laura Marella, vp.

CHINA COAST: 1751 Director's Row/Orlando, Fla. 32809/Phone: (407) 850-5418. Blaine Sweat III, pres; Kress T. Muenzmay, pres-intl.

THE OLIVE GARDEN: 6100 Lake Ellenor Dr./Orlando, Fla. 32809/Phone: (407) 859-3044. Ronald N. Magruder, pres-The Olive Garden North America.

RED LOBSTER: 5900 Lake Ellenor Dr./Orlando, Fla./32809/Phone: (407) 851-0370. Jeffrey J. O'Hara, pres-Red Lobster North America.

Red Lobster, Olive Garden: Creative: Grey Advertising, New York. Jordan Rosuck, exec vp.

RANK: 3

General Motors Corp.

Detroit

Ad spending: **$1442.1** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	250,444	207,184	20.9
Sunday magazine	15,904	9,112	73.4
Newspaper	35,682	46,583	-23.4
Outdoor	6,390	3,963	61.3
Network TV	527,832	598,370	-11.8
Spot TV	109,902	136,478	-19.5
Syndicated TV	38,436	27,602	39.3
Cable TV networks	32,354	25,963	24.6
Network radio	17,185	25,223	-31.9
Spot radio	22,473	20,682	8.7
Measured media	1,056,501	1,101,161	-4.1
Unmeasured	385,600	401,900	-4.1
Total	1,442,101	1,503,061	-4.1
By top brands	**1991**	**1990**	**% chg**
Buick cars	155,214	158,696	-2.2
Chevrolet cars	140,487	164,349	-14.5
Chevrolet light trucks	122,507	138,919	-11.8
Oldsmobile cars	108,685	106,093	2.4
General Motors cars	108,149	129,331	-16.4
Pontiac cars	93,321	85,167	9.6
Saturn cars	88,601	31,591	180.5
Geo Metro & Tracker	58,749	67,096	-12.4
Cadillac cars	57,554	65,078	-11.6
General Motors auto parts	24,315	35,074	-30.7

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	123,056	124,705	-1.3
Earnings	(4,453)	(1,986)	NA
U.S.	**1991**	**1990**	**% chg**
Sales	83,973	86,967	-3.4
Net income	(7,087)	(4,570)	NA
Division sales	**1991**	**1990**	**% chg**
Automotive	94,507	96,906	-2.4
Financing & insurance	11,116	11,812	-5.9
Other	14,030	13,303	5.5

CORPORATE PROFILE

General Motors Corp., faced with mounting financial losses, launched an historic April 1992 shake-up of upper management.

To thwart further erosion in unit sales, GM early this month issued its own credit card offering cardholders a 5% rebate on the purchase of a new GM car or truck. It is spending up to $70 million to market the card.

In the coup, Lloyd Reuss, president, and Robert O'Connell, cfo, were demoted. John F. Smith Jr., formerly vice chairman in charge of international operations, replaced Mr. Reuss, and William Hoglund, formerly exec VP, GM's parts operation, replaced Mr. O'Connell.

Chairman Robert Stempel kept his position but was replaced as chairman of the board's executive committee by John Smale, former ceo of Procter & Gamble Co. and one of the leaders of the board's new activism.

GM's 1991 losses, the worst ever by any U.S. corporation, led it to the December 1991 bombshell announcement that it would shut 21 factories and shed 74,000 workers by 1995.

The company's 1991 U.S. vehicle market share was 35%, a loss of 0.5 share points from 1990. GM sold 4.3 million new cars and light trucks in 1991, a 12.5% decline from 1990.

Combined car-truck market shares for individual divisions in 1991 vs. 1990: Chevrolet, down 0.7 points to 18.1%; Buick, up 0.5 to 4.4%; Pontiac, down 0.6 to 4.2%; Oldsmobile, down 0.2 to 3.7%; GMC Truck, down 0.1 to 2.3%; and Cadillac, down 0.2 to 1.7%.

Through the first seven months of 1992, GM held a 35.3% share of the new-vehicle market. Its unit sales were up 2.5% from the same period a year earlier, to 2.7 million. The biggest surge came at Pontiac, which held a 4.6% market share, up 0.4 points.

Saturn Corp. had 1991 unit sales of 74,493 for a 0.6% share, and extended its share to 1.5% in the first seven months of this year based on cars sales of 117,715. Saturn has built a reputation for customer satisfaction, and has eliminated price haggling in dealerships by offering a set price.

Marketing personnel moves included the April appointment of Michael Losh to VP-group executive for North American vehicle sales and marketing. He had been VP-general manager, Oldsmobile. Philip Guarascio then moved from executive-in-charge of corporate marketing and advertising to general manager-marketing and advertising for North American Operations, reporting to Mr. Losh.

HEADQUARTERS

General Motors Corp./3044 W. Grand Blvd./Detroit, Mich. 48202/Phone: (313) 556-5000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Vincent Barabba, exec-in-charge, mktg rsch decision center.

NORTH AMERICAN OPERATIONS: 30009 Van Dyke Ave./Warren, Mich. 48090-9025/Phone: (313) 492-7141. J. Michael Losh, vp-grp exec, N. Amer vehicle sales & mktg; Philip Guarascio, genl mgr-mktg & adv; Michael Browner, genl dir-media oper; Luana Ploccuzio, dir-adv; Donald Teasdale, dir-adv operations; James Kornas, dir-strategic mktg; Patrick Kemp, dir-natl mktg; Elizabeth Lazar, mgr-media operations; Denny Bolen, mgr-adv; Bernard Johnston, natl merch mgr; Shirley Young, vp-consumer mktg devel.

D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich. Ronald Monchak, mg dir.

N W Ayer, Detroit. Dannielle Colliver, pres.

The Mingo Group, New York. Samuel Chisholm, pres.

Lintas:Campbell-Ewald, Warren, Mich. Richard O'Connor, chmn.

McCann-Erickson Worldwide, New York. Sean Fitzpatrick, vice chmn.

BUICK MOTOR DIV.: 902 E. Hamilton Ave./Flint, Mich. 48550/Phone: (313) 236-5000. Edward Mertz, vp-gm; Robert Coletta, genl sales/svcs mgr; Darwin Clark, genl mktg mgr; Bruce Edwards, dir-strategic mktg; Jay Qualman Jr., genl dir-adv.

McCann-Erickson Worldwide, Troy, Mich. Richard Hill, sr vp-mgmt super.

CADILLAC MOTOR CAR DIV.: 2860 Clark St./Detroit, Mich. 48232/Phone: (313) 554-6112. John Grettenberger, vp-gm; Peter Grosa, genl sales/svcs mgr; Peter Levin, dir-adv; Doug Comb, mgr-adv.

D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich. Alexander Morton III, exec vp-mgmt super.

CHEVROLET MOTOR DIV.: 30007 Van Dyke Ave./Warren, Mich. 48090-9065/Phone: (313) 556-5000. J.C. Perkins, gm; Robert Starr, genl sales/svcs mgr; Jeffrey Hurlbert, genl mktg mgr; Kurt Ritter, mktg mgr-trucks; Steve McAvoy, mktg mgr-pass car; Frank Raine, dir-area mktg; James Jandasek, mgr-passenger car adv; Mac Whisner, mgr-truck adv.

Lintas:Campbell-Ewald, Warren, Mich. Anthony Hopp, exec vp-acct dir.

GENERAL MOTORS ACCEPTANCE CORP.: 3044 W. Grand Blvd./Detroit, Mich. 48202/Phone: (313) 556-1020. Robert O'Connell, chmn; John Rines, pres; John Gibson, grp vp-N. Amer Operations; Keith Crutcher, vp-sales; Terrence Sullivan, vp-corp comm.

Lintas:Campbell-Ewald, Warren, Mich. Gerry Golinske, acct super.

GENERAL MOTORS SERVICE PARTS OPERATIONS: 3044 W. Grand Blvd./Detroit, Mich. 48202/Phone: (313) 556-5000. William Lovejoy, genl mgr; Leonard Decker, genl dir-sales svcs/mktg; Brent Snelson, dir-adv/sales promo.

Parts: D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich. John Greening, sr vp-mgmt super; **AC-Delco:** Lintas:Campbell-Ewald, Warren, Mich. Skip Drayton, sr vp-acct super.

GMAC MORTGAGE CORP.: 8360 Old York Road/Elkins Park, Pa. 19117-1590/Phone: (215) 881-1000. Geoffrey Thomas, pres-ceo; Michael Mangan, exec vp; Richard Gillespie, sr vp-pr/adv.

Lintas:Campbell-Ewald, Warren, Mich. Gerry Golinske, acct super.

GMC TRUCK DIV.: 31 E. Judson St./ Pontiac, Mich. 48342-2230/Phone: (313) 456-2100. Lewis Campbell, vp-gm; Raymond Rota, genl sales mgr; Frederick Cook, dir-mktg; Warren Christell, dir-adv/bus operations.

McCann/SAS, Troy, Mich. Candace Robbins, gm.

HUGHES AIRCRAFT CO.: 7200 Hughes Terrace/P.O. Box 45066/Los Angeles, Calif. 90045-0066/ Phone: (310) 568-7200. Michael Armstrong, chmn-ceo; David Snyder, sr vp-mktg/intl; Lucius Gregg, staff vp-corp comms; Alma Gonzalez, mgr-corp adv.

Eisaman, Johns & Laws, Los Angeles. Dennis Coe, pres. Bernard Hodes Advertising, Los Angeles. Steve Petersen, sr vp-branch mgr.

OLDSMOBILE DIV: 920 Townsend St./Lansing, Mich 48921/Phone: (517) 377-5000. John Rock, vp-gm; D.E. Lahti, genl sales/svcs mgr; W. Knox Ramsey, genl mktg mgr; Karen Ebben, dir-consumer mktg; Robert Romero, strategic mktg mgr; Gerry Card, adv mgr; Jim Holland, sales promo mgr.

Leo Burnett USA, Southfield, Mich. G. Ted Jordan Jr., sr vp-client svcs dir.

PONTIAC DIV: One Pontiac Plaza/Pontiac, Mich. 48340/Phone: (313) 857-5000. John Middlebrook, vp-gm; Elwood Schlesinger, genl sales/svc mgr; Lynn Myers, genl mktg mgr; James Panaretos, sales promo mgr; Michael Wright, adv/consumer mktg mgr.

D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich. O. Mark Gjovik, exec vp-grp acct dir.

SATURN CORP.: 1420 Stephenson Highway/Troy, Mich. 48007-7025/Phone: (313) 524-5721. Richard LeFauve, pres; Donald Hudler, vp-sales/svc/mktg; Thomas Shaver, dir-mktg svcs.

Hal Riney & Partners, San Francisco. Hal Riney, chmn-ceo.

RANK: 59

Gillette Co.

Boston

Ad spending: **$182.5 million**

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	8,238	17,354	-52.5
Sunday magazine	3	0	NA
Newspaper	2,070	1,551	33.5
Outdoor	0	29	NA
Network TV	58,943	45,867	28.5
Spot TV	6,271	3,079	103.7
Syndicated TV	11,871	7,338	61.8
Cable TV networks	5,428	6,138	-11.6
Network radio	0	575	NA
Spot radio	270	199	36.0
Measured media	93,094	82,128	13.4
Unmeasured	89,400	73,300	22.0
Total	182,494	155,428	17.4
By top brands	**1991**	**1990**	**% chg**
Gillette shaving products	39,411	32,962	19.6
Oral-B	15,191	8,502	78.7
Right Guard deodorants	14,836	8,709	70.4
Braun shaving equipt	10,436	11,420	-8.6
Soft & Dry deodorants	8,257	8,343	-1.0

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	4,684	4,344	7.8
Earnings	427	368	16.2
U.S.	**1991**	**1990**	**% chg**
Sales	1,496	1,433	4.4
Profit from operations	277	262	5.6
Division sales	**1991**	**1990**	**% chg**
Blades & razors	1,750	1,571	11.4
Toiletries & cosmetics	947	941	0.6
Stationery prods	460	469	-1.8
Braun prods	1,216	1,098	10.7
Oral-B prods	308	263	17.2
Other	3	3	-15.6

CORPORATE PROFILE

Gillette Co. is sharply increasing U.S. media spending, particularly to build the Sensor shaving system that now has a companion product for women.

Spending will expand further in 1993 as new products come out of core businesses, including deodorants and antiperspirants, and support grows for new products, Oral B plaque remover and Oral B Indicator toothbrush.

New-product introductions in the U.S. this year included the $17 million intro-

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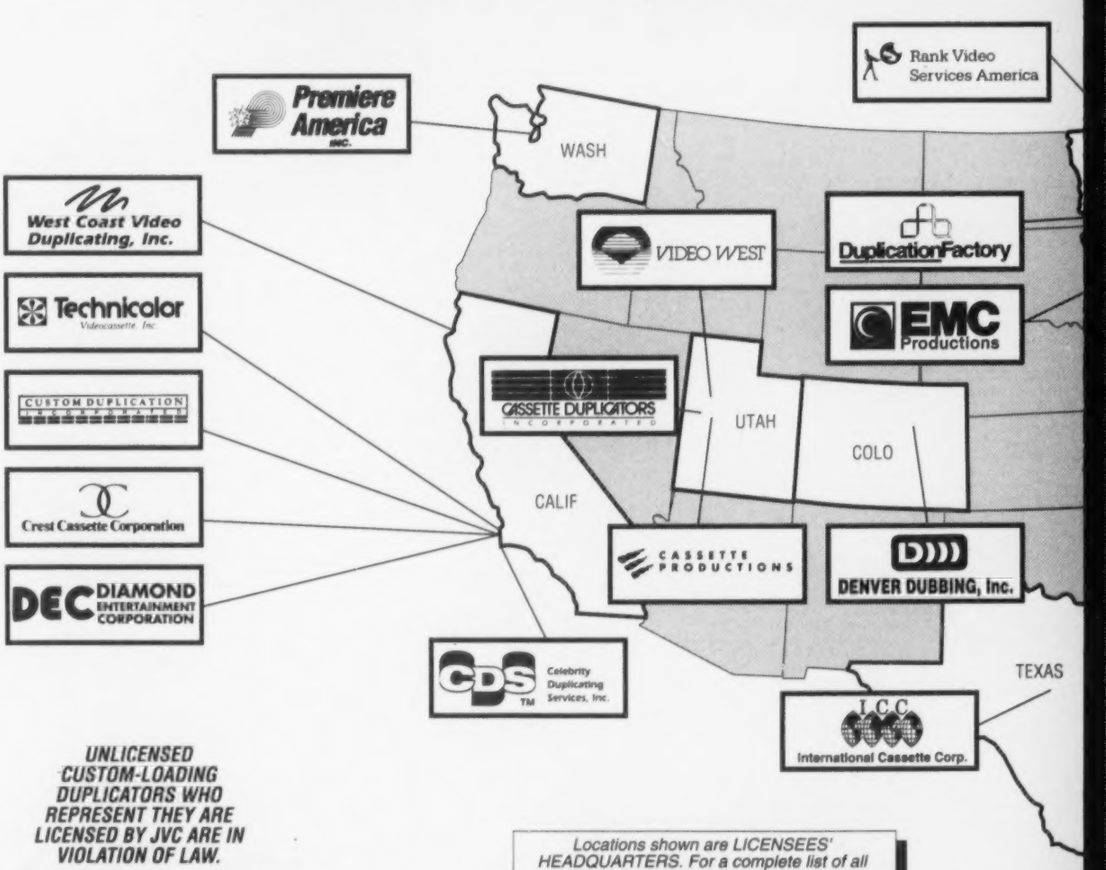

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duction of the Braun Flex Control shaver that adjusts to facial contours. The brand ranks second in the $373 million U.S. electric shaver market with a 19% share. North American Philips Corp.'s Norelco is the leader at 50%.

Launched in January 1990, Sensor held an estimated 15% share of the $900 million-plus wet-shave market by the end of 1991, up from 9.3%. Media spending behind the brand rose 20% in 1991 to $37.8 million, according to LNA/Arbitron Multi-Media Service. The company supported in May with a coupon mailing of 5 million pieces.

This July Gillette introduced Sensor for Women with a $14 million ad budget. Gillette is urging female consumers to upgrade from disposable razors. About 70% of women buy disposables. But to protect its stake in the disposables segment, Gillette boosted its Daisy brand with $2 million in media and extended the line to include Daisy Slim with an ultra-thin shaving head.

The company is saving its biggest introduction for yearend when it will unveil a men's toiletry line under the Gillette name. Marketing support is estimated in excess of $45 million for the line in 1993.

In 1991, Gillette expanded the White Rain haircare line with a shampoo plus conditioner called White Rain Plus.

The company also is boosting spending by 35% on Soft & Dri and by 15% on the Right Guard brand. Non-aerosol Right Guard Sports Stick has helped boost the Right Guard brand's share of market. Total Gillette share in the category is 15.4%, according to Towne-Oller & Associates.

HEADQUARTERS

Gillette Co./Prudential Tower Building/Boston, Mass. 02199/Phone: (617) 421-7000

PERSONNEL, BRANDS, AGENCIES

ADVERTISING SERVICES DIV: Prudential Tower Building/Boston, Mass. 02199/Phone (617) 421-7000. Michael Nadelberg, vp-mktg svcs; Louise Baranowski, mgr-media buying; Donald McAllister, mgr-media planning; Robert Evans, dir-promo svcs; John Walp, dir-adv prodn.

NORTH ATLANTIC GROUP: Prudential Tower Building/Boston, Mass. 02199/Phone: (617) 421-7000. Marketing Personnel: Peter Hoffman, Carole Johnson, Brian McFarland, vps-bus mgmt.

SHAVING USA: One Gillette Park/Boston, Mass. 02127/Phone: (617) 463-3000. Robert Leger, vp-sales & mktg; James Tafferin, dir-mktg.

Sensor, Atra, Trac II, Good News and Daisy: BBDO Worldwide, New York. Simon Marlowe, exec vp-sr mgmt rep; Michael Paxton, sr vp-mgmt rep; and Barry Schweig, sr vp-mgmt rep.

PERSONAL CARE USA: Prudential Tower Building/Boston, Mass. 02199/Phone: (617) 421-7000. Bruce Swinsky, vp-sales and mktg; Charles Honnet, dir-mktg.

Right Guard: N W Ayer, New York. David Gantman, sr vp-exec acct dir; Alan Reisberg, vp-mgmt super.

Soft & Dri and Dry Idea: BBDO, New York. Janet Presley, exec vp-dir acct.

STATIONERY PRODUCTS GROUP: Prudential Tower Building/Boston, Mass. 02199/Phone: (617) 421-7000. Stephen White, vp bus strategy, new prods/acquisitions; Robert Warren, dir-mktg.

Paper Mate, Liquid Paper, and Waterman: McCann-Erickson Worldwide, New York. David Weiss, vp-grp head dir.

ORAL-B LABORATORIES: One Lagoon Dr./Redwood City, Calif. 94065/Phone: (415) 598-5000. Edward Shirley, gm-consumer prod div.

Oral-B toothbrushes, dental floss and children's toothpaste: BBDO, Los Angeles. Terry Bowman, sr vp-mgmt super.

BRAUN: 66 Broadway, Route 1/Lynnfield, Mass. 01940/Phone: (617) 592-3300. Richard Cantwell, dir-mktg; Robert Cronon, mktg mgr; Alex McKinnon, Alex Resley, prod mgrs.

Braun beverage products, electric shavers, oral care appliances, personal care appliances, clocks and household products: Lowe & Partners, New York. Dan O'Donnell, sr vp-mgmt super; Denise Linden, acct super.

RANK: 77

Goodyear Tire & Rubber Co.

Akron, Ohio
Ad spending: **$130.7** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	14,568	14,880	-2.1
Sunday magazine	0	4,073	NA
Newspaper	321	1,832	-82.5
Outdoor	119	36	234.2
Network TV	20,175	29,473	-31.5
Spot TV	1,150	4,044	-71.6
Syndicated TV	1,116	533	109.4
Cable TV networks	1,971	1,771	11.3
Network radio	15,425	14,223	8.5
Spot radio	19	8	141.0
Measured media	54,863	70,872	-22.6
Unmeasured	75,800	107,800	-29.7
Total	130,663	178,672	-26.9
By top brands	**1991**	**1990**	**% chg**
Goodyear tires	26,888	57,990	-53.6
Goodyear service store	26,139	11,109	135.3

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	10,907	11,273	-3.2
Earnings	97	38	152.2
U.S.	**1991**	**1990**	**% chg**
Sales	6,231	6,460	-3.5
Operating income	423	327	29.3
Division sales	**1991**	**1990**	**% chg**
Tires, related	8,959	9,215	-2.8
General products	1,917	2,027	-5.4
Oil transportation	31	30	3.7

CORPORATE PROFILE

Goodyear Tire & Rubber Co., the world's second-largest tire marketer behind Groupe Michelin of France, by mid-1992 showed signs of reversing a stagnant 1991 in which it posted its first loss since 1932.

By second quarter 1992, cost-cutting and intense marketing had boosted earnings fivefold and represented a major triumph for Chairman Stanley C. Gault.

He has emphasized developing and marketing new tire products to boost Goodyear's market share in the $50 billion-plus worldwide tire market. The company's name-brand share of the U.S. replacement car-tire category has fallen more than 3 points since 1986, to 15.4%.

In recent months, Goodyear, which had sold its tires primarily through company-owned retail stores, signed agreements with Sears, Roebuck & Co. and Kmart to carry Goodyear and Kelly brands, respectively. By July, the company reported that the increase in dealer business, combined with new distribution channels, accounted for a market share increase of nearly 1 point, representing about 1.5 million tires.

While discontinuing the low-end, non-Goodyear brand business, the company is launching new products. Aquatred, introduced in fall 1991 and designed to handle wet roads, is part of an estimated $50 million national ad program to back Goodyear brand tires. The company said national advertising, about one-third of its $150 million budget, will climb 30% in 1992.

Goodyear also doubled the funds set aside for its cooperative ad program so dealers could capitalize on the company's national advertising.

The company appointed Roger Zwingler to the new post of director of marketing communications for the North American Tire Division, a position designed to bring together brand and retail advertising, sales promotion, identification and in-store merchandising.

The company launched its 1992 ad effort during the Winter Olympics using commercials that showed Aquatred tires transform from water to rubber. Also making their debut on Olympics broadcasts were spots for the high-performance Eagle GS-C, the on/off-road Wrangler GS-A tires and the Invicta GFE, designed to aid the environment by reducing fuel consumption by 4%.

HEADQUARTERS

Goodyear Tire & Rubber Co./1144 E. Market St./Akron, Ohio 44316/Phone: (216) 796-2121.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: J. Fiedler, exec vp-N. American Tires; B.D. Robbins, vp-mktg, N. Amer Tires; A.R. Eastwood, gm-passenger tires; W.M. Hopkins, gm-light truck tires; B.L. Kinnamon, gm-commercial truck tires; J.R. Montgomery, dir-mktg strategy planning/rsch; R.L. Zwingler, dir, mktg comms; R.L. Gray, mgr-creative svcs; J.A. Neawedde, adv mgr, passenger tires; P.F. Suloff, adv mgr-light truck and farm tires; R.S. True, mgr-retail adv/sales promos; J.P. Boland, mgr-field comms; D. Hanni, dir-intl adv.

General products, retail promotion assignments: Malone Advertising, Akron, Ohio. Fred Bidwell, pres.

Goodyear Gtes-brand market, Eagle High Performance tires, Wrangler Truck tires, race sponsorship ads, commercial truck & farm tires, natl retail adv & svcs: J. Walter Thompson USA, Detroit. Steve Stepanek, vp-mgmt super, retail/outlet.

Goodyear-newspaper advertising & associated promotions: Hitchcock-Fleming & Associates, Akron, Ohio. Jack DeLeo, sr vp.

KELLY SPRINGFIELD TIRE CO. 12501 Willow Brook Road/Cumberland, Md. 21502-2599/Phone: (301) 777-6000.

Jack Florin, dir-adv; Sharon Moore, mgr-retail promo; William C. Fordham, mgr-identification merch; Steve Ketterman, mgr-dealer adv.

Kelly tires: Marcus Advertising, Cleveland, Ohio. Don Campbell, exec vp.

Associate brands: Ira Thomas Associates, Youngstown, Ohio. Mark Bachmann, bus devel dir.

RANK: 6

Grand Metropolitan

London
Ad spending: **$744.7** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	83,087	76,706	8.3

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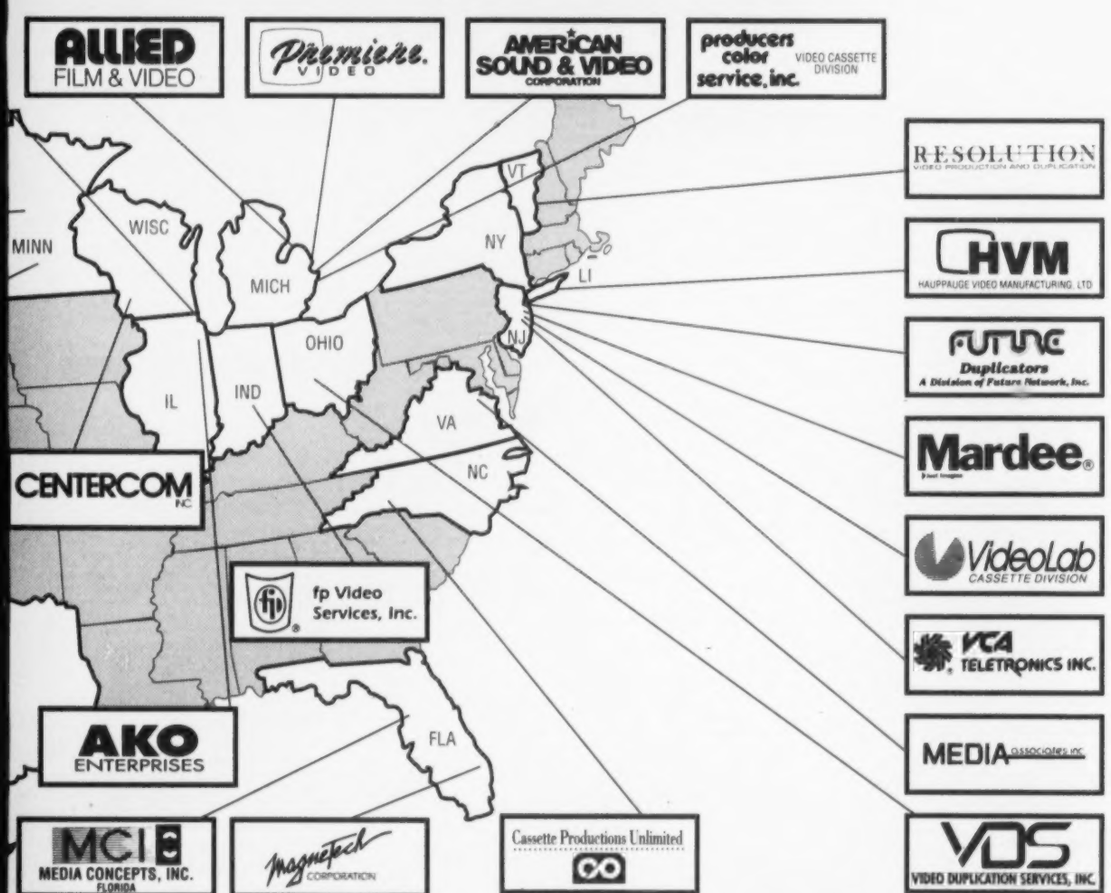

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Top 25 newspaper advertisers

Rank	Advertiser	Newspaper spending 1991	1990	% chg
1	May Department Stores Co.	$155.2	$218.2	-28.9
2	R.H. Macy & Co.	139.2	160.1	-13.0
3	Federated Department Stores	91.8	134.5	-31.7
4	Sears, Roebuck & Co.	88.7	136.8	-35.2
5	Circuit City Stores	73.3	41.3	77.7
6	Carter Hawley Hale Stores	70.5	72.8	-3.2
7	AMR Corp.	68.7	60.7	13.2
8	American Stores Co.	57.2	69.6	-17.8
9	Delta Air Lines	53.6	32.9	63.0
10	Dayton Hudson Corp.	46.0	106.2	-56.7
11	Montgomery Ward & Co.	44.1	82.1	-46.3
12	Vons Cos.	42.2	27.0	56.2
13	Kmart Corp.	39.3	80.7	-51.3
14	General Motors Corp.	35.7	46.6	-23.4
15	J.C. Penney Co.	33.6	70.6	-52.4
16	Time Warner	33.1	47.5	-30.4
17	Sony Corp.	30.7	36.9	-16.8
18	Texas Air Corp.	29.9	72.8	-58.9
19	American Express Co.	29.3	17.7	65.5
20	NWA Inc. (Northwest Airlines)	28.6	20.7	38.2
21	AT&T Co.	28.3	43.9	-35.6
22	Ralphs Grocery Co.	28.2	18.3	53.8
23	Daimler-Benz AG	27.9	21.6	28.9
24	Ford Motor Co.	27.2	25.9	4.9
25	Citicorp	24.2	18.5	30.6

Notes: Dollars are in millions. **Source:** LNA/Arbitron. See Page 72 for methodology.

By media	1991	1990	% chg
Sunday magazine	4,092	4,083	0.2
Newspaper	2,159	6,437	-66.5
Outdoor	7,656	8,443	-9.3
Network TV	103,273	183,069	-43.6
Spot TV	65,122	58,825	10.7
Syndicated TV	42,502	45,823	-7.2
Cable TV networks	11,590	10,326	12.2
Spot radio	8,179	8,648	-5.4
Measured media	327,660	402,359	-18.6
Unmeasured	417,000	480,800	-13.3
Total	744,660	883,159	-15.7
By top brands	**1991**	**1990**	**% chg**
Burger King restaurants	133,589	177,678	-24.8
Pillsbury baking mixes	30,428	31,248	-2.6
Pearle Vision centers	26,840	44,199	-39.3
Absolut vodka	16,692	14,047	18.8
Pillsbury breads & rolls	14,343	15,737	-8.9
Green Giant vegetables	12,363	14,050	-12.0
Smirnoff vodkas	8,662	9,608	-9.8
Haagen-Dazs ice cream	7,759	2,558	203.3
J&B scotch whiskies	7,509	9,115	-17.6
Bailey's Irish Cream	6,410	5,829	10.0

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	15,545	16,616	-6.4
Earnings	1,711	1,626	5.3
U.S.	**1991**	**1990**	**% chg**
Sales	7,878	8,025	-1.8
Profit	919	835	10.0
Division sales	**1991**	**1990**	**% chg**
Food	5,377	5,303	1.4
Drinks	4,309	4,008	7.5
Retailing	3,845	3,665	-0.6

CORPORATE PROFILE

Grand Metropolitan's plum award of $200 million in consolidated network TV buying to D'Arcy Masius Benton & Bowles, New York, turned into a prune in 1991. The marketer promptly slashed network TV spending 43.6% to $103.3 million.

The cut was part of an overall 18.6% decline in media spending by Grand Met. The biggest hits were felt at Alpo Petfoods and Pearle Vision Centers, where spending fell 64% and 39%, respectively, although media backing grew 176% at Haagen-Dazs Co. as it embarked on its first U.S. network TV ad campaign.

Haagen-Dazs introduced larger sizes of its frozen yogurt line of four yogurt-based snacks, and Extraas, superpremium ice creams with exotic mix-ins. It also was aiming for pan-European coverage by the end of the summer.

Alpo lost the No. 1 dog food position to rival Kal Kan Foods' Pedigree in 1991 as it spent only $3.5 million in media on dogs, down 51.4%, while preferring cats ($6.3 million in media, down 70.5%), according to LNA/Arbitron Multi-Media Service. Alpo's share of the $4.7 billion pet food market was 9.5% for the year ended Feb. 22, down slightly, according to Nielsen Marketing Research.

Alpo has pledged $90 million for 1992. In January, it named Kevin Martin president, replacing H. Robert Hawthorne, who's now chief operating officer of the Pillsbury Baked Goods division.

Pearle kept its No. 1 rank during the recession but suffered a 20.4% drop in sales to $475 million for the fiscal year ended Sept. 30, 1991. In early 1992, Pearle hired Ron Nykiel as senior VP-brand strategy and chief marketing officer, who subsequently called an agency review. The $42 million account was divided three ways: Wyse Advertising, Cleveland, got image and brand; GSD&M, Austin, Texas, media buying and planning; and MARC Advertising, Pittsburgh, local co-op print buying.

At Pillsbury, the big success is Green Giant, which late last year passed long-time rival Kraft General Foods' Bird's Eye as the No. 1 marketer in frozen vegetables with an 18.8% share of the $1.9 billion category vs. 16.1% for Bird's Eye, according to Information Resources Inc.

Burger King Corp. named Sidney J. Feltenstein exec VP-brand strategy in late 1991, replacing Gary Langstaff, who resigned in April.

Burger King's ad spending fell 25% in 1991, including a near-50% cut in network TV, according to LNA. The No. 2 fast-food chain held a 16.9% share of the fast-food market in 1991, down from 17.1%, according to *Nation's Restaurant News*.

Heublein's Smirnoff vodka fell 7% in case sales in 1991, a year in which only two of the nation's top 10 liquor brands had gains, according to John C. Maxwell Jr., analyst at Wheat, First Securities.

In July, Smirnoff named Lowe Group to handle a global ad assignment worth up to $20 million; McCann-Erickson Worldwide continues to handle U.S. ads.

Case sales for Carillon Importers' Absolut vodka rose 2.6% in 1991. The Absolut line drew $16.7 million in media, up 19.3%.

HEADQUARTERS

Grand Metropolitan/20 St. James Square/SW1Y4RR/London, England. Grand Metropolitan/200 S. Sixth St./Minneapolis, Minn. 55402/Phone: (612) 330-4966.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Ian A. Martin, chmn; Robert C. Lowes, exec vp-cfo.

ALPO PETFOODS: 2050 Pope Rd./Allentown, Pa. 18104/P.O. Box 25100/Lehigh Valley, Pa. 18002-5100/Phone: (215) 395-3301. Kevin Martin, pres-Alpo; Kevin Murphy, sr vp-mktg/sales; George Mullinix, mktg dir.

Alpo canned & dry dog food, Alpo Dinner canned & dry dog food, Alpo Jerky Bits, Alpo Light canned dog food, Alpo puppy food, Alpo Snaps treats, Alpo stew biscuits dog food, Bi-ta dog biscuits, Beef Bites treats, Tabby cat food: Weightman Inc., Philadelphia. Paul Burger, mgmt super.

BURGER KING CORP.: 17777 Old Cutler Rd./Miami Fla. 33157/Phone: (305) 378-7011. Fredy M. Dellis, pres-Burger King Intl; Barry Conrad, coo-Burger King USA; Sidney J. Feltenstein Jr., exec vp-brand strategy; Denis Hitchmough, media dir.

Burger King brand identity: D'Arcy Masius Benton & Bowles, New York. Roy Bostock, pres.

Burger King brand retailing: Saatchi & Saatchi Advertising, New York. Edward L. Wax, ceo; Harvey Hoffenberg, exec vp.

PILLSBURY FOODS: Pillsbury Center/200 S. Sixth St./Minneapolis, Minn. 55402/Phone: (612) 330-4966. Paul S. Walsh, div ceo; Robert Hawthorne, coo; Craig Evanich, vp-Pillsbury Brands; Larry Wheeler, vp-Pizza Brands; Peter Thompson, div ceo, Haagen-Dazs Ice Cream; Michael J. Paxton, pres-ceo, Haagen-Dazs Ice Cream; Linda Keene, vp-mktg svcs; Greg Lincoln, media dir.

Cakes/frosting mixes, Bruce Giant products, refrigerated products, Hungry Jack potatoes/pancakes, Pillsbury microwave products, Totino's pizza, Jeno's pizza: Leo Burnett USA, Chicago. John Miller, sr vp-grp acct dir. Campbell-Mithun-Esty, Minneapolis. Steve Gordon, sr vp-mgmt super. Foote, Cone & Belding, San Francisco. Becky Saeger, sr vp-grp mgmt super. UniWorld Group, New York. Mark Robinson, vp-acct super.

Haagen-Dazs: BBDO Worldwide, New York. Jayne Evans, acct dir.

PEARLE: 2534 Royal Lane/Dallas, Texas 75229/Phone: (214) 277-5000. Ron Nykiel, sr vp-mktg; George Williams, vp-field mktg; Bob Nance, vp-mktg svcs.

Pearle Vision Centers: GSD&M, Austin, Texas. Keith Glen, acct super. Wyse Advertising, Cleveland. James Hunt, exec vp-acct mgmt. MARC Advertising, Pittsburgh. John Harpur, sr vp-media dir; Ken Brown, vp-mgmt super; Marilyn Nicholson, sr acct super; Elizabeth Hayes, asst acct exec.

PASSPORT CORP: One Parker Plaza/Fort Lee, N.J. 07024/Phone: (201) 592-5700. G. William Seawright, pres-ceo; Roger Slone, sr vp-mktg; Keith Greggor, brand dir-Bailey's Original Irish Cream; Mark Teasdale, brand dir-J&B; Don Van Wart, brand mgr-Malibu; Jamie Friedman, brand mgr-Amaretto di Saronno; John Skavlem, brand mgr-Sambuca Romana/Metaxa/Singleton.

Bailey's Original Irish Cream liqueur, Sambuca Romana, Malibu Rum, Remple Mixer schnapps, Stubbs: Geer, DuBois, New York. Justin Parks, exec vp-grp acct dir.

Amaretto di Saronno, J&B rare scotch, Kenckande scotch, Metaxa brandy: Grace & Rothschild, New York. Regis Albrecht, mgmt super.

CARILLON IMPORTERS: 500 Frank W. Burr Blvd./Teaneck, N.J. 07666-6897/Phone: (201) 836-7799. Michel Roux, pres-ceo; Dick McEvoy, sr vp-mktg/sales; Ernie Capria, vp-dir, mktg svcs; Pamela Taylor, dir-pr.

Absolut vodka, Absolut Pepper, Absolut Citrus, Bombay gin, Forest Blanca, Grand Marnier, Piat D'Or wine: TBWA, New York. Richard Lewis, Brian Barry, vps-mgmt supers.

HEUBLEIN INC.: 16 Munson Road/Farmington, Conn. 06034-0388/Phone: (203) 231-5000. Robert M. Furek, ceo; David Eickholt, John G. Martin, Bruce McDonnell, Ralph A. Hart, div mktg vps; Larry Challacomb, Fine Wines Div. mktg vp; Charles Wheeler, dir-adv svcs, Judi Hoye, dir-mktg svcs.

Black Velvet Canadian whisky, Smirnoff vodka, The Famous Grouse scotch whisky, Yukon Jack Canadian liqueur: McCann-Erickson Worldwide, New York. Rob McKinley, mgmt super.

Almaden wines, Almaden Hacienda Hill, Christian Bros. wines, Finlandia vodka, Houblein Cocktails, Inglenook wines, Jose Cuervo tequila, Lancers wine, Mateus Cadet wines, Truffles Liqueur de Chocolat: Goodby, Berlin & Silverstein, San Francisco. Colin Probert, pres.

Christian Bros. brandy: Waring & LaRosa, New York. Larry Weisberg, pres.

Hispanic adv: Smirnoff vodka, Lancers wine: UniWorld Group, New York. Winston Cooper, vp-mgmt super.

Black adv: Smirnoff vodka: UniWorld Group, New York. Winston Cooper, vp-mgmt super.

RANK: 89

Hallmark Cards

Kansas City, Mo.
Ad spending: **$121.8** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	9,429	2,878	227.6
Sunday magazine	7,960	6,445	23.5
Newspaper	4,040	3,616	11.7
Outdoor	379	1	NA
Network TV	40,865	56,628	-27.8
Spot TV	3,379	6,317	-46.5
Syndicated TV	5,223	8,877	-41.2
Cable TV networks	573	658	-12.9
Network radio	0	1,552	NA
Spot radio	370	33	NA
Measured media	72,217	87,005	-17.0
Unmeasured	49,600	59,800	-17.1
Total	121,817	146,805	-17.0
By top brands	**1991**	**1990**	**% chg**
Hallmark stationery	59,101	71,641	-17.5
Hallmark Christmas ornament	6,065	7,118	-14.8

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	2,500	2,500	0.0

CORPORATE PROFILE

Hallmark Cards is fortifying its leading 45% market share in the $5.5 billion greeting card industry despite little growth in the business as a whole and competition from some new, smaller players.

Hallmark's retail store network gives it a power base not available to No. 2 American Greetings and No. 3 Gibson Greetings, both of which are having slightly more trouble building sales. One area of growth has been in holiday-related merchandise. This year, Hallmark is adding new products to its Christmas decorating and tree-trimming supplies. It has done well with Keepsake ornaments.

In December, Hallmark introduced its first-ever guidebook to celebrating the holidays, the 96-page "Treasured Traditions" published by Meredith Publishing Services. A new version will be out this year.

To enhance its existing array of Spanish-language cards, in 1991 Hallmark entered a marketing partnership with Paramount Cards of Pawtucket, R.I., to produce a new line of Hispanic greeting cards called Primor. Hallmark reduced its media spending in 1991 by 17%, taking it from broadcast. Print grew 66% to $21.3 million, according to LNA/Arbitron Multi-Media Service.

Hallmark's Binney & Smith division introduced washable crayons, which can be washed off of most surfaces like walls and fabric.

Hallmark subsidiary Crown Media purchased in 1991 the cable TV system, Cencom Cable Associates, which has more than 700,000 subscribers. Last June, Hallmark agreed to sell the Univision Spanish-language TV network to a private investor group for $550 million; the transaction awaits Federal Communications Commission approval.

In February, Hallmark formed Signboard Hills Productions, a broadcast and performance production subsidiary to develop and produce TV and theatrical projects.

HEADQUARTERS

Hallmark Cards/2501 McGee St./Kansas City, Mo. 64108/Phone: (816) 274-5111.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Robert Firmbaber, grp vp-Hallmark brand; Laurie Beeson, vp-mktg, Hallmark brand; Lanny Julian, grp vp-Ambassador brand; Homer Evans, vp-Hallmark cards specialty prods div; Mark Schwab, div vp-Ambassador prod devel; Don Fletcher, Hallmark vp-Hallmark brand prod devel; Brad Moore, div vp-adv/promo; Ira Stoizer, adv dir; vp sales/retail devel-not yet named.

Hallmark card adv: Leo Burnett USA, Chicago. Tom Dickson, sr vp-acct dir.

Hallmark retailer adv progs, Ambassador cards: Valentine-Radford, Kansas City, Mo. Greg Kirsch, vp-acct grp super.

RANK: 54

Hasbro Inc.

Pawtucket, R.I.
Ad spending: **$201.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	7,689	5,320	44.5
Network TV	53,534	52,898	1.2
Spot TV	52,466	64,843	-19.1
Syndicated TV	31,840	24,420	30.4
Cable TV networks	15,561	11,279	38.0
Spot radio	41	24	67.9
Measured media	161,131	158,784	1.5
Unmeasured	40,300	36,400	10.7
Total	201,431	195,184	3.2
By top brands	**1991**	**1990**	**% chg**
Hasbro toys	40,657	36,319	11.9
Milton Bradley games	36,365	27,341	33.0
Playskool toys	20,987	23,941	-12.3
Kennar toys	14,122	28,485	-50.4
Tonka toys	13,508	8,176	65.2
Coleco toys	9,536	8,791	8.5
Parker Bros. games	6,479	8,048	-19.5

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	2,141	1,520	40.9
Earnings	82	89	-8.5
U.S.	**1991**	**1990**	**% chg**
Sales	1,273	939	35.7
Operating profit	120	64	89.1

CORPORATE PROFILE

Like most toy companies in the 1980s, Hasbro feverishly developed new products in search of the ever elusive megahit, but its pace seems to have calmed down as it focuses more on building existing brands.

With its classic G.I. Joe figure, Playskool's Mr. Potato Head and Milton Bradley's long-term games including Yahtzee and Life, Hasbro continues to win solid sales by continually updating the products and their advertising.

Hasbro has also streamlined product lines of the new brands it has acquired.

Since acquiring Tonka, Kenner and Parker Bros., gained through the purchase of Tonka Corp. last year, Hasbro has been consolidating the acquired companies' functions and operations, closing down several facilities and eliminating many jobs in 1991 and 1992, including 370 at Parker Bros. and 240 at Tonka.

The Tonka brand has been dramatically scaled down from a disorganized array of products including dolls and activity toys; now it consists of the classic Mighty Tonka Truck, large-size preschool vehicles and a miniature vehicle line, all of which are getting TV support.

Kenner's hit Baby Alive doll has been expanded into a full line of products called World of Baby Alive, which includes the new Puppy Alive and an array of accessories. Kenner painting and craft activity toys also have new products. Its Easy Bake Oven has had brisk sales.

Parker Bros. also got a face lift and now includes a new line of travel games, mirroring the travel game success of Hasbro's Milton Bradley games division. Manufacturing for both gamemaking units has been combined at the Milton Bradley plant.

Cabbage Patch Kids, the doll line Hasbro rescued from the brink of oblivion in a 1989 acquisition, in its ninth year includes 32 items from newborns to special-feature dolls and accessories.

Hasbro's hottest new products in 1991 were its Nerf Bow 'N' Arrow, Baby Wanna Walk and Yo-Yo My Walking Kitty, each of which built on brands or concepts that had been successful in previous years.

Main recipients of media support in 1991 were G.I. Joe, at $10.4 million in TV, and World Wrestling Federation action figures, at $5.3 million, according to LNA/Arbitron Multi-Media Service. Overall, Hasbro spent $161.3 million in measured media in 1991, slightly up from 1990.

Hasbro's clout in the international toy market is also increasing; in 1991, about 40% of its sales came from overseas, and that portion is continuing to grow.

HEADQUARTERS

Hasbro/1027 Newport Ave./Pawtucket, R.I. 02861/Phone: (401) 431-8697.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: John Gildea, vp-licensing and creative design; Debbie Boyd, vp-media; Wayne Charness, vp-corporate comms; Gary Serby, dir-pr; Amy Deemer, dir corp exhibits and merch display; Pat Schmidt, dir of promo; Kate Stanuch, rsch dir

HASBRO BIV: 1027 Newport Ave./Pawtucket, R.I. 02861/Phone: (401) 431-8697. Larry Bernstein, pres; Duncan Billing, sr vp-mktg; Ron Kos, sr vp-mktg svcs; Kirk Bozigian, vp-mktg-boys' toys; Jeanie Olsen, vp mktg-girls' toys; Tom Prichard, vp-Cabbage Patch Kids.

Hasbro girls' & boy's products, Tonka products: Griffin Bacal, New York. David Biebelberg, sr vp grp dir.

Cabbage Patch Kids, Hasbro girls' and boys' toys: Jordan, McGrath, Case & Taylor, New York. Don Weir, exec vp

PLAYSKOOL DIV: 1027 Newport Ave./Pawtucket, R.I. 02861/Phone: (401) 431-8697. Dan Owen, pres; Sharon Hartley, sr vp-mktg; Gina Beebe, vp-mktg; Greg Miller, assoc vp-mktg.

Playskool toys broadcast: Griffin Bacal, New York. Robert Kantor, sr vp-grp dir.

Playskool toys print adv: Kidvertisers, New York. Larry Nunno, acct dir.

PLAYSKOOL BABY: 1027 Newport Ave./Pawtucket, R.I. 02861/Phone: (401) 431-8697. Jonathan Breiter, sr vp-mktg.

Playskool baby products: Griffin Bacal, New York. Jill Baldauf, vp-mgmt super. Kidvertisers, New York. Larry Nunno, acct dir.

MILTON BRADLEY DIV: 443 Shaker Road/East Longmeadow, Mass. 01028/Phone: (413) 525-6411. Dave Wilson, pres; Dale Siswick, sr vp-mktg; Bill Dohrmann, vp-mktg; Cathy Meredith, assoc vp-mktg svcs.

Milton Bradley games: Griffin Bacal, New York. Arnie Berger, sr vp-grp dir.

KENNER PRODUCTS: 615 Elsinore Place/Cincinnati, Ohio 45202/Phone: (513) 579-4000.

Kenner Products: Grey Advertising, New York. Steve Dammers, Lou Maloof, exec vps-mgmt reps. Griffin Bacal, New York. Robert Horne, sr vp-grp dir.

PARKER BROS.: 50 Dunham Road/Beverly, Mass. 01915/Phone: (508) 927-7600.

Parker Bros.: Grey Advertising, New York. Grey Advertising, New York. Steve Dammers, Lou Maloof, exec vps-mgmt reps.

RANK: 26

H.J. Heinz Co.

Pittsburgh
Ad spending: **$403.1** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	7,852	15,938	-50.7
Sunday magazine	1,958	1,919	2.1
Newspaper	3,852	7,321	-47.4
Outdoor	192	60	220.0
Network TV	21,634	53,255	-59.4
Spot TV	22,810	29,505	-22.7
Syndicated TV	8,856	16,531	-46.4
Cable TV networks	1,924	2,259	-14.8
Network radio	2,639	5,261	-49.8
Spot radio	5,351	2,242	138.7
Measured media	77,067	134,291	-42.6
Unmeasured	326,000	173,800	87.6
Total	403,067	308,091	30.8
By top brands	**1991**	**1990**	**% chg**
Weight Watchers International	23,528	21,509	9.4
Ore-Ida vegetables	16,522	22,170	-25.5
Heinz condiments	14,815	23,678	-37.4
Reward dog food	5,600	227	NA

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	6,582	6,647	-1.0
Earnings	638	568	12.4
U.S.	**1992**	**1991**	**% chg**
Sales	3,848	3,863	-0.4
Operating income	606	542	28.8

CORPORATE PROFILE

Price elasticity in the recessionary market has prompted H.J. Heinz Co. to continue to downplay the role traditional media advertising plays in its marketing

Top 25 spot radio advertisers

Rank	Advertiser	Spot radio spending 1991	1990	% chg
1	Philip Morris Cos.	$33.5	$29.2	14.7
2	General Motors Corp.	22.3	20.4	9.2
3	Southland Corp.	21.6	20.3	6.4
4	Anheuser-Busch Cos.	19.2	21.0	-8.3
5	PepsiCo	15.2	16.4	-7.5
6	News Corp.	13.3	14.3	-7.2
7	Delta Air Lines	12.9	11.1	16.3
8	American Stores Co.	12.7	9.6	32.8
9	Sears, Roebuck & Co.	11.8	-20.1	-41.2
10	American Express Co.	10.9	7.7	41.6
11	Kmart Corp.	10.7	5.3	101.7
12	Chrysler Corp.	10.1	15.8	-35.9
13	GTE Corp.	10.1	4.8	110.1
14	Pacific Telesis Group	9.9	8.2	20.9
15	Chevron Corp.	9.1	7.5	21.2
16	Volkswagenwerk AG	9.0	5.0	79.0
17	BellSouth Corp.	8.8	8.7	1.2
18	Texaco Inc.	8.7	10.2	-14.8
19	Honda Motor Co.	8.5	7.0	22.1
20	Grand Metropolitan	8.2	8.7	-5.5
21	AMR Corp.	8.0	4.3	84.2
22	Giant Eagle	7.8	7.1	10.1
23	Ciba-Geigy	7.7	6.3	23.8
24	Bell Atlantic Corp.	7.4	7.0	5.8
25	Coca-Cola Co.	7.4	8.5	-13.6

Notes: Dollars are in millions. **Source:** LNA/Arbitron. See Page 72 for methodology.

efforts.

When the company reported earlier this year that it would move the bulk of its advertising funds into trade and consumer promotions for fiscal 1993, begun April 30, it marked the third straight year of declining media spending.

Heinz in fiscal 1992 pumped up its worldwide marketing expenditures by 15.3% to $403 million, fun. eling virtually all the new money and a sizable portion of the media budget into trade and consumer promotion. Heinz came off with stronger than expected sales volume as a result, the company said.

Heinz, like other food companies, has suffered from price-conscious consumers trading down during the recession. Its volume in fiscal 1992, however, remained unchanged from the prior year as sales decreased 1%—even that may be a victory in today's market.

U.S. media spending has declined the past three years at Heinz. In calendar 1991, it fell to $77 million, down 42.5% from $134.2 million in 1990, which was down 10.1% from the year before.

The company says Heinz ketchup was one of the main beneficiaries of the beefed up promotional spending. Shipments of the brand rose 6% by June 1992, spurred in part by national and regional tie-in programs with two popular food products, General Mills' Gorton's fish sticks and Sara Lee Corp.'s Bryan's hot dogs. Heinz ketchup commands 52% of the $446.5 million market, according to Nielsen Marketing Research.

Heinz supported ketchup with $9.4 million in media during calendar 1991, down 35%, according to LNA/Arbitron Multi-Media Service.

The company says that in addition to ketchup, volume gains came from StarKist tuna, private-label soup and Weight Watchers brand specialty foods. Volume declines came from dog foods, 9-Lives cat food, Ore-Ida frozen potatoes, Weight Watchers brand products and frozen meals.

Heinz's HomeStyle gravy grew 12.3% in sales to take 53% of the $118 million market, according to Information Resources Inc. The line was backed with $3.6 million in ad support. HomeStyle faces new competition this year from Campbell Soup Co.'s Pepperidge Farm unit's new line of 98% fat-free gravies.

Volume increased more than 10% for Heinz USA's private-label soup business giving it a 5% share of market—the result of new distribution and trading down by consumers. The Ore-Ida brand maintains a 48% share of the retail frozen potato category; according to LNA, it got about $16 million in media, down 25.5%.

The Weight Watchers brand of frozen entrees brought out three new lines—Ultimate 200 entrees containing 200 calories or less; Stir-Fry; and Smart Ones, entrees with 1 gram of fat or less and aimed at men.

Weight Watchers had a 7.5% share of the frozen prepared dinners and entrees market for the year ended April 18, 1992, according to Nielsen. It repositioned and renamed its frozen breakfast items as Weight Watchers Breakfast on the Go. All items can be hand-held.

Weight Watchers tried to move beyond "healthy" as a tag for its frozen desserts because of its overuse via a new ad theme: "Total indulgence, zero guilt."

Weight Watchers International, backed with more than $23 million in media spending in 1991, remains the gold standard in weight-loss programs.

Attendance in the North American company-owned operations was up 10% during the first quarter of 1992. Because of the recession and other factors, sales at commercial weight-loss systems fell 12% in 1990 and grew only about 3% in 1991 to $2.06 billion, according to Marketdata Enterprises, a market research company.

StarKist Seafood Co. introduced in July 1992 Charlie's Lunch Kit, the first portable tuna meal, aimed at boosting lunchtime consumption of tuna, particularly among working women.

Reward superpremium canned dog food achieved a 22% share of the total canned dog food segment for a No. 2 ranking in its first year of national distribution, the company said. Reward was introduced in 1991 following 2½ years in test market. 9-Lives canned cat food achieved a 25% share in early 1992, up from 15% in summer 1991. Heinz, which backed its pet food lines with about $9 million in media support, ranks fourth in the $4.7 billion pet foods market with an 11.25% share, according to Nielsen.

HEADQUARTERS

H.J. Heinz Co./600 Grant Street/Pittsburgh, Pa. 15230-2857/P.O. Box 57/Pittsburgh, Pa. 15230-0057/Phone: (412) 456-5700.

PERSONNEL, BRANDS, AGENCIES

Heinz USA: 1062 Progress/Pittsburgh, Pa. 15212/P.O. Box 57/Pittsburgh, Pa. 15230/Phone: (412) 237-5757. B. Falck, vp-retail mktg; J. Conner, gm-adv brands; B. Roussey, gm-value added brands; B. Behrman, gm-new brands mktg; B. Fisher, vp-bus devel; M McCollough, gm-mktg svcs; M. Milrod, mgr, promo-adv svcs; J. Berger, vp-foodservice mktg; H. Lockard, gm-foodservice; P. Jack, grp prod mgr.

Heinz ketchup, Heinz baby food, Heinz pickles, HomeStyle Gravy, Specialty Sauces, Rear East rice mixes and China-Sun rice mixes: Leo Burnett USA, Chicago. S. Harrington, acct dir; S. Speling, A. Conkle, acct execs.

Heinz 57 Sauce, ALBA: Ketchum Advertising, Pittsburgh. L. Frohm, vp-acct super.

Heinz foodservice prods: The Food Group, Tampa. R. Hager, sr vp; P. Pearlman, vp-creative dir.

ORE-IDA FOODS: 220 W. Parkcenter Blvd./Boise, Idaho 83706/P.O. Box 10/Boise, Idaho 83707/Phone: (208) 383-6100. M. Taylor, vp-mktg; R. Ginkel, prod mgr, Ore-Ida brand; M. Carlson, vp-bus devel; L. Banducci, mgr-pr and comms.

DDB Needham Worldwide, New York. Jeff Saverine, mgmt super; Todd Brenard, asst super.

WEIGHT WATCHERS INTERNATIONAL: Jericho Atrium/500 N. Broadway/Jericho, N.Y. 11753/Phone: (516) 939-0400. R. Adams, vp-mktg/devel; W. Perra, gm-mktg svcs; L. Webb, gm-brand comms.

Earle Palmer Brown Cos., Bethesda, Md. Claire Geier, exec vp-gm.

WEIGHT WATCHERS FOOD CO.: 625 Liberty Ave./Pittsburgh, Pa. 15222/P.O. Box 57/Pittsburgh, Pa. 15230/Phone: (412) 263-6400. P. Olson, gm-mktg strategy devel; J. Abraham, gm-bus devel; L. Webb, gm-brand comms.

Weight Watchers frozen foods, Ultimate 200, Stir-Fry, Smart Ones, Breakfast on the Go: Ally & Gargano, New York. J. Hanzik, sr vp-mgmt dir.

HEINZ PET PRODUCTS CO.: One Riverfront Place/Newport, Ky. 41071/Phone: (606) 655-5700. M. Milone, vp-mktg; B. Mirsky, gm-pet snacks; J. Roxstrom, gm-customer mktg; M. Katz, consumer mktg mgr-canned cat food; D. Rosenthal, consumer mktg mgr-canned dog food; E. Uebele, consumer mktg mgr-pet treats; D. Ollinger, consumer mktg mgr-dry/soft moist; D. Lund, consumer mktg mgr-new pet treats; B. Pruden, customer mktg mgr-canned cat food; S. Dehner, customer mktg mgr-canned dog food; D. Burt, customer mktg mgr-pet treats; J. Johnston, customer mktg mgr-dry/soft moist.

9-Lives, 9-Lives kitten dinners, Crunchy Meats, Tender Meats, 9-Lives Lean Entrees, 9-Lives cat treats, Reward, Skippy, Jerky Treats, Lazy Kitten, Meaty Bone, Amore: Leo Burnett USA, Chicago. G. Singer, acct dir; S. Matson, acct super; J. Hillman, acct exec; S. Vogel, acct exec; C. Nicklo, acct exec; D. Kamas, asst acct exec.

Media buying and planning: Media That Works, Cincinnati. L. Veil, exec vp-coo; A. Hoffman, acct mgr; B. Rains, acct mgr.

STARKIST SEAFOOD CO.: 180 E. Ocean Blvd./Long Beach, Calif. 90802/Phone: (310) 590-7900. J. Heil, vp-mktg and sales; C. Lischewski, vp-procurement & bus devel; M. Horak, gm-trade mktg; V. Daukas, prod mgr-trade mktg; T. Brancky, mktg mgr-new bus devel; M. Christenson, mktg mgr-trade mktg; B. Worsham, gm-special accts-Canada; D. Gallagher, gm-retail sales; J. Clancy, natl sales mgr; M. Cohen, mktg mgr-light meat retail; E. Melsby, mgr-mktg rsch/pkg info; G. Andrews, asst prod mgr.

StarKist tuna: Leo Burnett USA, Chicago. Sean Harrington, acct dir.

RANK: 65

Helene Curtis Industries

Chicago

Ad spending: **$157.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	19,535	23,109	-15.5
Sunday magazine	0	65	NA
Newspaper	0	10	NA
Outdoor	0	310	NA
Network TV	45,154	56,623	-20.3
Spot TV	2,600	1,379	88.5
Syndicated TV	19,691	11,747	67.6
Cable TV networks	4,282	2,408	77.0
Spot radio	59	568	-89.6
Measured media	91,299	96,218	-5.1
Unmeasured	66,100	49,200	34.3
Total	157,399	145,418	8.2
By top brands	**1991**	**1990**	**% chg**
Degree anti-perspirant	23,558	19,903	18.4
Finesse haircare prods	17,030	19,157	-11.1
Salon Selectives shampoo & cond	12,766	14,444	-11.6
Salon Selectives haircare products	10,810	13,368	-19.1

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	1,020	867	17.6
Earnings	19	7	195.9
U.S.	**1992**	**1991**	**% chg**
Sales	733	640	14.6
Operating profit	57	45	28.4

CORPORATE PROFILE

Helene Curtis Industries' 1992 fiscal sales passed $1 billion worldwide for the first time, spurred by the strong success of its megabrand—Suave.

Domestic sales for the fiscal year ended Feb. 29 increased 14% largely as a result of the Suave brand, which grew 20% in sales.

Earnings rebounded during the year because of lower introductory expenses compared with prior-year levels when Curtis spent an estimated $50 million to back new Degree, the heat-activated antiperspirant/deodorant.

Curtis is the second-leading shampoo marketer, behind Procter & Gamble Co., with a 16.7% share of the $1.12 billion category, according to Towne-Oller & Associates. The company also holds the first three spots in the $498.4 million conditioner segment—Suave at 9.3%, Salon Selectives, 7.5%, and Finesse, 7.2%.

Early this year, Curtis launched Vibrance, a fourth line of haircare products, with a $55 million campaign that included $33 million in promotion.

Suave this month is extending its haircare, hand and body lotion and antiperspirant/deodorant franchise to facial care. The eight-product line includes astringent, cold cream, moisturizer, facial cleansing bar, cleansing cream and foaming facial wash. Like the rest of the Suave family, the new line is positioned as a value alternative.

Suave was backed with $17.8 million in media, according to LNA/Arbitron Multi-Media Service. It holds a 4% share of the $488.6 million hand-and-body lotion retail market, according to Towne-Oller, while Suave shampoo holds 7.6% of the $1.12 billion shampoo market. Finesse and Salon Selectives claim shares of 4.3% and 3.7% in the category, respectively.

Curtis upped support for Degree by 15.5% to $23.5 million to offset both a slight share decline to 4% and new entries in the $1.4 billion category. According to Nielsen Marketing Research, Curtis holds a combined share of 8.1%, compared with 27.8% for No. 1 P&G's Secret and Sure.

In June, Curtis made an estimated $20 million to $25 million upfront buy on CBS; it may be tied to a cross-media package with The New York Times Co.'s Women's Magazines Division this fall.

Curtis, which builds brands that can be leveraged across international borders, saw non-U.S. sales growing 26% in fiscal 1992.

HEADQUARTERS

Helene Curtis Industries/325 N. Wells St./Chicago, Ill. 60610/Phone: (312) 661-0222.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Richard Frank, vp-mktg; Jon Achenbaum, dir-mktg resources and strategic planning.

Suave: Bayer Bess Vanderwarker, Chicago. Dick Corelitz, exec vp.

Degree, Finesse, Salon Selectives, Vibrance: Saatchi & Saatchi Advertising, New York. Paula Forman, exec vp-exec mgmt dir.

RANK: 32

Hershey Foods Corp.

Hershey, Pa.

Ad spending: **$298.9** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	6,011	8,417	-28.6
Sunday magazine	124	487	-74.5
Newspaper	0	368	NA
Outdoor	7	14	-53.8
Network TV	28,300	52,220	-45.8
Spot TV	13,411	18,822	-28.7
Syndicated TV	16,840	14,458	16.5
Cable TV networks	3,436	3,696	-7.0
Network radio	4,135	8,858	-53.3
Spot radio	1,691	1,367	23.7
Measured media	73,956	108,708	-32.0
Unmeasured	224,900	193,300	16.3
Total	298,856	302,008	-1.0
By top brands	**1991**	**1990**	**% chg**
Hershey candies	21,950	39,124	-43.9
Reese's candy	13,014	9,666	34.6
Hershey's chocolate syrup	7,598	4,945	53.5
Peter Paul	5,529	10,516	-47.4

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	2,899	2,716	6.8
Earnings	220	216	1.7
U.S.	**1991**	**1990**	**% chg**
Sales	2,566	2,509	2.3
Income from cont. op.	382	344	10.8

CORPORATE PROFILE

After a difficult 1991, Hershey Foods Corp.'s key business—confectionery products—are on an upswing in 1992.

Sales volumes for Hershey Foods brands this year are bettering 1991 levels: up 11% for Hershey Chocolate U.S.A. in the second quarter, for example, and up 14% for Hershey Pasta Group.

U.S. confectionery sales for Hershey were $1.7 billion retail, or a 26.6% share of the $6.4 billion market vs. 23.9% for M&M/Mars, in the 12 months ended June 1992, according to Nielsen Marketing Research.

In non-chocolate candies—where M&M/Mars is stronger—Hershey, with an 8.7% share, trailed its rival's 11.7% in the same period, according to ICC/Accutracks.

Hershey expects to maintain its promotion and ad spending in the range of 15% to 17% of sales. The company is spending increasing dollars on promotion at the expense of media.

Hershey's 12% (5¢ a bar) candy bar price hike in early 1991, the first in five years, triggered immediate unit volume drops for Hershey Chocolate U.S.A. in last year's second and third quarters.

But others followed suit, resulting in lackluster growth for U.S. confectionery shipments for the year.

Industrywide shipments of chocolate goods had an unusual year-to-year decline of 3.6% to 2.66 billion pounds, according to the U.S. Department of Commerce.

Total candy shipments were up about 3% in 1991, however.

Candy market conditions set the stage for price rebate promotions, begun early this year by M&M/Mars and quickly matched by Hershey.

Hershey early this year put the powerful Reese's brand name on a new peanut butter product, which held a 1.9% share for the year ended May 23, according to Nielsen.

The marketer added fat-free, 100-calorie versions of its Hershey's chocolate bar flavor puddings under the Hershey's Free name, and launched Hershey's Reduced Calorie and Fat candy bar this month (150 calores and 9 grams of fat) to match M&M/Mars' Milky Way II, a 25%-reduced-calorie candy bar (190 calories and 8 grams of fat).

Last year Hershey added Amazin' Fruit gummy bears, made with real fruit juices, and is evaluating the performance of the new Reese's peanut butter and caramel cup.

Combined sales for Hershey Pasta Group's eight regional brands have surged in 1992's first half—up 14% in the second quarter alone. Leading brands Ronzoni and San Giorgio outpaced category sales growth of 2.2% for dry macaroni and 1.6% for spaghetti.

Ronzoni macaroni sales surged 17.6% to a 10.2% share in the year ended March 14 as it expanded into New England, and San Giorgio sales climbed 9.5% for a 7.3% share. San Giorgio spaghetti sales rose 5.9% to a 6.6% share, and Ronzoni sales climbed 3.6% to a 6.2% share.

HEADQUARTERS

Hershey Foods Corp./100 Crystal A Drive/P.O. Box 810/Hershey, Pa. 17033-0810/Phone: (717) 534-6799.

PERSONNEL, BRANDS, AGENCIES

HERSHEY CHOCOLATE U.S.A.: 14 E. Chocolate Ave./Hershey, Pa. 17033/Phone: (717) 534-4200. Jay F. Carr, vp-mktg; Anthony J. Pingitore, gm-special mkts; Michael H. Holmes, gm-grocery.

Amazin' Fruit, Cadbury prods, Hershey's toppings, Hershey's chocolate-flavor syrup, Hershey's chocolate milk mix, Kit Kat bar, Ne-Hi's menthol-ated cough drops, Ludens throat drops, Mr. Goodbar, Reese's peanut butter, Reese's Pieces, Skor toffee bar, Whatchamacallit bar, Y&S candies, York peppermint patties, Symphony candy bars: DDB Needham Worldwide, New York. Peter Tate, exec vp.

Bar None, Big Block bars, seasonal shapes, 5th Avenue Bar, Giant Kiss, Golden Almond Bar, Golden Almond Solitaires, Hershey's Kisses, Hershey's Kisses with almonds, Hershey's milk chocolate bar, Hershey's milk chocolate bar with almonds, Krackel bar, Hershey's baking chocolate, Hershey's chocolate chips, Hershey's cocoa, Hershey's Miniatures, Almond Joy, Mounds, Reese's peanut butter cups, Reese's crunchy peanut butter cups, Reese's peanut butter chips, Reese's miniatures, Rolo: Ogilvy & Mather, New York. Michael Vaughn, sr vp-exec grp dir.

HERSHEY PASTA GROUP: 100 Crystal A Drive/Hershey, Pa. 17033-0810/Phone: (717) 534-7100. Clifford K. Larsen, vp-mktg; Gary Lauerman, dir-mktg svcs.

American Beauty, Delmonico, Light 'N Fluffy, Perfection, P&R, San Giorgio, Skinner: Sauter & Hirsh, New York. Gus Sauter, pres; Jeffrey Hirsh, exec vp.

Ronzoni: Pedone & Partners, New York. Jim Coakley, acct super.

HERSHEY REFRIGERATED PRODS: 100 Crystal A Drive/Hershey, Pa. 17033-0810/Phone: (717) 534-6799. Grace Thomas, dir-mktg.; David Menicheschi, gm.

Hershey's and Hershey's Free chocolate bar flavor puddings: DDB Needham Worldwide, New York. Peter Tate, exec vp.

RANK: 31

Honda Motor Co.

Tokyo

Ad spending: **$333.1** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	58,113	61,291	-5.2
Sunday magazine	1,971	846	132.9
Newspaper	10,628	10,563	0.6
Outdoor	1,251	813	54.0
Network TV	116,974	118,980	-1.7
Spot TV	35,170	22,256	58.0
Syndicated TV	5,104	4,051	26.0
Cable TV networks	4,751	5,785	-17.9
Spot radio	8,500	6,959	22.1
Measured media	242,463	231,553	4.7
Unmeasured	90,600	86,500	4.7
Total	333,063	318,053	4.7
By top brands	**1991**	**1990**	**% chg**
Honda cars	127,601	115,392	10.6
Acura cars	99,955	100,684	-0.7
Honda lawn equipment	9,808	4,892	100.5

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	33,059	30,507	8.4
Earnings	488	541	-9.7
U.S.	**1992**	**1991**	**% chg**
Sales	15,144	13,964	8.4
Division sales	**1992**	**1991**	**% chg**
Automotive	26,776	24,650	8.6
Motorcycles	3,849	3,756	2.5
Other businesses	1,954	2,102	-7.0

CORPORATE PROFILE

Honda Motor Co., faced with slumping worldwide auto sales, upheavals in top management and a 14.6% drop in net income, found a brief bright spot in its U.S. sales arm in 1991.

U.S. subsidiary American Honda Motor Co. posted record 1991 revenues despite a 6% decline in unit sales for the year, although in first quarter 1992, ended in June, unit sales plunged 20% from a year earlier in North America, Honda's biggest auto market. Worldwide, unit sales fell 5.3%.

Top 25 network radio advertisers

Rank	Advertiser	Network radio spending 1991	1990	% chg
1	Sears, Roebuck & Co.	$66.5	$71.3	-6.7
2	Gateway Educational Products	41.7	19.0	119.6
3	AT&T Co.	30.1	31.2	-3.5
4	Volkswagenwerk AG	22.0	31.5	-30.1
5	General Motors Corp.	17.2	25.2	-31.9
6	Accor SA (Motel 6, Sofitel)	15.7	19.5	-19.6
7	Goodyear Tire & Rubber Co.	15.4	14.2	8.5
8	Chrysler Corp.	14.6	10.0	46.5
9	Warner-Lambert Co.	14.6	11.6	25.7
10	U.S. Government	13.9	15.3	-9.3
11	Bayer AG	11.7	14.8	-20.4
12	Campbell Soup Co.	11.3	12.5	-9.9
13	Kmart Corp.	11.0	11.0	0.4
14	Dow Jones & Co.	10.9	8.7	24.7
15	Procter & Gamble Co.	10.8	17.6	-38.6
16	Carlson Cos.	9.8	6.4	53.5
17	Martin Himmel Inc.	9.1	5.0	80.4
18	Xerox Corp.	7.2	7.2	0.5
19	J.C. Penney Co.	7.1	6.7	5.7
20	Loews Corp.	6.8	10.6	-36.0
21	Philip Morris Cos.	6.6	14.5	-54.6
22	General Electric Co.	6.4	5.8	11.3
23	Sara Lee Corp.	6.4	2.1	211.4
24	American Home Products Corp.	6.2	1.3	362.2
25	Ford Motor Co.	6.0	14.9	-59.5

Notes: Dollars are in millions. **Source:** LNA/Arbitron. See Page 72 for methodology.

Honda had unit sales in 1991 of 803,367 cars—including 143,708 of the luxury Acura models, up 3.8%, and 659,659 Accord, Civic and Prelude cars, down 7.9%.

Of the latter two makes, 482,097 were U.S.-built, a figure up 3.8%—a major reason for the revenue growth in the U.S.

Honda finished the year with a 6.5% share of the U.S. car and light-truck market, up from 6.2%. (Shares include Acura shares of 1.2% and 1% in 1991 and 1990, respectively.) Toyota led Japanese marketers at 8.2% (including Lexus), according to *Automotive News*.

For the third straight year, Honda's Accord was the best-selling car in the U.S. with sales of 399,297, down 2.7%. But there are signs the Accord's lead may be withering. Despite heavy discounts, for the first half of 1992, Accord sales were off 10.4%.

The 1993 model year began in August with the introduction of the Civic del Sol open-air coupe featuring a removable hardtop that fits into the trunk. The car replaces the CRX model, and carries a base price of $13,200. Civic sales declined 13.2% overall in 1991.

In media spending, the Honda Accord got $46.4 million, up 13.1%. Civic models claimed an estimated $39.8 million, up 20.6%, and the imported Civic CRX, $5.1 million, down 49%, according to LNA/Arbitron Multi-Media Service.

The Acura line of luxury autos accounted for total media expenditures of $100 million in 1991, about the same level as a year earlier. The top-of-the-line Legend, with unit sales of 65,689, up 22.4%, claimed about $56 million in media, up 19.1%. The success of Toyota's Lexus SC400 against the Legend Coupe is a matter of concern.

At midyear 1992, sales of 64,293 Acuras, down 10.2%, gave the division a 1% share of the total U.S. car/light-truck market, down from 1.1%. But Toyota's Lexus sales took off, up 54.7%, and Nissan's Infiniti sales jumped 29.1% for the period. Sales of Honda cars also lagged at the halfway point, dropping to 312,797, down 4.5%.

Honda continued to maintain a small lead in the shrinking motorcycle market, finishing 1991 with a 28.7% share, down from 29.4%. Harley-Davidson ranks No. 2 at 20.2%.

HEADQUARTERS

American Honda Motor Co./1919 Torrance Blvd./Torrance, Calif. 90501-2746/Phone: (310) 783-2000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Honda autos: T. Okusa, Thomas Elliott, exec vps. Acura: Edward R. Taylor, vp-sales; Eric Conn, sr auto adv mgr. Honda Motorcycle div: John Petas, sr vp; Ray Blank, asst vp-mktg; Wayne Toyota, natl adv mgr. Honda Power Equipment div: Shoichi Tanaka, sr vp; Wade Terry, vp; John Lally, adv mgr.

Honda power equipment brands: Fahlgren Martin, Atlanta, Rick Hauser, acct super.

Honda autos: Rubin Postaer & Associates, Los Angeles. Chuck Valentine, sr vp-grp acct dir. Hispanic mktg: La Agencia de Orci, Los Angeles. Roberto Orci, sr vp.

Acura autos: Ketchum Advertising, Los Angeles. Craig Mathiesen, pres.

Honda motorcycles, scooters, ATVs: Dailey & Associates, Los Angeles. Dean Thompson, vp-mgmt super.

RANK: 91

Hyundai Group

Seoul, S. Korea

Ad spending: **$119.5** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	21,179	17,765	19.2
Sunday magazine	0	37	NA
Newspaper	1,973	1,373	43.7
Outdoor	544	511	6.3
Network TV	28,219	31,169	-9.5
Spot TV	16,238	32,530	-50.1
Syndicated TV	12,765	8,346	52.9
Cable TV networks	3,676	1,068	244.1
Spot radio	742	3,776	-80.4
Measured media	85,335	96,575	-11.6
Unmeasured	34,200	38,700	-11.6
Total	119,535	135,275	-11.6

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	NA	40,250	NA
Earnings	NA	93	NA

CORPORATE PROFILE

The impact of the Value Care program, introduced in 1991 and offering two years of free maintenance on Hyundai cars, is said to have improved the South Korean car marketer's image, although not its sales.

Car sales from Hyundai Motor America last year fell 14.4% to 117,630 in the U.S., giving Hyundai a 1% share of the U.S. car and light-truck market, same as in 1990, according to *Automotive News*. Further erosion had set in by midyear 1992 as sales slipped to 55,062 units, off 3.6% from the prior-year period.

Unit sales are far removed from the 264,282 sold in the peak year of 1988, only two years after Hyundai hit the U.S. market.

Hyundai Motor America is the U.S. sales arm and largest subsidiary of South Korea's Hyundai Group.

In the U.S. last year, sales of the mainstay Excel dropped 34% to 66,376. The upscale Sonata accounted for 20,966, down 29%, with the sporty Scoupe subcompact selling 26,421 in its first full year. Sales of the new Elantra subcompact reached 3,867 units in only three months on the market.

Of the $85.3 million Hyundai spent in media, down 11.6%, the Scoupe drew $20 million; Excel, $10 million, down 66%; and Sonata, $18.1 million, down 41.9%, according to LNA/Arbitron Multi-Media Service.

Advertising continued to position Hyundai as a multiproduct car marketer moving upscale. The Scoupe was the centerpiece of the campaign.

HEADQUARTERS

Hyundai Motor America/10550 Talbert Ave./Fountain Valley, Calif. 92728/Phone: (714) 965-3000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: D.O. Chung, pres-ceo; Rod Hayden, exec vp-coo; Russ Reeder, prod planning dir; Joe Corey, natl adv mgr.

Backer Spielvogel Bates Worldwide, Irvine, Calif. Robert Svete, vp-acct super.

RANK: 68

ITT Corp.

New York

Ad spending: **$141.5** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	5,044	6,760	-25.4
Sunday magazine	271	610	-55.6
Newspaper	9,708	11,319	-14.2
Outdoor	503	860	-41.4
Network TV	11,811	8,917	32.5
Spot TV	8,230	10,256	-19.8
Cable TV networks	1,907	1,942	-1.8
Network radio	0	1,635	NA
Spot radio	0	401	NA
Measured media	37,474	42,699	-12.2
Unmeasured	104,000	118,500	-12.2
Total	141,474	161,199	-12.2
By top brands	**1991**	**1990**	**% chg**
Sheraton hotels	14,258	19,984	-28.7
ITT Corp.	12,259	9,986	22.8
ITT Institutes	8,272	6,222	33.0

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	20,421	20,604	-0.9
Earnings	817	958	-14.7
U.S.	**1991**	**1990**	**% chg**
Sales	14,111	14,106	0.0
Income	714	514	38.9
Division sales	**1991**	**1990**	**% chg**
Automotive	2,933	2,916	0.6
Components	1,029	1,110	-7.3
Fluid technology	1,064	1,057	0.7
Defense	1,201	1,612	-25.5
Forest products	995	1,118	-11.0
Insurance	9,242	8,836	4.6
Finance	2,026	1,896	6.9
Communications & info services	1,028	973	5.7
Hotels	717	746	-3.9
Equity in Alcatel NV	208	213	-2.3

CORPORATE PROFILE

ITT Sheraton Corp.'s advertising this year sounds like the hotelier is about to become airborne with its SuperSaver rates, inaugurated this spring in response to similar high-flying tactics from other players in the hotel industry.

Borrowing the language of the skies was both calculated and timely at Sheraton, which accounts for 45% of parent ITT Corp.'s total media expenditures. Its SuperSaver rates were modeled after the airlines' highly publicized rates.

The Sheraton plan consisted of three tiers—the business traveler, 14-day advance bookings and weekend stays.

"What airlines are doing for travelers up there, we're doing for travelers down here," ads proclaimed.

The hotel industry's average occupancy rate last year was 60.8%, the lowest in 20 years. Low prices offered by such programs, however, offer a double-edged sword. They stimulate traffic but at a cost. Not all in the industry were willing to join the gambit. A few months after SuperSaver was announced, Hilton Hotels Corp. countered with ads stressing service and other amenities over low prices.

ITT Corp. Chairman-CEO Rand V. Araskog early this year said he expected Sheraton to show a profit by yearend. For the first half of 1992, however, Sheraton reported a $30 million operating loss, compared to a $12 million gain for the like period in 1991. Sheraton's sales for the half were $365 million, up 9%.

ITT increased its network TV investment for general promotion in 1991, spending $11.2 million, up 57.7%, according to LNA/Arbitron Multi-Media Service.

Among ITT's nine major divisions, the only significant media ad spenders besides Sheraton are ITT Educational Services & Technical Institutes ($8.2 million in 1991) and ITT Hartford Insurance Group ($1.2 million), LNA noted.

Because many of its units supply other businesses, an estimated 75% of ITT's total ad budget is in unmeasured media, including direct mail and business-to-business advertising.

HEADQUARTERS

ITT Corp./1330 Avenue of the Americas/New York, N.Y. 10019/Phone: (212) 258-1000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Juan C. Cappello, sr vp-government/corp relations & adv; Steven A. Erenburg, dir-corp comms.

Corporate adv: Wells Rich Greene BDDP, New York; Frank Sampogna, exec vp-acct grp head.

ITT HARTFORD INSURANCE GROUP: Hartford Plaza/Hartford, Conn. 06115/Phone: (203) 547-5000. John J. Dayl Jr., asst vp-creative comms.

Hartford Insurance: McCaffrey & McCall, New York; Michael Sugzda, acct super.

ITT SHERATON CORP: 60 State St./Boston, Mass. 02109/Phone: (617) 367-3600. Robert F. Cotter, sr vp-mktg.

Sheraton hotels: Wells Rich Greene BDDP, New York. Frank Sampogna, exec vp-acct grp head.

RANK: 7

Johnson & Johnson

New Brunswick, N.J.

Ad spending: **$733.0** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	56,331	28,899	94.9
Sunday magazine	2,663	880	202.5
Newspaper	369	494	-25.4
Outdoor	0	186	NA
Network TV	239,823	211,441	13.4
Spot TV	23,691	17,673	34.0
Syndicated TV	38,273	33,395	14.6
Cable TV networks	9,521	8,325	14.4
Network radio	0	3,220	NA
Spot radio	409	919	-55.5
Measured media	371,079	305,431	21.5
Unmeasured	361,900	297,900	21.5
Total	732,979	603,331	21.5
By top brands	**1991**	**1990**	**% chg**
Tylenol pain reliever	93,421	91,745	1.8
Tylenol sinus capsules	54,748	42,544	28.7
Monistat 7 vaginal yeast cream	42,308	0	NA
Imodium A-D	16,256	17,276	-5.9
Reach toothbrushes	15,496	16,035	-3.4
J&J baby creams & lotions	14,033	7,944	76.6
Acuvue disposable lenses	13,173	11,715	12.5
Johnson & Johnson powders	12,096	9,756	24.0
Stayfree feminine protection	11,478	17,039	-32.6
Band-Aid bandages	10,089	8,063	25.1

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	12,447	11,232	10.8
Earnings	1,461	1,143	27.8
U.S.	**1991**	**1990**	**% chg**
Sales	6,248	5,427	15.1
Operating profit	1,022	904	13.1
Division sales	**1991**	**1990**	**% chg**
Consumer	4,584	4,212	8.8
Pharmaceutical	3,795	3,303	14.9
Professional	4,068	3,717	9.4

CORPORATE PROFILE

Johnson & Johnson's consumer segment, which recorded a dramatic 17.8% jump in domestic sales in 1991, got its boost from Monistat 7, recently converting to over-the-counter, and segment mainstay Tylenol.

Monistat 7 vaginal yeast cream, which went OTC in March 1991, quickly rose to the top of its market, valued at $286.1 million retail. At midyear 1992, the antifungal product claimed a 57.1% share, well ahead of Schering-Plough Corp.'s Gyne-Lotrimin at 31.5%.

Monistat 7 and Gyne-Lotrimin, also a former prescription drug, dominate media spending in the category with 1991 outlays of $42.3 million and $32.9 million, respectively, according to LNA/Arbitron Multi-Media Service.

Tylenol, from McNeil Consumer Products, has built a marketing hegemony in the $2.3 billion analgesics category with a 33.6% share, including Extra Strength Tylenol, 20.8%; Tylenol Children, 7%; Tylenol PM and Regular Strength, both at 2.8%; and Mediprin, 0.2%, according to Towne-Oller & Associates.

Ad spending for all Tylenol brand products reached $148.3 million in 1991, up 10.4% from 1990, according to LNA, and accounted for 60% of all Johnson & Johnson media spending.

Johnson & Johnson Consumer Products rolled out a Winnie-the-Pooh line in the $300 million children's shampoo segment. The line includes Pooh's shampoo, Eeyore's conditioning detangler, Pooh's conditioning shampoo, Tigger's bath bubbles and Piglet's liquid bath.

Johnson & Johnson consolidated its estimated $20 million oral-care account in April, including Reach toothbrushes, Act fluoride rinse and Johnson & Johnson dental floss, at McCann-Erickson Worldwide, New York. Cadwell Davis Partners handled Act and Reach.

The Mylanta line, supported with $25.8 million in media, same as in 1990, retained the top share (20.6%) of the $762.7 million antacid market, according to Towne-Oller. Second to Mylanta, which

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Top 25 network TV advertisers

Rank	Advertiser	Network tv spending 1991	1990	% chg
1	General Motors Corp.	$527.8	$598.4	-11.8
2	Procter & Gamble Co.	515.7	559.9	-7.9
3	Philip Morris Cos.	389.5	402.2	-3.2
4	Johnson & Johnson	239.8	211.4	13.4
5	Kellogg Co.	236.6	301.3	-21.5
6	Ford Motor Co.	217.5	196.9	10.4
7	PepsiCo	204.6	193.4	5.8
8	Sears, Roebuck & Co.	187.9	253.8	-26.0
9	Chrysler Corp.	176.2	190.0	-7.3
10	Toyota Motor Corp.	173.7	170.9	1.6
11	American Home Products Corp.	173.3	150.5	15.1
12	AT&T Co.	172.0	244.9	-29.8
13	McDonald's Corp.	171.8	231.0	-25.6
14	Unilever NV	154.6	162.9	-5.1
15	General Mills	151.4	142.9	6.0
16	Anheuser-Busch Cos.	122.9	129.0	-4.7
17	Honda Motor Co.	117.0	119.0	-1.7
18	RJR Nabisco	112.7	133.6	-15.6
19	Nestle SA	109.0	146.0	-25.3
20	Eastman Kodak Co.	105.6	116.5	-9.4
21	Grand Metropolitan	103.3	183.1	-43.6
22	Bristol-Myers Squibb Co.	95.4	124.4	-23.3
23	Coca-Cola Co.	95.2	88.9	7.1
24	Walt Disney Co.	93.8	62.9	49.1
25	Warner-Lambert Co.	84.1	91.1	-7.7

Notes: Dollars are in millions. **Source:** LNA/Arbitron. See Page 72 for methodology.

is marketed by the Johnson & Johnson-Merck Consumer Pharmaceuticals Co. venture, was SmithKline Beecham's Tums at 15.1%.

Johnson spent $4.5 million in media for o.b. tampons, up 135.4%. The product held a 10.2% share of the $529.3 million tampon market, far from leader Tambrands (53.8% share). Johnson & Johnson's Carefree, Stayfree and Sure & Natural brands are third in the $761.3 million feminine napkin market with a 25% share. Kimberly-Clark Corp. leads at 32.8%, according to Towne-Oller. Media spending for Stayfree, the No. 3 brand at 14.5%, fell 32.6% to $11.5 million, but for Sure & Natural Maxishields jumped 420.2% to $7.1 million, with the addition of spending for Sure & Natural Ultra Thin Maxi, according to LNA.

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HEADQUARTERS

Johnson & Johnson/One Johnson & Johnson Plaza/New Brunswick, N.J. 08933/Phone: (908) 524-0400.

PERSONNEL, BRANDS, AGENCIES

JOHNSON & JOHNSON ADVANCED MATERIALS CO.: 317 George St./New Brunswick, N.J. 08903/Phone: (908) 524-1000. R.I. Munoz, exec vp. ST&L Associates, New Brunswick, N.J. Howard Rich, acct exec.

CORDIS & SHORTLIFF: 41 Pacella Park Dr./Randolph, Mass. 02368/Phone: (617) 961-2300. A.D. Stewart, vp-mktg; D.G. Williams, mgr-mktg comms. **Surgical equipment & supplies:** Chalfin, Kostopulos & Gilmore, Boston. Barry Chalfin, acct exec.

ETHICON INC.: U.S. Route 22/P.O. Box 151/Somerville, N.J. 08876/Phone: (908) 218-0707. R.P. Hickey, vp-mktg, suture/pharmacology prods; D.M. Clapper, vp-mktg, endoscopic/mechanical prods.

Suture, stapling and endoscopy products, adhesion prevention products: Kallir, Philips, Ross, New York. Gabor Osvath, sr vp, mgmt super for suture prods; Laura McElroy, vp-acct grp super, endo/mech prods; Simms & McIvor, Somerville, N.J. Gene Hollen, exec vp-acct svcs, adhesion prevention barrier prods.

JOHNSON & JOHNSON CONSUMER PRODS: Grandview Road/Skillman, N.J. 08558/Phone: (908) 874-1000. C.D. Simonds, company grp chmn-pres; P.S. Michaels, vp-mktg; J.J. Gallagher, vp-sales.

Johnson's Baby Lotion, Johnson's Baby Powder, Johnson's Baby Oil, Johnson's Baby Shampoo, Johnson's No More Tangles, Johnson's Baby Sunblock, Johnson's Baby Washcloths, Johnson's Diaper Rash Relief, Johnson's Bathtime Buddies featuring Pooh & Pals, Johnson's Clean & Clear, Shower to Shower, Band-Aid Brand Bandages, Purpose, Act Fluoride Rinse, Johnson & Johnson Dental Floss, Reach, K-Y Jelly. Lintas:New York, New York. Ned Russell, mgmt super; Eden Compton, acct super. Young & Rubicam, New York. Sean Healy, mgmt super; Steve Rosen, acct super. Earle Palmer Brown/Bergelt Litchfield, New York. Laurie Pastore, mgmt super; Andrew Pratt, acct exec. McCann-Erickson, New York. Mike Nelson, mgmt super; Bob Patton, acct super. FCB/Leber Katz Partners, New York. Colleen Gowl, grp mgmt dir; Dorian Roger, acct dir.

JOHNSON & JOHNSON MEDICAL: One Johnson & Johnson Plaza/New Brunswick, N.J. 08933/Phone: (908) 524-3000. W.A. Clarke, pres; J.R. Maly, sr vp, mktg-sales; H.A. McLeod, vp-sales; R.D. Belin, vp-mktg.

Surgical packs and gowns, custom trays, wound care prods, medical and surgical gloves, wearing apparel, disinfecting and sterilization prods, homeostasis prods: Pierce-David & Associates, Bill Pierce, pres.

MCNEIL CONSUMER PRODUCTS CO.: 7050 Camp Hill Road/Fort Washington, Pa. 19034/Phone: (215) 233-7000. J.T. Lenehan, pres.; B.D. Perkins, vp-mktg; S.J. Fanning, vp-sales; G.A. Clements, vp-prof sales-mktg; E.C. Watson, dir-pr; G.E. Griffiths, dir-sales promo/comms.

Adult Tylenol, Children's Tylenol, Tylenol PM, Tylenol Headache Plus, Tylenol Cough/Cold/Flu, Tylenol Sinus/Allergy Sinus, Children's Tylenol Cold. Saatchi & Saatchi Advertising, New York. R. Pounder, exec vp, mg dir.

Imodium AD, Lactaid: Lintas:New York, New York. Stone Roberts, coo.

PediaCare: Cadwell Davis Partners, New York. F. Cadwell, pres.

Sesame Street Vitamins: Susan Spindler Advertising, Weston, Conn. S. Spindler, pres.

Sine-Aid: Barrie Curtis Spies Creative Services, New York. B. Spies, pres.

Professional adv: Adult Tylenol, Children's Tylenol, Imodium A-D, PediaCare, PediaProfen, Tylenol Sinus: Kallir, Philips, Ross, New York. Karri Hale, sr vp-mgmt super.

Imodium AD, Lactaid: RWR Non-Prescription Advertising, New York. LeeAnne Pilson, sr vp, dir-client svcs.

Chanel: Klemtner Advertising, New York. Michael Trepiccho, exec vp-dir, client svcs.

Hispanic adv: Mendoza, Dillon & Asociados, Newport Beach, Calif. R. Howells, pres.

MCNEIL PHARMACEUTICAL: Welsh & McKean Road/Spring House, Pa. 19477/Phone: (215) 628-5000. M.D. Casey, pres.; T.L. Feldman, natl sales mgr; D. Massand, dir, hospital sales; T.L. Bishop, exec dir, prod mgmt; D.A. Wissner, exec dir-mktg svcs.

Tylenol acetaminophen with codeine, Tylox oxycodone HCl and acetaminophen, Pancrease pancrelipase, Accuprin/Accupril, Vascor bepridil hydrochloride: Botto, Roessner, Horne & Messinger, New York. R.J. Botto, pres.

Haldol haloperidol decanoate, Parafon Forte DSC chlorzoxazone, Myoscint incimaab pentetate: Kallir, Philips, Ross, New York. Norman Cooper, pres.

Talacetin talmetin sodium: Thomas G. Ferguson Associates, Parsippany, N.J. John F. Zweig, pres, coo.

ORTHO PHARMACEUTICAL CORP.: U.S. Route 202 South/P.O. Box 300/Raritan, N.J. 08869/Phone: (908) 218-6000. R.P. O'Neil, vp. Kallir, Philips, Ross, New York. Jim Linzer, vp-acct super.

ADVANCED CARE PRODS DIV: U.S. Route 202 South/P.O. Box 300/Raritan, N.J. 08869/Phone: (908) 524-0400. Peter Gonze, vp-prod mgmt, nonprescription pharmaceuticals; Jill Lesko, business unit dir, consumer diagnostics.

Monistat 7 vaginal antifungal products, Fact Plus and Advance home pregnancy test, Micatin antifungal products, Conceptrol contraceptives: McCann-Erickson Worldwide, New York. Jeanne Courtney, acct exec.

DERMATOLOGICAL DIV.: U.S. Rte. 202 South/P.O. Box 300/Raritan, N.J. 08869/Phone: (908) 218-6511. L.W. Riley, pres.

Professional dermatological products: Kallir, Philips, Ross, New York. Rod Mehling, exec vp-mg dir, informedia, media mktg.

ORTHO BIOTECH INC.: 700 U.S. Route 202 South/P.O. Box 300/Raritan, N.J. 08869/Phone: (908) 704-5000. Rich Zahn, vp-sales & mktg. **Orthoclone OKT-3:** Kallir, Philips, Ross, New York. Jim Linzer, vp-acct super. **Procrit:** Thomas G. Ferguson Associates, New Jersey. Maria Spellman, vp-acct super.

JOHNSON & JOHNSON ORTHOPAEDICS: 325 Paramount Drive/P.O. Box 350/Raynham, Mass. 02767-0350/Phone: (508) 880-8100. S.J. Czick, vp-sales mktg.

Surgical and non-surgical orthopaedic products: ARRCO Medical Advertising, Dedham, Mass. Jerry Reicher, acct exec.

PERSONAL PRODUCTS CO.: Van Liew Ave., Milltown, N.J. 08850/Phone: (908) 524-0500. P.N. Larson, chmn; G.M. Ostrov, pres; J. Rock, vp-mktg.

Stayfree: Saatchi & Saatchi Advertising, New York. Paula Forman, exec vp-exec mgmt dir.

o.b. Cadwell Davis Partners, New York. Eliot Glazer, coo.

Carefree, Sure & Natural: Young & Rubicam, New York. Dani Khoarovani, sr vp-mgmt super.

Serenity: Lintas:New York, New York. Ray Hilton, vp-acct super.

RANK: 61

S.C. Johnson & Son

Racine, Wis.
Ad spending: **$174.0** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	12,946	10,517	23.1
Sunday magazine	338	58	487.0
Newspaper	521	1,336	-61.0
Outdoor	375	670	-44.0
Network TV	51,553	54,165	-4.8
Spot TV	12,438	14,279	-12.9
Syndicated TV	7,997	6,558	21.9
Cable TV networks	2,752	2,705	1.7
Network radio	2,060	6	NA
Spot radio	2,111	2,435	-13.3
Measured media	93,090	92,728	0.4
Unmeasured	80,900	76,600	5.6
Total	173,990	169,328	2.8
By top brands	**1991**	**1990**	**% chg**
Glade air fresheners	31,266	19,688	58.8
Raid insecticides	15,979	14,902	7.2
Johnson's polishes & waxes	11,268	19,066	-40.9
Shout laundry prod	6,617	6,936	-4.6
Curel creams & lotions	5,950	1,621	267.0

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	3,300	3,000	10.0
Earnings	NA	NA	NA

CORPORATE PROFILE

S.C. Johnson & Son in 1991 abandoned efforts to divest its Personal Care Products Division and instead concentrated on promotional campaigns among its established household products, insecticide and personal-care lines.

Edge shaving gel remained one of the brighter performers. Backed by more than $5 million in media, market-leader Edge increased sales by 4% as it claimed a 27.5% share of the highly competitive shaving cream market, valued at nearly $175 million retail.

During the same period, Gillette Co.'s Foamy, fourth in the market at 14.3%, dropped 12.2% in sales, according to Nielsen Marketing Research.

Edge's companion version, Soft Sense Shave Gel for Women, posted a 55.5% sales increase in building an 8.2% share, almost all from promotional spending.

Johnson's Curel held on to a 4% share in the $488.6 million hand-and-body lotion market, aided by a quadrupling of its ad budget to $5.9 million; Soft Sense lotion posted a 2.9% share, though it got no measured ad support in 1991. Media spending was tracked by LNA/Arbitron Multi-Media Service.

In spring 1992, Johnson launched nationally Agree+, a shampoo and conditioner in what the company called a "revolutionary" environmentally friendly pouch. All 10 versions of Agree+, the first combination shampoo-and-conditioner extension of the Agree line, are packaged in collapsible plastic Enviro Pouch dispensers.

Johnson hopes its environmental approach will make up for ground lost to Procter & Gamble Co.'s runaway success, Pert Plus. Agree, with about 2% of the $1.1 billion shampoo category, received about $4 million in media, up from $1 million the previous year.

The Fisher-Price children's toiletries line got virtually no ad support. Industry executives say the company is undecided how to answer the competitive onslaught from Johnson & Johnson's introduction of the Winnie-the-Pooh line.

Cold weather, competitive retrenching and a voluntary product recall of all insect repellents containing the ingredient R-11 dampened sales for household insecticides and repellents during much of 1991. According to Kline & Co., the combined categories held steady at about $570 million in sales.

Johnson's Raid, which owns about one-third of household insecticide category, increased ad spending 7.3% in 1991 to $15.9 million, LNA noted. The company used local ad campaigns, like one featuring New York City cockroaches, to promote the line in selected areas.

Johnson backed its Off! Skintastic, a combination moisturizer and repellent, with more than $2.5 million. Along with Ticks Off!, a product marketed primarily in areas with Lyme disease concerns, Johnson commands more than half the $70 million category, followed by Miles' Cutter, with about 30%, according to consultant Julia Hodge of Kline & Co.

Ad spending for Johnson's Glade line of air fresheners jumped 63% to $31.3 million as the company worked to eke out additional market share in the fad-driven $225 million category. Glade's share rose 1 share point to 32%, according to Kidder, Peabody & Co., primarily on the strength of Glade Plug-Ins. Plug-Ins alone received more than $11.4 million in media support.

Johnson backed Pledge with $8.7 million. It modified a comparative ad claim for new Pledge liquid household cleaner that had implied Murphy's oil soap from Murphy-Phoenix Co. left a residue.

Using a spot originally created in Spain, Johnson in mid-1992 introduced Toilet Duck and Bathroom Duck household cleaners to the U.S.

HEADQUARTERS

S.C. Johnson & Son/1525 Howe St./Racine, Wis. 53403/Phone: (414) 631-2000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: JoAnne Brandes, dir-corp comms worldwide; Jane Hutterly, vp-environmental affairs worldwide. Worldwide Consumer Prods: W.D. Perez, exec vp-Consumer Prods, N. Amer.; W.D. George Jr., pres-coo; Dave May, vp-insect control bus; G. Montezemolo, vp-new mkts; L.L. Beebe, vp-sales; C. J. Goldthwaite, vp-personal prods; H. Fisk Johnson, vp-homecare.

Aveeno cleansing bar/bath lotion, Band-Aid prods, S-T-1 first aid line: Grant/Jacoby, Chicago. John Willie, vp-consumer packaged goods.

S.C. Johnson professional prods div: Grant/Jacoby, Chicago. Jim Head, sr exec vp, bus-to-bus grp.

Drixs, Curel, Bonine Plus, Edge, Favor, Fisher-Price children's toiletries, Future, Glade, Off!, Pledge, Raid, Shout, Soft Sense, Toilet/Bathroom Duck: Foote, Cone & Belding, Chicago. Paul Vernon, sr vp-grp acct dir.

Raisa, Agree: Foote, Cone & Belding, San Francisco. Richard Ward, sr vp-grp mgmt super.

RANK: 17

Kellogg Co.

Battle Creek, Mich.
Ad spending: **$577.7** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	4,951	8,497	-41.7
Sunday magazine	32	343	-90.6
Newspaper	151	233	-35.3
Outdoor	17	26	-35.4
Network TV	236,569	301,296	-21.5
Spot TV	71,440	44,609	60.1
Syndicated TV	58,390	45,354	28.7
Cable TV networks	9,535	3,570	167.1
Spot radio	206	468	-55.9
Measured media	381,291	404,394	-5.7
Unmeasured	196,400	173,300	13.3
Total	577,691	577,694	-0.0
By top brands	**1991**	**1990**	**% chg**
Kellogg cereals	290,729	333,113	-12.7
Kellogg pastries	24,843	28,244	-12.0
Eggo waffles & pancakes	21,007	15,775	33.2
Kellogg waffles	19,601	18,348	6.8
Kellogg snacks	15,938	1,445	NA
Mrs. Smith desserts	7,559	5,864	28.9

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	5,787	5,181	11.7
Earnings	606	503	20.5
U.S.	**1991**	**1990**	**% chg**
Sales	3,411	3,044	12.1
Net earnings	388	325	19.3

CORPORATE PROFILE

Kellogg Co. has marked a series of milestones in the past 12 months—amounting to a new corporate look for the world's largest cereal company.

After watching its U.S. market share decline for three consecutive years, Kellogg stopped the free fall with added marketing spending and a more focused and conservative new-products program.

Its arsenal included heavy promotional tools, especially price-oriented ones like couponing and free standing inserts, which have been a critical part of the market share battle between Kellogg and General Mills.

Media spending in general dropped, although not on core brands. Corn Flakes spending was up 11.5% to $30.8 million, Raisin Bran was up a whopping 57% to $23.8 million and Froot Loops grew 24.6% to $13.7 million. The flip side was cutting spending to the bone for newer or smaller products like Kenmei rice bran, Mueslix and Oatbake.

That tactic seemed to pay off in an apparent slowdown in private-label cereal sales—most of which directly targets Kellogg's core brands. For the first five months of 1992, private-label products claimed an 8.1% pound share of the market, down slightly from last year. Private label's share four years ago was only 4.3%.

Obviously confident it had figured out a way to deal with the private-label threat, Kellogg boosted cereal prices in May by 1% to 5%. Others rapidly followed.

Kellogg reached a 37.4% pound share of the $8 billion ready-to-eat cereal category in 1991—a share maintained through mid-1992, although some weekly sales reports have it approaching the 41.4% high of 1988. Analysts expect the company to gain at least 1 share point when 1992 is done.

Unlike its string of disappointments in 1989 and 1990, Kellogg's recent new-product offerings, though less risky than the cholesterol-fighting Heartwise/Fiberwise, have reaped immediate rewards. The company claimed leadership in the granola cereal segment with Low-Fat Granola and was pleased with initial sales of Frosted Bran. Both rolled out in early 1992. Two 1991 offerings, Double Dip Crunch and Cinnamon Mini Buns, chalked up respectable market shares of 0.7% each.

Kellogg is now poised to refocus on global expansion. Last year, for the first time, Kellogg's overseas sales volume exceeded its U.S. sales volume, 53% to 47%. Kellogg reorganized its management along global lines, breaking out Kellogg North America and Kellogg USA as distinct entities, headed by corporate Exec VP Gary Costley.

HEADQUARTERS

Kellogg Co./One Kellogg Square/P.O. Box 3599/Battle Creek, Mich. 49016/Phone: (616) 961-2000.

PERSONNEL, BRANDS, AGENCIES

KELLOGG USA: One Kellogg Square/Battle Creek, Mich. 49016/Phone: (616) 961-2000. Gary Costley, corp exec vp-pres; C.M. Gutierrez, corp vp/exec vp-sales & mktg; J.R. Aubuchon, exec vp; C.A. Clark, vp/sr vp-nutrition & mktg svcs; S.W. Richards, sr vp-natl sales mgr; A.K. Hughson, vp-mktg; J.D. Wilson, vp-new prods/convenience foods.

All-Bran, Apple Jacks, Apple Raisin Crisp, Assortment Packs, Bran Buds, Cinnamon Mini Buns, Cocoa Krispies, Common Sense Oat Bran, Corn Flakes, Corn Pops, Cracklin' Oat Bran, Crispix, Double Dip Crunch, Fiberwise, Froot Loops, Frosted Flakes, Frosted Krispies, Frosted Mini-Wheats, Fruity Marshmallow Krispies, Just Right, Kenmei Rice Bran, Low-Fat Granola, Nut & Honey Crunch, Nutri-Grain cereal bars, Oat-bake, Pop-Tarts, Product 19, Raisin Bran, Rice Krispies, Shredded Wheat Squares, Smacks, Special K: Leo Burnett USA, Chicago. James Jenness, exec vp-acct dir.

Complete Bran Flakes, Frosted Bran, Fruitful Bran, Muesli, Nutri-Grain cereals: J. Walter Thompson USA, Chicago. George Lange, sr vp.

Block consumer adv: Vince Cullers Advertising, Chicago. Vince Cullers, pres.

MRS. SMITH'S FROZEN FOODS CO.: South & Smith Charlotte Sts./P.O. Box 298/Pottstown, Pa. 19464/Phone: (215) 326-2600. J.J. Feeney, chmn-ceo; J.S. MacDonald, vp-genl sales mgr; K. Harlan, vp-mktg.

Eggo waffles, Mrs. Smith's frozen pastries: Leo Burnett USA, Chicago. James Jenness, exec vp-acct dir.

RANK: 98

Kimberly-Clark Corp.

Irving, Texas

Ad spending: **$107.7** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	19,634	22,253	-11.8
Sunday magazine	46	0	NA
Newspaper	1,141	809	41.0
Outdoor	101	17	485.5
Network TV	51,152	43,681	17.1
Spot TV	9,865	10,539	-6.4
Syndicated TV	2,928	4,056	-27.8
Cable TV networks	169	183	-8.0
Network radio	160	608	-73.8
Spot radio	230	502	-54.1
Measured media	85,426	82,648	3.4
Unmeasured	22,300	21,500	3.7
Total	107,726	104,148	3.4
By top brands	**1991**	**1990**	**% chg**
Kleenex Huggies diapers	47,300	40,691	16.2
Kotex feminine protection	12,224	12,979	-5.8
Depend bladder-control	10,280	10,044	2.4
Kleenex tissues	6,839	5,710	19.8

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	6,777	6,407	5.8
Earnings	508	432	17.6

CORPORATE PROFILE

Diapers are king and for good reason at Kimberly-Clark Corp., whose overall revenue growth in 1991 largely tracked the sales performance of its dominant product, the Huggies diaper line.

A boost of 5.7% in Huggies worldwide manufacturers' sales of $4.07 billion, however, couldn't improve its share in a U.S. market where the only share growth is in the private-label end. By mid-May 1992, Huggies' U.S. share had dropped to 30.1% from 32.4% a year earlier, according to Nielsen Marketing Research.

The mature U.S. market for diapers and other major Kimberly-Clark product lines like toilet paper, facial tissue and feminine pads is causing the company to look abroad for growth, much like its main competitor, Procter & Gamble Co. About 80% of Kimberly-Clark sales come from North America.

As expected, the company's disposable diapers and briefs for incontinent adults dominated media spending in 1991, claiming 68% of the total with a collective $57.8 million from Huggies baby diapers ($28.1 million), Huggies Pull-Ups training pants ($19.2 million) and Depends briefs for adults ($10.3 million), according to LNA/Arbitron Multi-Media Service.

New-product rollouts affected those expenditures. Huggies Pull-Ups and Kotex ultrathin feminine pads achieved national distribution last year, while Kleenex premium bathroom tissue, Huggies baby wipes and Huggies Baby Steps diapers (a line improvement designed for stages of a baby's development) reached expanded markets.

In 1992, Baby Steps became fully national in the first quarter. In June, Huggies UltraTrim diapers, 50% thinner and offering the absorbency of diapers twice as thick, were moved into the Pacific Northwest.

Regular Huggies diapers ad spending dropped in '91 by about 8% as these distribution changes were under way. Pull-Ups got 88% more media dollars, and Huggies Baby Wipes claimed $2.37 million, up from $743,800.

The Kotex line, including feminine pads and tampons, drew $1.76 billion in manufacturers' sales worldwide, up 3.5%, according to the company. Kotex brand feminine pads got $6.4 million, up 37%, according to LNA/Arbitron Multi-Media Service.

Spending for the new Kleenex premium bathroom tissue rose 54% to $2.8 million. Kleenex Ultra, a lotioned facial tissue that has yet to roll national, received $1.7 million. Kimberly-Clark's bathroom tissue business was particularly troubled by competitive pricing as manufacturers' sales dropped 5.7% to $2.5 billion even though product volume increased 3%.

Kimberly-Clark claims 35% of the U.S. market for feminine pads, 45% of the incontinence care market and 45% of the facial tissue market. Huggies is the No. 1 brand in disposable diapers. Rival P&G holds about a 50% share with its two brands, Pampers and Luvs.

HEADQUARTERS

Kimberly-Clark Corp./World Headquarters/Box 619100/DFW Airport Station/Dallas, Texas 75261-9100/Phone: (214) 830-1200.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Richard F. Auchter, grp pres-infant/child care; Paul S. Geisler, grp pres-feminine/adult care; Dudley Lehman, pres-infant care sector; Steven R. Kalmanson, pres-child care sector; Ronald R. Zwisler, pres-adult care sector; Kathi P. Seifert, pres-feminine care sector; David R. Murray, pres-svc and ind sector; John S. Metz, pres-professional healthcare sector; Jim McCauley, acting pres-nonwoven sector

Roy Plaut Jr., pres-specialty prods; Sean T. Erwin, pres-tech paper; Terry E. Kinnamon, pres-Neenah paper; Benjamin H. Knight, pres-U.S. pulp/newsprint.

CONSUMER PRODUCTS: 2100 Winchester/Neenah, Wis. 54956/Phone: (414) 721-2000.

Depends incontinence prods: Campbell-Mithun-Esty, Minneapolis. Beth Miller, sr vp-mgmt super.

Kleenex, Kleenex Premium, Softique facial tissues, bath tissues: Foote, Cone & Belding, Chicago. Dan Fox, exec vp-grp acct dir; Terry Peigh, vp-mgmt dir and worldwide acct dir; Pam Smith, vp-acct dir.

Huggies, Pull-Ups: Ogilvy & Mather, New York. David Mechlin, sr vp-worldwide client svcs dir; Don Blashford, vp-mgmt super.

Kotex, Lightdays, New Freedom feminine prods: Ogilvy & Mather, New York. Cynthia Round, sr vp-exec grp dir; Lorrie Idems, vp-mgmt super.

RANK: 21

Kmart Corp.

Troy, Mich.

Ad spending: **$527.2** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	27,478	55,343	-50.3
Sunday magazine	6,864	6,566	4.5
Newspaper	39,332	80,712	-51.3
Outdoor	231	60	282.6
Network TV	54,458	42,185	29.1
Spot TV	29,555	24,341	21.4
Syndicated TV	6,186	2,505	146.9
Cable TV networks	3,980	3,185	25.2
Network radio	11,014	10,970	0.4
Spot radio	10,676	5,292	101.7
Measured media	189,782	231,159	-17.9
Unmeasured	337,400	332,600	1.4
Total	527,182	563,759	-6.5
By top brands	**1991**	**1990**	**% chg**
Kmart misc. mdse	85,826	85,878	-0.1
Kmart	26,528	42,498	-37.6
Kmart apparel	21,249	22,058	-3.7
Kmart sport, toy, hobby	11,144	22,819	-51.2
Builders Square	10,332	21,651	-52.3
Kmart automotive	8,992	12,670	-29.0
Payless drug stores	7,386	5,995	23.2

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	34,580	32,070	7.8
Earnings	859	756	13.6
U.S.	**1991**	**1990**	**% chg**
Sales	33,520	30,971	8.2
Operating income	1,612	1,422	13.4
Division sales	**1991**	**1990**	**% chg**
General mdse	25,548	24,891	2.6
Specialty retail	9,032	7,179	25.8

CORPORATE PROFILE

Kmart, one of the few mass retailers to record a strong performance in the past year, has stepped up its promotional and in-store media activities at the expense of media advertising.

The marketing mix seems to be working. In first half 1992, Kmart showed an 8.5% increase in sales to $17.1 billion, with same-store sales up 3.3% over the prior-year period.

Kmart, which cut media spending 17.9% in 1991, premiered a satellite-driven, in-store radio network last June that offers music, news, commercials and promotions.

Kmart in 1991 built its cross-promotions arsenal to include CBS, Walt Disney Co., Eastman Kodak Co., Chrysler Corp., Coca-Cola Co. and Burger King Corp. Some of these tie-ins helped Kmart survive a dismal 1991 holiday season for many retailers by generating a 4% growth in same-store sales in December.

The retailer continued its foray into food sales, expanding Super Center operations. The 150,000-square-foot Kmart Super Center in Medina, Ohio, is expected to be joined by two more stores by the end of 1992.

Specialty retail outlets continue to be a boon for Kmart, generating more than $9 billion in sales last year, up 25.8%, and $245 million in operating income, up 48.4%. Builders Square, up 8.4% in sales to $2 billion, launched a high-profile national ad campaign starring comedian Tim Allen from TV's "Home Improvement."

HEADQUARTERS

Kmart Corp./3100 W. Big Beaver Road/Troy, Mich. 48084/Phone: (313) 643-1000.

PERSONNEL, BRANDS, AGENCIES

KMART STORES: 3100 W. Big Beaver Road/Troy, Mich. 48084/Phone: (313) 643-1000. Michael Wellman, vp-mktg; Gerald Habeck, vp-adv.

Kmart stores: Ross Roy, Bloomfield Hills, Mich. Peter Vetowich, exec vp-dir, retail operations.

Black consumer adv: Burrell Advertising, Chicago. Charles Curry, pres-coo.

Hispanic consumer adv: Castor Adv. Corp, New York. Rosemary Fiallos, acct exec.

WALDENBOOKS CO.: 201 High Ridge Road/Stamford, Conn. 06905; P.O. Box 10218/Stamford, Conn. 06904/Phone: (203) 352-2000. Steven Morvay, vp-mktg.

Waldenbooks stores: In-house.

Record Bank Shops: Grace & Rothschild, New York. Gordon "Chip" Sleeper, exec vp.

Preferred Reader: Stromberg-Conners Communications, Rye Brook, N.Y. Hank Stromberg, pres.

BUILDERS SQUARE: 9725 Datapoint/San Antonio, Texas 78229/Phone: (512) 616-8000. Frederick Meiser, sr vp-mktg.

Builders Square stores: Ross Roy, Bloomfield Hills, Mich. Peter Vetowich, exec vp-dir, retail

THE SPORTS AUTHORITY: 3383 N. State Road/Fort Lauderdale, Fla. 33319/Phone: (305) 735-1701. William Lehrburger, dir-mktg/adv.

The Sports Authority stores: Ross Roy, Bloomfield Hills, Mich., Peter Vetowich, exec vp-dir, retail operations.

PAY LESS DRUGSTORES NORTHWEST: 9275 S.W. Peyton Lane/Wilsonville, Ore. 97070/Phone: (503) 682-4100. Vince Osborne, vp-mktg.

Pay Less Drug Stores: J. Walter Thompson USA, Detroit. Cliff Campeau, vp-mgmt super.

PACE MEMBERSHIP WAREHOUSE: 5680 Greenwood Plaza Blvd./Englewood, Colo. 80111/ Phone: (303) 843-8000. Brad Gordon, exec vp-sales.

PACE Warehouse stores: In-house. **Media buying:** Reich Communications, Aurora, Colo. Christa Reich, pres.

OFFICEMAX: 1545 Golden Gate Plaza/Mayfield Hts., Ohio 44124/Phone: (216) 446-0200. George Seitzinger, dir-mktg and sales promo.

OfficeMax: Ross Roy, Bloomfield Hills, Mich. Peter Vetowich, exec vp-dir, retail operations.

RANK: 78

Levi Strauss & Co.

San Francisco

Ad spending: **$129.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	6,985	8,389	-16.7
Sunday magazine	0	5	NA
Newspaper	0	32	NA
Outdoor	2,576	89	NA
Network TV	16,678	22,019	-24.3
Spot TV	3,060	10,472	-70.8
Syndicated TV	11,745	12,200	-3.7
Cable TV networks	12,476	12,672	-1.5
Spot radio	286	184	55.2
Measured media	53,806	66,060	-18.5
Unmeasured	75,600	92,800	-18.5
Total	129,406	158,860	-18.5
By top brands	**1991**	**1990**	**% chg**
Levi's sportswear	42,627	60,096	-29.1
Dockers sportswear	10,811	2,378	354.7

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	4,900	4,250	15.3
Earnings	348	251	38.6
U.S.	**1991**	**1990**	**% chg**
Sales	2,982	NA	NA

CORPORATE PROFILE

The dark economic cloud of 1991 had a bright blue lining for jeans marketers, including Levi Strauss & Co.

Last year marked the first time in five years that the closely held denim giant had growth from its core jeans business.

Executives attribute growth in the stagnant denim arena to cautious consumers turning from trendy togs to time-proven wardrobe staples.

Levi's last year remained the No. 1 brand in the jeans market, with a 19% unit market share, same as 1990. VF Corp. boosted its market share slightly in the same period, to a combined 25.6% share for its Wrangler and Lee brands.

To capitalize on the back-to-basics mood, Levi this summer started a new $25 million ad campaign for 550 and 560 loose-fitting jeans.

The aim is to sell the new styles to both fashion followers now buying jeans from The Gap, and men over 25 who've outgrown Levi's slim-cut 501 model.

The campaign represents an increase of 48.7% in Levi's media spending for 1991.

The company total media spending in 1992 should come close to $80 million. The "loose jeans" campaign is bringing Levi's back to network TV where it is using the theme, "A loose interpretation of the original."

The marketing effort for 550 and 560 jeans is overseen by Steve Goldstein, who in February moved to consumer marketing director in the men's jeans division. Previously, Mr. Goldstein introduced the same 25-to-49-year-old population segment to Dockers.

Levi's this summer also broke a new $20 million 501 effort themed "Got to be real." Directed by Leslie Dektor, the TV spots harken back to Levi's "501 Blues" campaigns of the late '80s.

Levi's began charting a new course for Dockers in 1992, dropping the stream-of-consciousness campaign of the past five years for a color-driven TV and print effort themed "Nobody does color like Dockers."

The $800 million Dockers brand this fall will get a push from Johnston & Murphy Co., which is supporting its line of licensed Dockers shoes with a national print campaign from Griffin Bacal, New York.

HEADQUARTERS

Levi Strauss & Co./Levi's Plaza/1155 Battery St./San Francisco, Calif. 94111/Phone: (415) 544-6000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: David Schmidt, vp-mktg; Linda Aletto, dir-consumer mktg; Robert Hanson, consumer mktg dir-men's wear; Julie Palley, consumer mktg dir-youthwear; Steve Goldstein, consumer mktg dir-men's jeans; Jim Chriss, vp-mktg and sales-women's wear; Jim McCarty, consumer mktg dir-Brittania Sportswear.

Corporate adv, Levi's, Dockers, Brittania: Foote, Cone & Belding, San Francisco. Jack Rooney, sr vp-grp mgmt super.

Hispanic adv: Mendoza, Dillon & Asociados, Newport Beach, Calif. Randy Ransom, vp.

RANK: 79

Loews Corp.

New York

Ad spending: **$129.0** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	26,473	34,536	-23.3
Sunday magazine	2,160	14,787	-85.4
Newspaper	1,498	4,676	-68.0
Outdoor	34,997	39,032	-10.3
Network TV	0	35	NA
Spot TV	22	19	13.2
Cable TV networks	0	258	NA
Network radio	6,767	10,579	-36.0
Spot radio	35	50	-29.7
Measured media	71,951	103,981	-30.8
Unmeasured	57,000	82,400	-30.8
Total	128,951	186,381	-30.8

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By top brands	1991	1990	% chg
Newport cigarettes	43,602	52,390	-20.2
Kent cigarettes	14,221	9,991	42.3

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	13,620	12,637	7.8
Earnings	904	805	12.4
Division sales	**1991**	**1990**	**% chg**
Property, casualty insurance	8,479	7,517	12.8
Life insurance	2,632	2,425	8.6
Cigarettes	2,010	1,891	6.2
Hotels	201	240	-16.3
Watches, timing devices	164	182	-9.7
Shipping	11	125	-91.0

CORPORATE PROFILE

Loews Corp.'s Lorillard division spent $59 million in media to support its cigarette lines in 1991, a 31.4% drop that reversed its year-earlier media strategy and couldn't protect its market share.

Lorillard, the fourth-largest tobacco marketer in the U.S., dropped 7% in volume sales, a decline that cost it 0.3 share point in the tobacco market, according to John C. Maxwell Jr., an analyst with Wheat, First Securities.

The cigarette operation is increasingly dependent on full-price Newport, which dropped 1% by volume; in 1991, it accounted for 65% of Lorillard's sales, up 4 percentage points from a year earlier.

Newport's share of market was 4.7%, flat for the third consecutive year, as media support dipped 18% from 1990 levels.

Kent got a 30% boost in media spending but still ended the year down 16.9% by volume at a 1.6% share. Lorillard continued Kent's "Portraits of Pleasure" campaign, which was implemented following a redesign of all Kent packaging in 1990.

Ad support for the value-price Heritage brand plummeted 98% in 1991 to only $167,600, according to LNA/Arbitron Multi-Media Service.

The company moved Style out of test and onto the national stage with a $5.2 million budget and test-marketed Old Gold Filter. Both are value-price brands.

Loews' Bulova Co. upped its ad spending 4%, although support is minor compared to that drawn by its tobacco lines.

HEADQUARTERS

Loews Corp./667 Madison Ave./New York, N.Y. 10021-8087/Phone: (212) 545-2000.

PERSONNEL, BRANDS, AGENCIES

LORILLARD: One Park Ave./New York, N.Y. 10016/Phone: (212) 545-3000. M.L. Orlowsky, sr vp-adv/brand mgmt; G.R. Telford, vp-adv/brand mgmt; L.M. Giordano, media dir; R.G. Ryan, sales promo dir.

Newport, new products: Ally & Gargano, New York. Ed Ricci, exec vp.

Kent, Kent III, Kent Golden Lights, new products: Avrett, Free & Ginsberg, New York. Tom James, exec vp.

True, new products: Saatchi & Saatchi Advertising, New York. John Kaiser, exec vp.

LOEWS HOTELS: 667 Madison Ave./New York, N.Y. 10021/Phone: (212) 545-2000. Charlotte St. Martin, exec vp-operations/mktg; Christopher Rockett, pres-CLAS Intl; Marian Succoso, vp-adv.

Arias & Sarraille, Palo Alto, Calif. Lorilee Torrey, media dir.

CNA FINANCIAL CORP.: CNA Plaza/Chicago, Ill. 60685/Phone: (312) 822-5000. Peter P. Conway, sr vp-mktg; Himanshu Patel, asst vp-mktg support; Susan Stockton, adv mgr.

Frank C. Nahser Inc., Chicago. Tom Perlitz, sr vp; Terry Cross, vp-acct super; Wanda Zygmuntowicz, acct super.

BULOVA WATCH CO.: One Bulova Ave./Woodside, N.Y. 11377/Phone: (718) 204-3300. Philip Shaw, vp-mktg.

Weiss, Whitten Inc., New York. Jane Gundell, mgmt dir.

RANK: 34

R.H. Macy & Co.

New York

Ad spending: **$289.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	3,719	2,907	28.0
Sunday magazine	1,029	787	30.8
Newspaper	139,175	160,052	-13.0
Outdoor	295	130	127.5
Spot TV	44,417	13,451	230.2
Spot radio	89	178	-50.3
Measured media	188,723	177,503	6.3
Unmeasured	100,700	94,700	6.3
Total	289,423	272,203	6.3
By top brands	**1991**	**1990**	**% chg**
Macy's household	47,993	50,084	-4.2
Macy's misc. mdse	44,441	39,686	12.0
Macy's apparel	39,246	36,520	7.5
Bullock's apparel	11,864	7,573	56.7
Macy's jewelry	9,374	10,163	-7.8
I. Magnin & Co. apparel	7,939	9,050	-12.3
Bullocks	6,963	4,339	60.5
Macy's drugs & toiletries	6,361	8,398	-24.2
Bullock's household products	5,027	4,056	23.9

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	6,782	7,267	-7.0
Earnings	(150)	(147)	NA

CORPORATE PROFILE

When R.H. Macy & Co. began to splash "The magic of Macy's . . . we're a part of your life" ad campaign on spot TV in the spring of 1991, it came amid a rosy corporate prediction of a sales bonanza covering the next five years.

A modest sales growth in a tough year for retailers would have been magic, indeed. It didn't happen at Macy's. By yearend creditors were knocking on the door, and the company filed for bankruptcy protection in January. At the time of the filing, the venerable retailer had assets of $4.95 billion and liabilities of $5.32 billion.

Several days after the filing, Macy had a fiscal second-quarter loss of $671.6 million on sales of $2.1 billion, down 4.5%, for the period ended Feb. 1. Samestore sales declined 3.4% from the prior-year period. The huge loss included $606 million in one-time charges, about 35% of that related to consolidating its three divisions into two.

Macy's still spent heavily in 1991. It boosted spot TV to $44.4 million from $13.5 million. Newspaper spending remained heavy at $139 million, though down 13% from the prior year.

The bankruptcy left Macy's owing millions to newspapers and TV stations, and even its then-agency, Lintas:New York. Since Macy's handles its own media buying, Lintas escaped relatively unscathed by comparison. Now all work is done in-house.

Macy's reorganization plan eliminated the South division in Atlanta, leaving the West and East divisions. Macy's stores in Texas and its Bullock's chain will be administered by the West. All else will be under the East's supervision. The consolidation is expected to save the company $97 million a year. Macy's will close five I. Magnin outlets, and open two.

Other closings include all 34 of the Fantasies by Morgan Taylor lingerie outlets, 15 of 35 Charter Club women's apparel stores, three of 37 Aeropostale specialty clothing stores. Five new Aeropostales are planned for the Northeast.

Edward Finkelstein, who had engineered the $3.7 billion leverage buyout of Macy's in 1986, resigned as chairman-ceo this spring. He was succeeded by Myron E. Ullman III and Mark S. Handler. They share the titles.

HEADQUARTERS

R.H. Macy & Co./151 W. 34th St./New York, N.Y. 10001/Phone: (212) 695-4400.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Mark S. Handler, co-chmn and co-ceo; Myron E. Ullman III, co-chmn and co-ceo; Howard Adler, sr vp-sales promo/mktg; Audrey Nizen, vp-adv; Arthur E. Reiner, chmn-ceo, Macy's East; Burnett W. Donoho, vice chmn, Macy's East; Daniel Finkelstein, chmn, Macy's West; Rosemarie Bravo, chmn, I. Magnin & Co.; Donald Eugene, pres, I. Magnin & Co.

Macy's East: In-house. Steven Kornajcik and Joseph Garbarino, sr vps-sales promo; Nan Cooper, Robin Hall, adv vps.

Macy's West: In-house. Greg Hribar, sr vp-sales promo.

RANK: 69

Marriott Corp.

Washington

Ad spending: **$139.7** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	4,281	8,659	-50.6
Sunday magazine	471	224	110.4
Newspaper	20,279	16,220	25.0
Outdoor	1,082	1,442	-25.0
Spot TV	10,094	10,186	-0.9
Cable TV networks	2,955	1,458	102.7
Network radio	3,594	5,987	-40.0
Spot radio	6,175	7,012	-11.9
Measured media	48,911	51,186	-4.5
Unmeasured	90,800	88,400	2.7
Total	139,711	139,586	0.1
By top brands	**1991**	**1990**	**% chg**
Marriott hotels	25,499	27,644	-7.8
Courtyard hotels	7,729	7,096	8.9
Bob's Big Boy restaurants	5,651	6,969	-18.8

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	8,331	7,846	6.0
Earnings	82	47	74.5
Division sales	1991	1990	% chg
Lodging	4,379	3,942	11.1
Contract services	3,952	3,704	6.7

CORPORATE PROFILE

Despite one of the worst years ever for the hotel industry, Marriott Corp. maintained its occupancy rate, revenues and profits with only minimal cuts to its ad budgets in 1991.

Marriott spending in media declined 4.5% to $48.9 million. Hotels claimed $36.7 million of that, according to LNA/Arbitron Multi-Media Service. Restaurants, which the company is in the process of divesting, got the rest, mostly in spot TV.

Like much of the hotel industry, Marriott brands used advertised discounts to lure recession-weary travelers to its abundant supply of empty rooms in 1991.

The company's units are Marriott Hotels, Resorts & Suites, its full-service luxury chain; Courtyard, a moderately priced chain; Residence Inn, an extended-stay business hotel; and Fairfield Inn, an upper-end economy hotel.

Overall occupancy for Marriott ran from the lower to upper 70% range in 1991. By comparision, average occupancy rates for the hotel industry fell to 60.8% in 1991, the lowest in 20 years.

HEADQUARTERS

Marriott Corp./One Marriott Drive/Washington, D.C. 20058/10400 Fernwood Road/Bethesda, Md. 20817/Phone: (301) 380-9000.

PERSONNEL, BRANDS, AGENCIES

LODGING OPERATIONS: One Marriott Drive/Washington, D.C. 20058;10400 Fernwood Road/Bethesda, Md. 20817/Phone: (301) 380-9000. Stephen P. Weiss, sr vp-sales & mktg, hotels/resorts/suites; Jacqueline Hurley, dir-natl adv/field mktg, hotels/resorts/suites; Craig Lambert, vp-mktg Courtyard and Fairfield Inn div; John Greenleaf, mktg dir-Courtyard; Steve Biggerstaff, mktg dir-Fairfield Inn; Rufus Schriber, vp-mktg & sales Residence Inn.

Marriott hotels, resorts, suites: FCB/Leber Katz Partners, New York. Dorian Rogers, acct exec.

Residence Inn: Martin Agency, Richmond, Va. Dan Bartges, vp-acct super.

Courtyard: Scali, McCabe, Sloves, New York. John Bowen, acct exec.

Fairfield Inn: Elsner & Associates, Baltimore. Peter Gladstone, vp-acct super.

RESTAURANT OPERATIONS: One Marriott Drive/Washington, D.C. 20058/Phone: (301) 380-9000. Jack McCarthy, sr vp; Jon Jameson, vp-mktg.

Morey & Waddell, Indianapolis. Cheryl Bohn, acct exec.

RANK: 38

Mars Inc.

McLean, Va.

Ad spending: **$253.9** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	12,315	3,532	248.6
Newspaper	997	837	19.1
Outdoor	239	272	-12.2
Network TV	37,281	69,726	-46.5
Spot TV	30,377	39,002	-22.1
Syndicated TV	27,368	23,006	19.0
Cable TV networks	16,590	10,400	59.5
Network radio	1,704	657	159.5
Spot radio	1,373	1,386	-0.9
Measured media	128,245	148,818	-13.8
Unmeasured	125,700	123,600	1.7
Total	253,945	272,418	-6.8
By top brands	**1991**	**1990**	**% chg**
Uncle Ben's rice	18,103	13,140	37.8
M&Ms candies	16,162	14,017	15.5
PB Max candy bar	13,300	12,146	9.5
Snickers candy bar	12,076	8,939	35.1
Combos snacks	8,279	6,787	22.0
Milky Way	7,648	5,880	26.7
Twix	6,296	9,207	-31.6
Expert dry dog & cat food	6,043	0	NA
Starburst	5,314	5,067	4.9
Skittles	5,271	11,122	-52.6

CORPORATE PROFILE

M&M/Mars has been on a mission to reclaim its lead in the U.S. candy galaxy and with an array of new products is closing in on leader Hershey Chocolate U.S.A.

The unit of Mars Inc. had sales of $1.5 billion for the year ending March 31, 1992, up 4.5% from the prior-year period, according to Nielsen Marketing Research. Hershey had sales of $1.6 billion for the period, down 1.9%. Those shifts leave Hershey with a 26.6% share of the $6.2 billion U.S. candy market while M&M/Mars has a 24.5% share.

The strong growth at M&M/Mars was abetted by excellent sales of its new peanut butter-filled M&M's; the product claimed about half the year-to-year jump in revenues.

In April, M&M/Mars introduced on the West Coast Milky Way II, with 25% fewer calories, the first reduced-calorie, reduced-fat chocolate bar in its stable. The company took almost six years to develop the product and get it to match the taste of its regular Milky Way bar. Milky Way II will arrive on the East Coast this fall.

After tests in 1991, M&M's almond chocolate candies and Dove milk chocolate and dark chocolate bars rolled out nationally in 1992. M&M/Mars also introduced in 1992 Kudos Pan Squares home-style snacks aimed at the breakfast market.

M&M/Mars spent an estimated $85 million in media last year, down 19%, according to LNA/Arbitron Multi-Media Service. Brands that received major support were M&M's chocolate candies, PB Max and Snickers bars, and Combos snacks.

Spending on M&M's rose 19.4% to $16 million, reflecting the addition of the peanut butter-filled variety to the line.

Mars Inc. was an official worldwide sponsor of the 1992 Summer Olympics. All its divisions—M&M/Mars, Kal Kan, Uncle Ben's and Dove—participated. The company spent more than $200 million on Olympic advertising and promotions.

Mars' Dove International is the No. 1 player in the frozen novelties category. The Kal Kan Foods division moved into the No. 3 spot in the pet food market, valued at $4.7 billion retail. Kal Kan increased its share to 12.9% for the year ended Feb. 22, 1992, up from 12.4%, according to Nielsen.

Kal Kan cut ad spending by 37% in 1991, to $18.7 million.

HEADQUARTERS

Mars Inc./6885 Elm St./ McLean, Va. 22101/ Phone: (703) 821-4900.

PERSONNEL, BRANDS, AGENCIES

M&M/MARS DIV: High Street/ Hackettstown, N.J./ 07840/Phone: (908) 852-1000. Mary Anne Donovan, vp-franchise; Terence Stephens, sr vp-sales.

M&M's, Snickers, 3 Musketeers, Kudos, Milkyways, PB Max, Starburst, new products: Backer Spielvogel Bates Worldwide, New York. Jerrold Gottlieb, exec vp-acct mgmt.

Combos, Combos, Mars Milky Way Bar, Mars Almond Bar, Skittles, Twix: D'Arcy Masius Benton & Bowles, St. Louis. David Gulick, exec vp-acct mgmt.

Dove chocolate bars: Grey Advertising, New York. Warren Fisher, sr vp.

KAL KAN FOODS: 3250 E. 44th St./ Vernon, Calif. 90058/Phone: (212) 587-2727. Vrej Kolandjian, vp-franchise.

Pedigree dog food, Whiskas cat food, new products: Backer Spielvogel Bates Worldwide. Bob Koslowicz, vp-sales.

Whiskas cat food: D'Arcy Masius Benton & Bowles, Los Angeles. Clive Pinder, vp-acct super.

UNCLE BEN'S INC.: 5721 Harvey Wilson Dr./Houston, Texas 77020/Phone: (713) 674-9484. Michael Owen, franchise dir.

Branded white rices, branded prepared rices, Uncle Ben's Cookin' Sauces, new products: Backer Spielvogel Bates Worldwide, New York. Alice Uniman, sr vp-mgmt rep.

DOVE INTERNATIONAL: 660 W. 79th St./ Burr Ridge, Ill. 60521/Phone: (708) 850-9898. William Del Chiaro, vp-franchise.

Dove ice cream bars, Dove bite-size ice cream snacks: Grey Advertising, New York. Warren Fisher, sr vp.

Milky Way ice cream bars/soft shakes: D'Arcy Masius Benton & Bowles, New York. David Gulick, exec vp-acct mgmt.

Snickers ice cream bars, 3 Musketeers ice cream bars: Backer Spielvogel Bates Worldwide, New York. Jerrold Gottlieb, exec vp-acct mgmt.

RANK: 33

Matsushita Electric Industrial Co.

Secaucus, N.J.

Ad spending: **$292.3** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	19,220	26,408	-27.2
Sunday magazine	2,407	32	NA
Newspaper	21,089	34,054	-38.1
Outdoor	3,298	4,030	-18.2
Network TV	43,270	42,711	1.3
Spot TV	33,902	39,481	-14.1
Syndicated TV	11,716	8,070	45.2
Cable TV networks	5,975	4,740	26.0
Network radio	307	506	-39.4
Spot radio	4,903	5,969	-17.9
Measured media	146,086	166,000	-12.0
Unmeasured	146,200	166,200	-12.0
Total	292,286	332,200	-12.0
By top brands	**1991**	**1990**	**% chg**
Universal City Studios	91,802	111,287	-17.4
Panasonic video equipment	10,474	8,286	98.8
Universal Studios tours	9,463	11,121	-14.9
MCA home videos & discs	5,371	11,086	-51.5

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	56,015	46,804	19.7
Earnings	989	1,836	-45.0
Division sales	**1992**	**1991**	**% chg**
Video equipment	12,780	12,162	5.1
Audio equipment	4,750	4,240	12.0
Home appliances	7,385	6,379	15.8
Communications, industrial	12,821	11,017	14.6

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S welling in one or more joints

E arly morning stiffness

R ecurring pain or tenderness in any joint

I nability to move a joint normally

O bvious redness and warmth in a joint

U nexplained weight loss, fever or weakness combined with joint pain

S ymptoms like these persisting for more than two weeks

If you have these warning signs, consult your family physician or rheumatologist, contact the Arthritis Foundation office nearest you, or call 1-800-283-7800.

ARTHRITIS FOUNDATION

Your Source for Help and Hope

Division sales	1991	1990	% chg
Electronic components	6,497	5,980	8.7
Batteries & kitchen-related	2,765	2,478	11.6
Other	4,517	4,558	-0.9
Entertainment (MCA)	4,709	NA	NA

CORPORATE PROFILE

Matsushita Electric Industrial Co. may be suffering more than a little indigestion from its late 1990 acquisition of MCA.

The $6.13 billion purchase, the largest-ever Japanese acquisition of a U.S. company, helped boost the electronics giant's fiscal 1992 sales, but earnings took a beating.

For the year ended March 31, worldwide revenues increased about 19.7% and net income plunged 45.6%. The trend continued through the first quarter of the current fiscal year. Sales increased 12% to $12.8 billion, and net earnings dropped 34% to $277 million.

Despite the earnings decline, Matsushita is committed to marrying its key business of consumer electronics hardware with software, primarily films from former MCA unit Universal Studios.

Universal's overall share of the U.S. box office take in 1991 dropped to 11%, ranking it fifth. That marks the second year of a slide; in 1989, Universal's share hit 16.6%, placing it second behind Warner Bros. Movies were backed with $91.9 million in media in 1991, down 17.4% from the prior year, according to LNA/Arbitron Multi-Media Service.

For the first six months of this year, Universal bounced back to third place, with 13.5% of the box office take.

On the consumer electronics front, industry growth of camcorder sales has been slowing. While sales leader Sony Corp. of America and others moved to the new technology featuring 8mm cameras, Matsushita's Panasonic Co. unit fought back with a $10 million-plus campaign promoting "regular" VHS and VHS-C compatible cameras. Panasonic has remained No. 2, behind Sony.

The only other Panasonic consumer electronics product to get significant ad support was the wet/dry shaver, introduced in 1990. Spending in 1991 increased almost 30% to $4.9 million.

HEADQUARTERS

Matsushita Electric Trading Co./CPO Box 288 Central/Osaka, Japan.

Matsushita Electric Corp. of America/One Panasonic Way/Secaucus, N.J. 07094/Phone: (201) 348-7000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Grey Advertising, New York, Stewart Hegleman, exec vp.

PANASONIC CB.: One Panasonic Way, Secaucus, N.J. 07094/Phone: (201) 348-7000. Robert Greenberg, vp-gm, comms.

Panasonic video, audio, home office, Technics: Grey Advertising, New York. Stewart Hegleman, exec vp.

Panasonic personal care prods: Martin Marshall Jaccoma Mitchell, New York. Julie Krueger, vp.

PANASONIC INDUSTRIAL CO.: One Panasonic Way/Secaucus, N.J. 07094/Phone: (201) 348-7000. Sayo Inai, mgr-comms.

Panasonic batteries, business telephones, data collection computers: Grey Advertising, New York. Stewart Hegleman, exec vp.

PANASONIC COMMUNICATIONS & SYSTEMS CO.: One Panasonic Way/Secaucus, N.J. 07094/Phone: (201) 348-7000.

Panasonic cellular & paging prods: Slater, Hanft, Martin, New York. Anthony Parks, account super.

Panasonic copiers, facsimiles, laser printers, optical disks, scanners, dot matrix printers, laptop computers, monitors, electronic typewriters, document filing systems, office automation classrooms: Foote, Cone & Belding, Philadelphia. Tom Tebbens, sr vp-exec dir.

Panasonic business equipment: Grant Marketing, Lafayette Hill, Pa. Sed Wilson, sr vp-mktg/media.

QUASAR CO.: 1707 N. Randall Road/Elgin, Ill. 60123-7847/Phone: (708) 468-5600. Matt Omoto, gm-mktg, electronics; John Monaco, gm-mktg, appliances; Dave Bearden, gm-sales.

In-house.

MCA INC.: 100 Universal City Plaza, Universal City, Calif. 91608/Phone (818) 777-1000.

Universal Pictures Mktg: Simon Kornblit, exec vp-worldwide mktg; Sally Van Slyke, sr vp-mktg, natl publicity, promo/field operations; David Sameth, sr vp-mktg, creative adv and vp-creative affairs; Perry Katz, sr vp-mktg, mktg rsch; Nadia Bronson, vp-intl publicity/adv; Robert Crutchfield, sr vp-publicity, promo and adv-Universal Television; Morton A. Slakoff, sr vp-creative svcs, MCA TV; Peter G. Hughes, vp-mktg, MCA TV International; Andrew Kairey, vp mktg-MCA/Universal Home Video. Randy Miller, sr vp mktg-MCA Music Entertainment Grp; Dennis Jarvis, vp-mktg, Spencer Gifts; Sheri Herman, vp adv-Universal Studios Hollywood; David Miller, adv dir; Barbara Ochoa, media mgr. Randy Garfield, exec vp-mktg, Universal Studios Florida.

Universal Pictures: DDB Needham Worldwide, Los Angeles. Ken Kaess, exec vp.

MCA/Universal Home Video: Focus Media, Studio City, Calif. Gary Tobey, pres; Margaret Bogenschutz, assoc media dir; Stacey Goode, media planner.

Universal Studios Hollywood, Universal Studios Florida: Seineiger Advertising, Los Angeles. Hall Kaufman, acct exec.

RANK: 35

May Department Stores Co.

St. Louis

Ad spending: **$277.3** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	3,421	3,811	-10.2
Sunday magazine	3,900	4,663	-15.1
Newspaper	155,172	218,239	-28.9
Outdoor	56	155	-63.6
Network TV	7,716	7,447	3.6
Spot TV	18,586	22,937	-19.0
By top brands	1991	1990	% chg
May Co. apparel	19,511	22,127	-11.8
May Co. misc. mdse	17,164	22,855	-24.9
Payless shoes	15,406	16,609	-7.2
Lord & Taylor apparel	13,485	27,686	-51.3
May household prods	13,147	15,952	-17.6
Foley's apparel	11,926	15,466	-22.9
Robinson's apparel	10,902	9,947	9.6
Filene's apparel	8,362	11,574	-27.8
Filene's institutional	8,083	10,534	-23.3
Robinson's misc. mdse	6,634	5,946	11.6
Foley's household	6,047	8,511	-29.0
Lord & Taylor misc	5,661	8,548	-33.8

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	10,402	9,857	5.5
Earnings	515	500	3.0
Division sales	1991	1990	% chg
Department stores	8,854	8,491	4.3
Payless ShoeSource	1,548	1,366	13.3

CORPORATE PROFILE

May Department Stores Co. continues to lean on its specialty business, Payless ShoeSource, as its big-volume department store division struggles through the economic malaise.

Payless grew by 13.3% in sales during the fiscal year ended Jan. 31, 1992, and matched exactly that growth in the first six months of the current fiscal year largely as a result of expansion. Store-for-store sales in the shoe chain grew 3.8% in the six months vs. 2.6% for calendar 1991.

The department store unit, paced by Lord & Taylor, Foley's and Hecht's, has fallen further behind in same-store sales, off 1.6% for the first half compared with a 0.3% drop for all of 1991.

Thalhimer's, May's November 1990 acquisition, was folded into Hecht's in February. L.S. Ayres was consolidated into Famous-Barr at the same time.

In all company operations, measured media fell 25% to $194.1 million, according to LNA/Arbitron Multi-Media Service. Hecht's recorded one of the deepest drops, a 65% cut to $11 million in media. Filene's spending dropped 15% to $23 million, and Lord & Taylor dropped 44% to $22 million.

Payless ShoeSource, a 3,295-store chain that opened 328 new outlets in 1991, was backed with $17 million in media, the same as in 1990.

HEADQUARTERS

May Department Stores Co./611 Olive St./St. Louis, Mo. 63101/Phone: (314) 342-6300.

PERSONNEL, BRANDS, AGENCIES

FAMOUS-BARR/ST. LOUIS: 601 Olive St./St. Louis, Mo. 63101/Phone: (314) 539-8600. Paul G. Cavalli, sr vp-sales promo, in-house; Vicki Rosenkoetter, vp-adv dir, in house.

FILENE'S/BOSTON: 426 Washington/Boston, Mass. 02101/Phone: (617) 357-2100. Stephen Thorpe, sr vp-adv/sales promo, in-house; Joseph Panessidi, div vp-adv, in-house.

FOLEY'S/HOUSTON: 1110 Main St./Houston, Texas 77002/P.O. Box 1071/Houston, Texas 77251/Phone: (713) 651-7038. Linda Knight, sr vp-mktg, in-house.

G. FOX: 960 Main St./Hartford, Conn. 06115/Phone: (203) 522-1920. Joseph Civitillo, sr vp-sales promo, in-house; Raina D'Amico, vp-creative dir, in-house.

HECHT'S/WASHINGTON, D.C.: 685 N. Glebe Road/Arlington, Va. 22203-2199/Phone: (703) 558-1200. Steven E. Wiahnow, sr vp-adv/sales promo, in-house.

KAUFMANN'S/PITTSBURGH: 400 Fifth Ave./Pittsburgh, Pa. 15219/Phone: (412) 232-2000. Jerry J. Eccher, sr vp-sales promo, in-house.

LORD & TAYLOR/NEW YORK: 424 Fifth Ave./New York, N.Y. 10018/Phone: (212) 391-3344. Rita Lennick, sr vp-adv/sales promo, in-house.

MAY CO., CALIF.: 6160 Laurel Canyon Blvd./No. Hollywood, Calif. 91606-3247/Phone: (818) 508-5226. Mark Humphrey, sr vp-adv/sales promo, in-house. Karen Jones, div vp-adv dir.

MAY CO., OHIO: 158 Euclid/ Cleveland, Ohio 44114/Phone: (216) 664-6000. Jerry W. Hoegner, sr vp-sales promo, in-house.

MEIER & FRANK: 621 S.W. Fifth Ave./Portland, Ore. 97204/Phone: (503) 223-0512. David E. Miller, sr vp-sales promo, in-house. Nancy Altman, adv dir.

ROBINSON'S: 600 W. Seventh St./Los Angeles, Calif. 90017/Phone: (213) 488-5522. Judy Farris, sr vp-adv/sales promo, in-house. Marcia Tabler, vp-creative dir.

PAYLESS SHOESOURCE: 3231 E. Sixth St./Topeka, Kan. 66607/Phone: (913) 233-5171. Terry McDonald, sr vp-adv/sales promo.

Foote, Cone & Belding, Chicago. Paul Vernon, sr vp-grp acct dir.

RANK: 48

Mazda Motor Corp.

Hiroshima

Ad spending: **$215.0** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	46,412	48,526	-4.4
Sunday magazine	515	37	NA
Newspaper	2,376	6,144	-61.3
Outdoor	654	2,153	-69.6
Network TV	68,761	76,059	-9.6
Spot TV	35,440	43,297	-18.1
Syndicated TV	1,651	1,742	-5.3
Cable TV networks	972	946	2.7
Spot radio	437	2,256	-80.6
Measured media	157,218	181,162	-13.2
Unmeasured	57,800	66,700	-13.3
Total	215,018	247,862	-13.3
By top brands	1991	1990	% chg
Mazda cars	146,074	154,116	-5.2
Mazda trucks	10,700	26,866	-60.2

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	NA	15,800	NA
Earnings	NA	191	NA

CORPORATE PROFILE

Mazda Motor Corp., in the midst of a heavy new-product phase that will climax with the launch of the Amati luxury car in the 1994 model year, gained share points in a declining market in 1991 despite slipping in unit sales.

Mazda is expected to stimulate advertising, which in 1991, dropped below 1990 levels. Part of its ad arsenal is a new regional marketing program that began this month that will match all association ad costs dollar for dollar, with no limits.

The Japanese auto marketer in mid-January named Lord, Dentsu & Partners, New York and Los Angeles, as agency for the estimated $60 million to $70 million Amati account.

In a year in which total industrywide car and light-truck sales fell 11.3% in the U.S., Mazda Motor of America gained share points despite a sales decline of 1.7% to 343,612 units for the U.S. subsidiary. Its share rose to 2.8% from 2.5% in the U.S. car and light-truck market, according to *Automotive News*.

At midyear 1992, Mazda's total car and light-truck sales were off 2.8% on sales of 131,594 cars, up 6.6%, and 176,428 trucks, down 2.8%.

Mazda's intermediate 626 was the company's best seller in 1991, with sales of 68,369 units, up 6.4%. It drew $17.8 million in media, down 20.8%, and virtually all in network and spot TV, according to LNA/Arbitron Multi-Media Service.

The 1992 model lineup included the redesigned 929 and the MX3 subcompact. The 929 got the lion's share of media spending—$26.7 million, up from $7.6 million, LNA noted.

The company's second-best seller was the subcompact Protege, which accounted for sales of 53,474, up 12.8%. The model got a comparatively meager $2.2 million in media. The Miata sports car, with sales of 4,667 units in just four months last year, got $17.4 million in ad dollars; the MPV minivan, which sold 48,117 units, up 11.6%, accounted for $20.5 million in ad support.

Mazda this spring earmarked an estimated $70 million for its new MX-6 and the 626. To maintain sales momentum this year, in mid-June the company turned on the playful "Mazda Mania" commercials designed to look like movies and offering $1,400 cash back on the Protege plus other free options.

Midyear also saw the start of an expanded direct mail campaign designed to encourage the test driving of Mazdas. The program was teamed with 22 magazines in which the test drive offer was tied to events connected with the magazines' editorial.

HEADQUARTERS

Mazda Motor of America/7755 Irvine Center Drive/Irvine, Calif. 92718/Phone: (714) 727-1990.

Amati Division, 195 Technology, Irvine, Calif. 92718/Phone: (714) 753-7100.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Mazda Autos: Kazuo Sonoguchi, pres; Clark Vitulli, sr vp-coo; Jan Thompson, vp-mktg; Richard Balsiger, adv dir.

Amati Autos: Richard Colliver, grp vp-gm; John Kramer, mktg dir; Susan Huhndorf, adv mgr.

Mazda: Foote, Cone & Belding, Santa Ana, Calif. William Hagelstein, exec vp-gm.

Amati: Lord, Dentsu & Partners, Los Angeles, Calif. Paul Katzka, sr vp-mgmt super.

WINNER,
1992 National Magazine Award,
General Excellence
THE NEW REPUBLIC

Tampa Bay's winning numbers.

Daily readers between the ages of 25-54

Daily readers employed with $50,000+ household income

Sunday readers between the ages of 25-54

Sunday readers employed with $50,000+ household income

In Florida, the Tampa Bay market ranks first in population, households, retail and food store sales and the advertising vehicle that's number one in reaching adults in prime buying ages and incomes is The Tampa Tribune.

Tampa Bay's next-closest newspaper comes up short in all of these categories every day of the week. Which is why, as far as advertisers are concerned, nothing beats The Tampa Tribune.

To advertise, call Joe Gess, General Advertising Manager at (813) 272-7447. Represented nationally by Sawyer Ferguson Walker, Co.

The Tampa Tribune
-Media General-

Sources: 1991 Scarborough Study, S & M M 1991 Survey of Buying Power

RANK: 8

McDonald's Corp.

Oak Brook, Ill.
Ad spending: **$694.8** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	6,248	3,291	89.8
Sunday magazine	4	4	-5.4
Newspaper	308	567	-45.8
Outdoor	6,947	5,167	34.4
Network TV	171,834	230,994	-25.6
Spot TV	149,055	145,988	2.1
Syndicated TV	32,979	28,009	17.7
Cable TV networks	16,224	8,795	84.5
Network radio	0	8	NA
Spot radio	3,787	3,604	5.1
Measured media	387,386	426,425	-9.2
Unmeasured	307,400	338,400	-9.2
Total	694,786	764,825	-9.2

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	6,695	6,640	0.8
Earnings	860	802	7.2
U.S.	**1991**	**1990**	**% chg**
Sales	3,710	3,871	-4.2
Operating income	1,000	986	1.5
Division sales	**1991**	**1990**	**% chg**
Company-operated restaurants	4,908	5,019	-2.2
Revenue from franchisees	1,787	1,621	10.2
Systemwide results	**1991**	**1990**	**% chg**
Company-operated restaurants	4,908	5,019	-2.2
Franchisees	12,959	12,017	7.8
Affiliates	2,061	1,723	19.6
Total systemwide sales	19,928	18,759	6.2

CORPORATE PROFILE

"What you want is what you get" is McDonald's Corp.'s latest advertising slogan, introduced in February, and increasingly what McDonald's has wanted for itself is change.

Chairman Michael Quinlan continues to loosen up what had been a slow-to-change company, and change has become the rule in its menu and marketing.

A major reason is that the sluggish economy and tougher competition in the quick-service restaurant industry have opened McDonald's eyes to change.

In 1991, McDonald's systemwide sales continued to rise, up 6% to $19.9 billion. But much of that increase came from new store openings, especially outside the U.S. Domestic sales rose 2.2%, while sales outside the U.S. advanced 13.9%. One dramatic indicator for McDonald's has been the slowdown in average-store sales, which grew less than 1% in 1991.

McDonald's share of the hamburger/-sandwich category was 34%, off slightly from 34.4% in 1990, according to *Nation's Restaurant News*.

A response in 1991 was to make permanent a "value pricing" strategy that lowered prices on selected core items like hamburgers, cheeseburgers and children's Happy Meals. The strategy also involves continual promotion of a changing array of lower-price meal combinations.

Value Menu price reductions vary between regions and markets, making national menu advertising more difficult—one reason McDonald's network TV spending took a dive in 1991, dropping 34%.

In May 1992, McDonald's launched a massive outdoor ad campaign to promote the menu values. Its purchase of 20,000 outdoor locations nationwide, its first use of the medium for national brand advertising, was said to have been the largest single outdoor campaign ever launched. An expanded print campaign is planned for this year's fourth quarter.

McDonald's is also making moves to control its advertising media. This fall it will test *McMagazine*, an in-store publication produced with Quad Publishing. It's also developing with Turner Broadcasting System an in-store, ad-supported TV network, tentatively called McDTV.

The menu continues to change. Breakfast Burritos and Chicken Fajitas have found a home on the menu; pizza is in 500 stores and moving slowly toward national introduction; a dinner menu of baked chicken, pasta dishes and pizza was tried and sent back to the test kitchen; sub sandwiches, fried chicken wings and even an all-you-can-eat breakfast bar have been tested.

McDonald's has cut back on games and sweepstakes promotions but continues to run occasional promotional programs targeted to teens.

HEADQUARTERS

McDonald's Corp./One McDonald's Plaza/Oak Brook, Ill. 60521/Phone: (708) 575-3000

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Paul D. Schrage, sr exec vp-chief mktg officer; David B. Green, Richard G. Starrmons, sr vps-mktg; Roy Bergold, vp-adv; Ronald W. Miessler, vp-comms svcs; Jim Rand, vp-mktg svcs; Charles L. Rubner, vp-comms; Don Dempsey, asst vp-intl mktg; Linda Kravitz, Bill Lamar, asst vps-natl mktg; Sandy Silver, asst vp-mktg; Dean Barrett, asst vp-promo, sports & presence mktg; Jack Daly, asst vp-comms; Terri Capatosto, dir-media relations; Chuck Ebeling, dir-corp comms; Mike Gordon, dir-intl comms; George Griggs, dir-field mktg; Court Kenaston, dir-intl mktg; Thom Kettle, dir-new prods mktg; Jan Kramer, dir-real estate mktg; Roger Lipker, dir-comms; Don Lorr, dir-mktg rsch; Susan Clark McBride, dir-publications/customer relations; Bridget Marshall, dir-pr; Steve Nubie, dir-adv; Stephanie Skurdy, dir-education; Bruce Smith, dir-media.

McDonald's: Leo Burnett USA, Chicago. Jerry Connor, exec vp-client svcs dir. DDB Needham Worldwide, Chicago. Dick Rogers, exec vp-grp acct dir.

Black consumer mktg: Burrell Advertising, Chicago. Sarah Sears, vp-acct dir.

Hispanic consumer mktg: Castor Advertising, New York. Castor Fernandez, pres.

Sales promo: Frankel & Co., Chicago. Rick Bolinger, Bob Schneider, vps-mgmt reps. Simon Marketing, Oakbrook Terrace, Ill. Jay Babineau, exec vp.

Public relations: Golin/Harris, Chicago. Steve Crews, exec vp-acct dir. Burson-Marsteller, Chicago. John LeSage, exec vp-gm; Harlan Teller, exec vp-client svcs.

Black consumer public relations: Burrell Public Relations, Chicago. Tina Carol Gay, sr vp.

RANK: 70

MCI Communications Corp.

Washington
Ad spending: **$139.5** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	2,081	8,199	-74.6
Sunday magazine	13	235	-94.5
Newspaper	1,101	2,061	-46.6
Outdoor	423	22	NA
Network TV	76,387	33,095	130.8
Spot TV	7,887	7,377	6.9
Syndicated TV	311	544	-42.9
Cable TV networks	5,518	3,580	54.1
Spot radio	343	356	-3.7
Measured media	94,064	55,676	68.9
Unmeasured	45,400	26,900	68.8
Total	139,464	82,576	68.9

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	8,433	7,680	9.8
Earnings	551	299	84.3

CORPORATE PROFILE

MCI Communications Corp. gained a valuable share point in the hotly contested $56 billion long-distance market, riding the popularity of its discount calling plans that rewarded participating MCI customers and their friends, family and business associates.

MCI last May claimed its Friends & Family program elevated its market share to 16%. The nation's No. 2 long-distance carrier said it intends to grow further by outpacing the market in terms of 800-numbers, calling cards and data traffic. AT&T Co. holds a 68% share and Sprint, the other major player, has 9%.

Friends & Family was supported with more than $43 million in media, mostly TV, according to LNA/Arbitron Multi-Media Service. Extensive direct mail supported. Overall, MCI spends $100 million on its calling plans.

The company added Friends of the Firm for business customers.

HEADQUARTERS

MCI Communications Corp./1801 Pennsylvania Ave., NW/Washington, D.C. 20006/Phone: (202) 872-1600.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Bert C. Roberts Jr., chmn-ceo; Daniel Akerson, coo; Roy N. Gamse, sr vp-mktg, consumer mkts; John Gerdelman, sr vp-customer svc, consumer mkts; Abby Warner, sr mgr-adv.

Messner Vetere Berger Carey Schmetterer, New York. Audrey Epstein, acct exec; Christine Hayter, acct exec.

Devon Direct Marketing and Advertising, Berwyn, Pa. Ron Greene, mgmt dir.

RANK: 90

Mobil Corp.

New York
Ad spending: **$120.0** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	2,758	6,579	-58.1
Sunday magazine	34	19	82.7
Newspaper	3,562	3,236	10.1
Outdoor	16	11	44.2

1. Loose lips sink.....

2. Only you can prevent.....

3. A mind is a terrible.....

4. Friends don't let friends.....

5. Take a bite out of.....

6. Ad Council ads work because...

IF YOU CAN FINISH THE FIRST FIVE LINES
THEN CERTAINLY YOU CAN FINISH THE SIXTH

WE'VE SUPPLIED THE ADS. THE MEDIA'S MADE THEM FAMOUS. SEE THE AD COUNCIL WORK. 212-922-1500, X 214.

Ad Council

By media	1991	1990	% chg
Network TV	9,835	9,790	0.5
Spot TV	13,023	14,455	-9.9
Syndicated TV	908	2,682	-66.1
Cable TV networks	1,116	1,579	-29.3
Network radio	0	239	NA
Spot radio	5,590	4,470	25.1
Measured media	36,843	43,060	-14.4
Unmeasured	83,200	97,200	-14.4
Total	120,043	140,260	-14.4
By top brands	**1991**	**1990**	**% chg**
Mobil gasoline & oil	25,671	24,298	5.7
Hefty storage bags	8,765	12,423	-29.4

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	63,227	64,472	-1.9
Earnings	1,920	1,929	-0.5
U.S.	**1991**	**1990**	**% chg**
Sales	20,006	21,006	-4.8
Earnings	334	415	-19.5
Division sales	**1991**	**1990**	**% chg**
Petro exploration, production	5,928	5,833	1.6
Petro marketing, refining	52,791	53,882	-2.0
Chemicals	3,953	4,084	-3.2

CORPORATE PROFILE

Domestic oil prices have been as soft as the general economy the past two years, socking Mobil Oil Corp. with a 1.9% decline in earnings.

Mobil's media budget also slumped in 1991, down 14.4% to only $36.8 million, including a 29.4% decline to $8.8 million in media for Hefty storage bags.

Mobil is expanding its Pegasus 21 stations, featuring a minimart and free standing car wash. In May 1991, Mobil applied a one-price policy to all gas purchases.

HEADQUARTERS

Mobil Corp./3225 Gallows Road/ Fairfax, Va. 22037-0001/Phone: (703) 846-3000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Allen E. Murray, chmn-pres-ceo. DDB Needham Worldwide, New York. Lawrence Iannuzzelli, exec vp.

MOBIL OIL CORP.: 3225 Gallows Road/Fairfax, Va. 22037/Phone: (703) 846-3000. Eugene Renna, pres-Mobil Mktg/Refining worldwide; Robert O. Swanson, exec vp-intl, mktg/refining, Mobil U.S.-Mktg & Refining; Robert J. McCool, exec vp-domestic mktg/refining, Mobil U.S. Mktg/Refining; James T. Mann, vp-U.S. Mktg/Refining; Stephen D. Pryor, mktg mgr.

Mobil auto gasoline, Mobil 1 oil: DDB Needham Worldwide, New York. Lawrence Iannuzzelli, exec vp.

MOBIL CHEMICAL CO.: 3225 Gallows Road/Fairfax, Va. 22037-0001/Phone: (703) 846-3000.

Philip W. Matos, pres; Robert L. Cauffman, vp-sales and mktg, consumer prods, plastics div; Joseph J. Capalbo, vp-mktg dir, Tucker Housewares.

Hefty Bags, Baggies, Kordite: Wells, Rich, Greene BDDP, New York, Dick Byrne, exec vp.

RANK: 100

Monsanto Co.

St. Louis

Ad spending: **$100.8** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	15,891	11,379	39.7
Sunday magazine	489	236	107.7
Newspaper	812	1,226	-33.7
Outdoor	12	28	-57.7
Network TV	32,135	36,281	-11.4
Spot TV	8,288	14,361	-42.3
Syndicated TV	3,105	2,974	4.4
Cable TV networks	1,871	2,588	-27.7
Network radio	0	3,360	NA
Spot radio	883	717	23.1
Measured media	63,485	73,150	-13.2
Unmeasured	37,300	41,700	-10.6
Total	100,785	114,850	-12.2
By top brands	**1991**	**1990**	**% chg**
NutraSweet sweetener	26,091	23,008	13.4
Monsanto carpet	11,235	13,524	-16.9
Equal sweetener	10,125	12,076	-16.2
Roundup herbicides	8,076	4,836	67.0

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	8,864	8,995	-1.5
Earnings	296	546	-45.8
U.S.	**1991**	**1990**	**% chg**
Sales	5,636	5,685	-0.9
Operating income	450	639	-29.2
Division sales	**1991**	**1990**	**% chg**
Agricultural products	1,711	1,676	2.1
Chemicals	3,740	4,035	-7.3
Fisher Controls	928	927	0.1
NutraSweet	954	933	2.3
Pharmaceuticals	1,531	1,424	7.5

CORPORATE PROFILE

With the U.S. patent for NutraSweet expiring at yearend, parent Monsanto Co. believes future success for the sugar substitute will come from global expansion and new products.

A big relief to Monsanto were the separate, long-term agreements reached with Pepsi-Cola Co. and Coca-Cola Co. to use NutraSweet in production worldwide. The two soft-drink giants had been rumored searching for another supplier.

Advertising is to break this month on NutraSweet Spoonful, a granulated tabletop sweetener, approved earlier this year by the FDA.

Simplesse fat substitute and Simple Pleasure frozen desserts pulled $8.6 million in media, up 138% over the introductory year, according to LNA/Arbitron Multi-Media Service.

HEADQUARTERS

Monsanto Co./800 N. Lindbergh Blvd./St. Louis, Mo. 63167/Phone: (314) 694-1000.

PERSONNEL, BRANDS, AGENCIES

MONSANTO AGRICULTURAL GROUP: 800 N. Lindbergh Blvd./St. Louis, Mo. 63167/Phone: (314) 694-1000. Robert B. Shapiro, pres; Jan Novak, vp-residential prods div; Jerry Neff, dir-U.S. Roundup div; James I. Brezovec, dir-mktg, crop protection prods.

Crop protection products, Roundup: BTB Communications, St. Louis. Joe Osborn, pres.

Residential products: Glennon Cos., St. Louis. Tom Graves, vp.

MONSANTO CHEMICAL GROUP: 800 N. Lindbergh Blvd./St. Louis, Mo. 63167/ Phone: (314) 694-1000. Robert G. Potter, pres; David L. Sliney, vp-mktg; Joan Cornwall, dir-mktg comms.

NUTRAPAWET CO.: 1751 Lake Cook Road/Deerfield, Ill. 60015/Phone: (708) 940-9800. Robert E. Flynn, chmn-ceo; Lauren S. Williams, pres-coo; John Lewis, vp-sales/mktg.

Equal: Ogilvy & Mather, Chicago. Myron Lyskanycz, super-grp acct dir.

NutraSweet: Chiat/Day/Mojo, Venice, Calif. Bob Grossman, vp-mgmt super.

Simplesse: FCB/Leber Katz Partners, New York. Elizabeth Green, vp-mg dir.

G.D. SEARLE & CO.: 5200 Old Orchard Road/Skokie, Ill. 60077/Phone: (708) 982-7000. Sheldon G. Gilgore, chmn-ceo; Richard U. De Schutter, pres; Joseph Curti, pres-N. Amer operations; Chuck Fry, vp-corp/public affairs.

William Douglas McAdams, New York. Eugene Fine, super.

RANK: 83

Montgomery Ward & Co.

Chicago

Ad spending: **$126.7** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	18	540	-96.6
Sunday magazine	8	66	-87.4
Newspaper	44,089	82,101	-46.3
Outdoor	4	41	-89.3
Spot TV	13,970	17,089	-18.2
Spot radio	5,544	3,393	63.4
Measured media	63,634	103,210	-38.3
Unmeasured	63,100	102,400	-38.4
Total	126,734	205,610	-38.4
By top brands	**1991**	**1990**	**% chg**
Montgomery Ward household	24,949	41,251	-39.5
Montgomery Ward misc. merchandise	18,241	34,903	-47.7
Montgomery Ward apparel	8,578	13,063	-34.3
Montgomery Ward automotive	5,753	7,523	-23.5

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	5,600	5,500	1.8
Earnings	NA	153	NA

CORPORATE PROFILE

Montgomery Ward & Co.'s middle name may be deja vu now that it's back in the catalog business.

Founded in Chicago as 'the first general-merchandise, mail-order catalog in 1872, Montgomery Ward has a long history in the mail-order business. But after losing $75 million a year on its $1.2 billion catalog operation, it canned the division in 1985—only to order it back this March. In the new venture, Ward's is teaming with Fingerhut Cos.

Ward's will abandon the "big book" idea to produce five to eight specialty books, narrowly focused on apparel, jewelry, cosmetics and other merchandise, under the name Montgomery Ward Direct. Calling this its test year, Ward's plans to send the catalogs initially to 10% of its 10 million credit cardholders.

Reflecting a "price and item" trend among retailers, Ward's has scaled back its traditional image campaign. Media advertising fell a dramatic 38.9% to $63.6 million last year. Spending in spot TV fell 18.3%, hardly a boon to D'Arcy Masius Benton & Bowles, Chicago, which won the broadcast account last year.

HEADQUARTERS

Montgomery Ward & Co./619 W. Chicago Ave./ Chicago, Ill. 60671/Phone: (312) 467-2000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: William J. McCarthy, pres-mktg; Gene McCaffery, exec vp-mktg; Rex Rambo, vp-adv & sales promo; Ron Nugent, dir-promo planning/adv admin; Bill Motsinger, dir-merch mktg.

Montgomery Ward: Saffer Advertising, Chicago. David Cravit, grp acct dir.

RANK: 14

Nestle SA

Vevey, Switzerland

Ad spending: **$600.5** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	77,067	69,375	11.1
Sunday magazine	5,386	4,633	16.3
Newspaper	3,200	4,482	-28.6
Outdoor	376	942	-60.1
Network TV	108,991	145,997	-25.3
Spot TV	63,914	50,523	26.5
Syndicated TV	33,058	37,603	-12.1
Cable TV networks	10,365	8,498	22.0
Network radio	774	2,394	-67.7
Spot radio	4,513	2,939	53.5
Measured media	307,647	327,386	-6.0
Unmeasured	292,900	311,700	-6.0
Total	600,547	639,086	-6.0
By top brands	**1991**	**1990**	**% chg**
Stouffer frozen entrees	28,044	48,714	-42.4
L'Oreal eye make-up	21,781	5,823	274.1
Taster's Choice coffee	16,504	20,141	-18.1
Nestle candy	14,572	23,543	-38.1
L'Oreal shampoo	13,797	9,073	52.1
L'Oreal hair coloring prods	13,265	19,287	-31.2
L'Oreal hair styling prods	11,021	8,215	34.2
Lancome creams & lotions	10,885	10,948	-0.6
Fancy Feast pet foods	9,953	4,888	103.6
Butterfinger candy bar	9,927	6,492	52.9
Friskies cat food	9,764	15,138	-35.5
Nestle mixes & baking prods	9,134	8,138	12.2
Mighty Dog pet foods	8,037	3,450	132.9
Tresor perfume	7,028	0	NA
L'Oreal facial make-up	6,692	4,379	52.8
Perfect Balance coffee	6,236	1,719	262.8
Contadina entrees	6,039	6,456	-6.5
Nescafe coffees	5,968	1,126	429.8
Stouffers hotels & inns	5,436	4,663	16.4
Coffee-Mate non-dairy creamer	5,353	13,735	-61.0
Carnation Good Nature formula	5,254	1,109	373.6
Lancome eye make-up	5,226	3,867	35.2

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	36,321	36,511	-0.5
Earnings	1,777	1,789	-0.7
U.S.	**1991**	**1990**	**% chg**
Sales	8,098	7,533	7.5
Division sales	**1991**	**1990**	**% chg**
Drinks	8,573	8,605	-0.4
Cereals, milks & dietetic	7,320	7,343	-0.3
Chocolate & confectionery	5,811	5,848	-0.6
Culinary products	4,554	4,657	-2.2
Frozen foods & ice cream	3,621	3,683	-1.7
Refrigerated products	3,206	3,258	-1.6
Pet foods	1,660	1,638	1.3
Pharmaceuticals	1,160	1,080	7.4
Hotels & restaurants	191	190	0.8
Other products & activities	225	209	7.5

CORPORATE PROFILE

After a shuffling of ad agencies in 1990 and consolidation of U.S. operations into a new holding company under the Nestle USA banner in 1991, Nestle mostly got back to business as usual in 1992.

The only major commotion: the move this summer of Nestle Chocolate & Confection Co. to Nestle USA's California headquarters from Purchase, N.Y.

Nestle Frozen Food Co. in 1991 stepped up promotion and dropped prices on its Stouffer dinner lines, giving Stouffer the only sales gains in the slumping frozen, prepared dinners and entrees category worth $4.6 billion. The Stouffer red box line had a 9.2% share and Stouffer's Lean Cuisine a 4.4% share for the year ended March 14, 1992, Nielsen Marketing Research reported.

Nestle slashed Stouffer ad spending by 41% to $28.9 million in 1991, according to LNA/Arbitron Multi-Media Service.

In its biggest product move since the 1991 consolidation of Carnation Co. and Nestle Foods Corp., the combined Nestle Food Co. next January will start the national rollout of Nestle Sweet Success diet meal replacement.

In 1991, Nestle Food put $13.4 million in advertising behind Carnation Good Start and Follow-Up infant formulas. Nestle spent only $1.1 million advertising formula in 1990. The heavy expenditure helped boost Nestle's supermarket baby-formula share in 1991 to 4.3% for the year ended May 16, 1992, from 2.4% a year earlier, according to Nielsen.

Nestle Food held its No. 2 position in pet food, with its share of the $4.7 billion supermarket category edging up to 15% for the year ended Feb. 22, 1992, from 14.8% a year earlier, Nielsen reported. Nestle increased pet food media spending 2% to $28.5 million.

Spending doubled to $10 million in 1991 on premium-price Fancy Feast cat food, which displaced Friskies cat food as Nestle's most-advertised pet food brand. Friskies' spending dipped 4.5% to $9 million. Nestle increased spending on its top dog food, Mighty Dog, by 133% in 1991 to $8 million.

Cosmair, 62% owned by Nestle SA and managed by France's L'Oreal, spent $119.1 million on measured media in 1991, less than a 1% increase. Spending on the mainstay L'Oreal line increased by 4.1% to $76.1 million, LNA noted.

Nestle early this year won a hard-fought takeover battle for Source Perrier, the global marketer of sparkling and still waters.

Give your product away — on television game-shows.

It's the ultimate in low cost, mass exposure. We provide a complete service to all TV game-shows. Write for details.

Game Show Placements, Ltd.
7011 Willoughby Avenue
Hollywood, CA 90038
(213) 874-7818

*Introducing...the FULL-IMAGE™ Videocassette**

WHY BUY CLASSIFIED WHEN YOU CAN RUN FULL PAGE?

You know that dinky little label they put on video tape cassettes? Forget it.

When Cadillac wanted to demonstrate Quality, they used a FULL-IMAGE™ Videocassette. It offers 400% more space for a marketing message. Full color capability. A bigger and better image. All for the same price as the dinky little label.

In fact, we can dupe your tape on a FULL-IMAGE™ cassette, package it in a sleeve – with a response card – and put it in the mail for under $2... postage included!

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HEADQUARTERS

Nestle SA/Avenue Nestle /CH-1800 Vevey, Switzerland.

PERSONNEL, BRANDS, AGENCIES

NESTLE USA: 800 N. Brand Blvd./Glendale, Calif. 91203/Phone: (818) 549-6000. John McMennamin, vp-mktg svcs; Anne Fox, corp media dir.

Nestle USA-media buying: Comcord Group (McCann-Erickson Worldwide), New York. George T. Hayes, dir.

NESTLE BEVERAGE CO.: 345 Spear St./San Francisco, Calif. 94105/Phone: (415) 546-4600. Barry Reis, sr vp-mktg.

Nescafe coffee, Taster's Choice coffee, Nestea, Coffee-mate: McCann-Erickson, New York. Michael Mainthow, vp-acct dir.

Nestle Quik: McCann-Erickson, San Francisco. Claire Roundal, sr vp-mgmt super.

Hills Bros. coffee, Chase & Sanborn coffee, Carnation Hot Cocoa: Cohen/Johnson, Los Angeles. Mark Johnson, pres. Hawk Media, San Francisco. Scott Cowan, media super.

MJB coffee: Hal Riney & Partners, San Francisco. Andrea Alfano, vp-mgmt super.

Juicy Juice, Kern, Libby's juices: Bloom FCA, Dallas. Laura Black, acct super.

Hispanic adv: coffee, Coffee-mate: La Agencia de Orci & Asociados, Los Angeles. Roberto Orci, sr vp-acct mgmt rep.

NESTLE FOOD CO.: 800 N. Brand Blvd./Glendale, Calif. 91203/Phone: (818) 549-6000. John McMennamin, vp-mktg svcs.

Carnation Instant Breakfast, Contadina canned products, Friskies cat food, Come 'N Get It dog food, Grand Gourmet dog food, Mighty Dog dog food, Superior Brands pet treats, Libby's Dinner entrees, Libby pumpkin, Libby canned meats, Carnation evaporated milk: Dailey & Associates, Los Angeles. John Stranger, sr vp-mgmt super.

Fancy Feast cat food, Carnation Follow-Up & Good Start infant formulas, Contadina pasta, sauce & pizza, Nestle Sweet Success powdered diet drinks: McCann-Erickson, Los Angeles. Diane Kuyoomjian, vp-acct dir/nutritional prods; Colin Schleining, vp-acct dir/Contadina; Arlene Spector, vp-acct dir/pet foods.

Carnation infant formulas-direct marketing: McCann Direct, New York. Keith Weld, vp-mgmt super.

Carnation infant formulas-professional adv: M.E.D. Communications, Woodbridge, N.J. Randi Kessler, acct super.

Carnation infant formulas-Hispanic adv: La Agencia de Orci & Asociados, Los Angeles. Roberto Orci, sr vp-acct mgmt rep.

Nestle Crunch, Goobers, Raisinets, 100 Grand Bar, Baby Ruth, Butterfinger: Jordan, McGrath, Case & Taylor/West, Glendale, Calif. Kristin Bloomquist, vp-mgmt super.

O'Henry, Chunky, Nestle Bars, Alpine White, After Eight, Turtles, Tollhouse, Nestle Morsels: J. Walter Thompson USA, New York and Los Angeles. Bill Gross, sr vp-mgmt dir; Kim Macalister, exec vp-mgmg dir.

SweeTARTS: Glennon & Co., St. Louis. Lora Reardon, acct exec.

NESTLE FROZEN FOOD CO.: 30003 Bainbridge Road/Solon, Ohio 44139/Phone: (216) 349-5757. Jerry DeCroce, vp-mktg svcs.

STOUFFER FOODS CORP.: 30003 Bainbridge Road, Solon, Ohio 44139/Phone: (216) 349-5757. Jerry DeCroce, vp-mktg svcs.

Lean Cuisine: Tatham/RSCG, Chicago. Tom Schafer, sr partner.

Stouffer: Della Femina, McNamee, Pittsburgh. Richard Grinberg, sr vp-mgmt super.

NESTLE DAIRY SYSTEMS: 1740 Joyce Road, Columbus, Ohio 43219/Phone: (614) 294-4931. David Kewer, sr vp-mktg & sales; Jim Fortier, vp-mktg.

Rexley's ice milk, Carnation ice cream, Drumstick sundae cones, Flintstones push-ups: Fahlgren Martin, Dublin, Ohio. Lisa Hamilton, vp-acct dir.

Sno Sons ice cream nuggets; Crunch, Butterfinger ice cream novelties: Jordan, McGrath, Case & Taylor, New York. Stephen Badenhop, exec vp.

STOUFFER HOTELS & RESORTS: 29800 Bainbridge Road/Solon, Ohio 44139/Phone: (216) 248-3600. Tom O'Toole, sr dir-adv.

Stouffer hotels, resorts: Wyse Advertising, Cleveland. Peter Winzig, vp-acct grp super.

STOUFFER RESTAURANTS CO.: 30050 Chagrin Blvd./Pepper Pike, Ohio 44124/Phone: (216) 464-6606. Peggy Anderson, mktg mgr.

Stouffer restaurants: Wyse Advertising, Cleveland. Denise Albertino, acct exec.

WINE WORLD ESTATES: 2000 Main St./P.O. Box 111/Saint Helana, Calif. 94574/Phone: (707) 963-7115. Jim Tonjum, sr vp-sales & mktg; Janelle Thompson, vp-mktg.

Beringer, CAB Vintage Cellars, Chateau Souverain, Maison Deutz, Meridian, Napa Ridge: Fran Hulse Advertising, San Francisco. Fran Hulse, pres.

COSMAIR INC.: 575 Fifth Ave./New York, N.Y. 10017/Phone: (212) 818-1500. Guy Peyrelongue, pres-ceo.

Colorvive Technicare, Formuvive Technicare, Preference, Studio Line haircare products; Draktar Hair, VendorHR fragrances; L'Oreal cosmetics: McCann-Erickson Worldwide, New York. Janice Spector, sr vp-grp acct dir.

Armani, Lancome, Plenitude, Biotherm: Publicis, New York. Frederick Rhines, pres-ceo.

Ralph Lauren fragrances: Carlson & Partners. Sandra Carlson, pres.

RANK: 72

News Corp.

Sydney

Ad spending: **$135.8** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	17,017	13,820	23.1
Sunday magazine	1,441	145	893.2
Newspaper	22,678	29,927	-24.2
Outdoor	559	600	-6.9
Network TV	37,668	24,787	52.0
Spot TV	21,326	27,540	-22.6
Syndicated TV	10,240	6,450	58.5
Cable TV networks	3,786	3,304	14.6
Network radio	1,879	1,449	29.7
Spot radio	13,259	14,291	-7.2
Measured media	129,850	122,323	6.2
Unmeasured	5,900	5,600	5.4
Total	135,750	127,923	6.1
By top brands	**1991**	**1990**	**% chg**
20th Century-Fox movies	83,333	78,878	5.6
Fox TV network	28,352	24,910	13.8
TV Guide magazine	8,822	4,227	108.7

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	7,810	8,587	-9.0
Earnings	385	(308)	NA
Division sales	**1992**	**1991**	**% chg**
Newspapers	2,265	2,421	-6.4
Magazines/inserts	1,260	1,595	-21.0
Television	947	1,044	-9.3
Filmed entertainment	1,858	1,724	7.8
Commercial printing	1,114	1,219	-8.6
Other	367	598	-38.6

CORPORATE PROFILE

News Corp. Chairman Rupert Murdoch rolled up his sleeves following Barry Diller's resignation last March as chairman-ceo of the Fox Inc. subsidiary and took control himself, turning his gaze on the TV stations and network while giving studio chief Joe Roth freer reign than he had enjoyed under Mr. Diller.

Fox Broadcasting has continued to gain momentum and maintain its position as the most innovative of the four networks. It was the only network last year to see an increase in prime-time ad revenues, up 15% to $606.7 million. Fox wrote an estimated $500 million in business during the recently completed upfront sales period for the new season, up 43% from $350 million in 1991.

News Corp. spent $28.4 million in media advertising to promote the network last year, according to LNA/Arbitron Multi-Media Service. But the company's biggest ad spender is 20th Century Fox, which hiked media 6.3% to $83.3 million to promote 22 films, LNA noted.

The studio finished 1991 in a three-way tie for fourth place, with an 11% share of North American theatrical film rentals, down from third place and 13% a year earlier, according to *Variety*. For the first half of 1992, Fox ranked fifth with a 13.1% market share.

Mr. Murdoch's sale in June 1991 of nine consumer publications reduced his U.S. magazine holdings to *TV Guide* and *Mirabella*. *TV Guide* spent $7.7 million on subscription promotion, up 83% from 1990, as *TV Guide* sought to combat continued declines in single-copy sales. The weekly reduced its rate base 7.9% to 14 million earlier this year.

TV Guide launched a $20 million campaign last November, followed by a second stage this fall. The first tier focused on TV listings; the second, on the magazine's entertainment strengths.

HEADQUARTERS

News Corp./Two Holt St./Sydney, Australia N.S.W. 2010.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Rupert Murdoch, ceo/chmn-News Corp. Ltd., chmn, Fox Inc.; Leslie Hinton, pres/ceo-News America Publishing; Chase Carey, acting pres-Fox TV Stations; Jamie Kellner, pres-coo, Fox Broadcasting Co.; George Craig, pres/ceo-HarperCollins Publishers; Larry Jones, pres-Fox Basic Cable.

NEWS AMERICA PUBLISHING: 1211 Avenue of the Americas/New York, N.Y. 10036/Phone: (212) 852-7000. Les Hinton, pres.

Chiat/Day/Mojo, Venice, Calif.

FOX BROADCASTING CO.: 10201 W. Pico Blvd./Los Angeles, Calif. 90035/P.O. Box 900/Beverly Hills, Calif. 90213/Phone: (310) 277-2211. Jamie Kellner, pres-coo.

In-house. Pam Satterfield, sr vp-media and affiliate promo.

TWENTIETH CENTURY FOX FILM CORP.: 10201 W. Pico Blvd./Los Angeles, Calif. 90035/P.O. Box 900/Beverly Hills, Calif. 90213/Phone: (310) 277-2211. Joe Roth, chmn.

Young & Rubicam, New York/Los Angeles. Nancy Smith, exec vp.

RANK: 45

Nike Inc.

Beaverton, Ore.

Ad spending: **$223.3** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	31,447	24,887	26.4
Sunday magazine	187	133	40.6
Newspaper	343	290	18.5
Outdoor	134	234	-42.7
Network TV	53,044	42,769	24.0
Spot TV	7,728	5,995	28.9
Syndicated TV	11,931	7,656	55.8
Cable TV networks	4,698	5,735	-18.1
Spot radio	36	1	NA
Measured media	109,549	87,700	24.9
Unmeasured	113,800	91,100	24.9
Total	223,349	178,800	24.9
By top brands	**1991**	**1990**	**% chg**
Nike sporting footwear	89,419	68,300	29.0
Nike sportswear	9,335	8,209	13.7
Side 1 sporting footwear	5,019	1,437	249.1

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	3,405	3,004	13.4
Earnings	329	287	14.7
U.S.	**1992**	**1991**	**% chg**
Sales	2,271	2,142	6.0
Operating income	357	325	9.8
Division sales	**1992**	**1991**	**% chg**
U.S. athletic footwear	1,748	1,678	4.2
U.S. athletic apparel	361	326	11.0
International footwear	868	652	33.2
International apparel	287	211	36.7
Other brands	162	139	16.2

CORPORATE PROFILE

The market battle between Nike and Reebok International is escalating as growth in the $5.8 billion U.S. branded athletic shoe business slows to a crawl.

The industry grew only 4.2% in 1991, after soaring 20% to 25% annually in the mid-1980s.

To hold on to its 7-point share lead over Reebok, Nike boosted media spending 24.9% last year. Nike claimed 29.8% of the market in 1991 to Reebok's 22.8% as both gained 1 to 2 share points during the year, largely at the expense of L.A. Gear.

Nike is also struggling to hold on to its lead in the worldwide market. The company executed the industry's first global introduction in 1991 and this year used its U.S. "Instant Karma" TV spot in Europe. It hopes to be a $6 billion company with half its sales coming from Europe by 1996.

In its quest to woo young women, with whom Reebok is popular, Nike's Side 1 brand this summer began its third run in as many years at the segment. The company launched a redesigned line of

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-The Wall Street Journal, July 18, 1991

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-U.S.A. Today, July 17, 1990

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shoes and apparel, a new logo and a a print campaign with the theme "When women move."

Nike boosted spending for its Nike brand women's print campaign by 29.5% to $9.3 million in 1991, according to LNA/Arbitron Multi-Media Service, and is expected to hike spending even more significantly in fiscal 1993, which began June 1. The added dollars will cover a major women's TV campaign early next year.

HEADQUARTERS

Nike/1 Bowerman Drive/Beaverton, Ore. 97005/Phone: (503) 671-6453.

Side 1/513 N.W. 13th Ave./Portland, Ore. 97209/Phone: (503) 224-1450.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Tom Clarke, gm-Nike brand; Andy Mooney, vp-dir, mktg; Stephen Gomez, vp-dir, apparel mktg; Scott Bedbury, dir-adv; Mike Wilskey, dir-intl mktg.

SPORT CASUALS DIV: Ron Nelson, vp-sport casuals; Deb Johnsen, gm-Side 1; Nancy Monsarrat, dir-adv, sport casuals.

Nike, Side 1: Wieden & Kennedy, Portland, Ore. John Russell, mgmt super.

Broadcast media buying: Nike, Side 1: SFM Media, New York. Bill Barrett, sr vp-dir, client svcs.

Ethnic mktg: Nike, Side 1: Muse Cordero Chen, Los Angeles. Greg Hogan, vp-client svcs.

Le.: Cole & Weber, Seattle. Jon Dietrich, acct mgr.

COLE-HAAR: 44 N. Elm St./Yarmouth, Maine 04096/Phone: (207) 846-3721. Karen Haskell, vp-mktg comms

Cole-Haar: Margeotes Fertitta & Weiss, New York. Dale Seiffer, acct super.

RANK: 37

Nissan Motor Co.

Tokyo

Ad spending: **$268.9** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	30,033	50,150	-40.1
Sunday magazine	575	1,066	-46.0
Newspaper	10,817	12,368	-12.5
Outdoor	1,417	1,808	-21.6
Network TV	66,434	125,792	-47.2
Spot TV	85,249	108,189	-21.2
Syndicated TV	12,352	17,237	-28.3
Cable TV networks	2,569	4,821	-46.7
Network radio	1,000	1,000	0.0
Spot radio	2,561	2,017	27.0
Measured media	212,006	323,448	-34.5
Unmeasured	56,900	86,800	-34.4
Total	268,906	410,248	-34.5
By top brands	**1991**	**1990**	**% chg**
Nissan cars	137,140	197,664	-30.6
Infiniti cars	47,698	86,038	-44.6
Nissan trucks & vans	26,797	38,246	-29.9

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	48,263	42,300	14.1
Earnings	762	340	124.0

CORPORATE PROFILE

Tiring of a gradual seven-year decline in sales, Nissan Motor Corp. USA is putting full weight behind this fall's launch of the Altima compact sedan, a potential high-volume seller.

Nissan will funnel $120 million in marketing support behind the 1993 model launch of Altima. The support will also mark a return to magazines for Nissan, which pared magazine advertising in 1991 by 40%. An estimated $35 million to $40 million will be spent in the medium as part of the launch.

The Altima needs to invigorate Nissan's profit picture. The company, which originally forecast a 2% slip in unit car sales for the year ending March 31, 1993, reported last month it expects sales to drop 8.9%. In the first half ending Sept. 30, 1992, Nissan now projects a pretax loss of 15 billion yen vs. an earlier prediction of a gain of 10 billion yen. Nissan earned 41.5 billion yen in the first half of last year.

During calendar 1991, unit sales dropped 6.2% to 548,926 for Nissan and Infiniti combined. However, its combined share of the U.S. car and light-truck market rose to 7.1% from 6.7%. Nissan ranks third among Japanese marketers.

In the luxury segment, Nissan's Infiniti division sold 34,890 units, up 45.6%, but it's still in third place behind American Honda Motor Co.'s Acura at 143,708 units, up 3.8%, and Toyota's Lexus at 71,206, up 12.1%.

Another new entry: Quest, a minivan produced by Ford Motor Co. but marketed by Nissan. The company expects to sell 35,000 of the minivans through August 1993 and 50,000 a year thereafter.

Sales of Nissan's best-selling Sentra, an entry-level subcompact, accounted for 146,618 units (both domestic and imports), down 7.8%. The Sentra had the support of an estimated $32.8 million in media for 1991, down 27.1%, according to LNA/Arbitron Multi-Media Service. The top-of-the-line Maxima, which sold 99,026 units, was backed by $30 million in media advertising, up 51%, LNA aid.

Measured media spending by Nissan for most other nameplates was down. Media advertising for Infiniti accounted for $47.6 million, down 44.6%.

HEADQUARTERS

Nissan Motor Corp. USA/18501 S. Figueros St./Carson, Calif. 90248/P.O. Box 191/Gardena, Calif. 90247/Phone: (310) 532-3111.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Haruo Ohno, pres-Nissan N. Amer.; Tom D. Mignanelli, pres-Nissan Motor Corp. USA; Robert J. Thomas, vp-corp strategy/resource devel.

NISSAN DIV: 18501 S. Figueros St./Carson, Calif. 90248/P.O. Box 191/ Gardena, Calif. 90247-6783/Phone: (310) 719-2100. Earl Hesterberg, vp-gm; Jules Clavadetscher, genl mktg mgr; Ruth Emir, adv mgr creative; Karen Gustafson, adv media mgr; William Bivens, truck/utility vehicles mgr.

Chiat/Day/Mojo, Venice, Calif. Tom Patty, exec vp-acct dir.

INFINITI DIV: 18701 S. Figueros St./Carson, Calif. 90248/P.O. Box 47038/Gardena, Calif. 90247-6838/Phone: (310) 719-5999. William Bruce, vp-gm; Robert Paske, genl mktg mgr; Brad Bradshaw, adv mgr; John Hibbard, merch mgr; John Nystrom, regional mktg mgr.

Hill, Holliday, Connors, Cosmopulos, Marina del Rey, Calif. Gene Cameron, pres/Los Angeles.

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RANK: 60

Paramount Communications

New York

Ad spending: **$179.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	4,599	4,615	-0.3
Sunday magazine	1,876	63	NA
Newspaper	22,334	26,118	-14.5
Outdoor	1,016	1,544	-34.2
Network TV	24,208	23,838	1.6
Spot TV	31,618	24,872	27.1
Syndicated TV	11,011	8,380	31.4
Cable TV networks	4,557	3,855	18.2
Network radio	194	703	-72.4
Spot radio	7,102	3,351	111.9
Measured media	108,515	97,339	11.5
Unmeasured	70,900	63,600	11.5
Total	179,415	160,939	11.5
By top brands	**1991**	**1990**	**% chg**
Paramount pictures	94,048	84,287	11.6
Paramount home video cassette	5,244	3,938	33.2

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	3,895	3,899	0.7
Earnings	122	259	-52.8
Division sales	**1991**	**1990**	**% chg**
Entertainment	2,380	2,447	-2.7
Publishing	1,515	2,072	-26.9

CORPORATE PROFILE

Paramount Communications regained its acquisition appetite in 1992, after slimming down in the '80s by selling off its non-entertainment properties.

Paramount will pay $400 million to acquire Kings Entertainment Co., owner of regional amusement parks. The move pits it once again against Walt Disney Co., Universal Studios and Warner Bros., all of which have their own theme parks, and will allow Paramount to finally leverage the characters and settings from "Indiana Jones," "Wayne's World" and "Star Trek" among others.

Despite a poor showing in fiscal 1991, ended Oct. 31, Paramount is cash rich and additional acquisitions are expected.

Paramount Pictures Corp.'s feature films still represent the largest revenue segment for the company. But despite an increase in the number of films released in 1991, to 21 from 17 in the previous year, Paramount's share of the box office last year declined to 12%, down from 14.9% in '90, according to *Daily Variety*. Measured spending for feature films increased 12% to $96.2 million, according to LNA/Arbitron Multi-Media Service.

The studio's rank in 1991 dropped from No. 2 to No. 3, behind Warner Bros. and Disney's Buena Vista.

For the first six months of 1992, Paramount sank to fourth, despite increasing its share of the box office to 13.4%.

Activity in home video, an area in which Paramount has brought substantial innovation, has been relatively quiet for the company, though its recent release of megahit "Wayne's World" should do well. Measured spending in home video increased 33% to $5.2 million, LNA noted.

HEADQUARTERS

Paramount Communications/15 Columbus Circle/New York, N.Y. 10023/Phone: (212) 373-8000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Jerry Sherman, sr vp-corp comms.

PARAMOUNT PICTURES CORP.: 5555 Melrose Ave./Los Angeles, Calif. 90038/Phone: (213) 956-5000. Harry Anderson, vp-comms.

MOTION PICTURE GRP.: 5555 Melrose Ave./Los Angeles, Calif. 90038/Phone: (213) 956-5000. Arthur Cohen, pres-worldwide mktg; Nancy Goliger, exec vp-mktg/creative affairs; Michael Camp, exec vp-creative adv; Bryan Allen, sr vp-creative adv; Thomas Campanella, exec vp-natl adv/promo; Jerry A. Meadors, vp-mktg svcs; Leslie Pound, sr vp-intl mktg; Susan Wrenn, vp-natl adv.

Ogilvy & Mather, Los Angeles. Ernie Shapiro, vp-acct super.

Home video: Hollace Brown, sr vp-adv/sales promo; Alan Perper, sr vp-mktg.

Ogilvy & Mather, Los Angeles. Ernie Shapiro, vp-acct super. Ron Reilly, sr vp-exec media dir.

TELEVISION GRP.: 5555 Melrose Ave./Los Angeles, Calif. 90038/Phone: (213) 956-5000. Meryl Cohen, exec vp-adv/promo, Domestic TV; John Wentworth, vp-adv/promo/publicity, Network TV.

Domestic TV: Jacobs & Gerber, Los Angeles. Albert Litewka, ceo.

Network TV: Grey Advertising, New York. Gerry Logue, acct dir.

MADISON SQUARE GARDEN: Two Pennsylvania Plaza/New York, N.Y. 10001/Phone: (212) 465-6000.Monie Begley, sr vp-pr; Lee Burke, vp-mktg.

Madison Square Garden Network: Burkhardt & Christy Advertising, New York. Don Kurn, sr vp-mgmt super.

SIMON & SCHUSTER: 1230 Avenue of the Americas/ New York, N.Y. 10020/Phone (212) 698-7000. Joseph W. Bereswill, vp-comms.

Baron & Zaretsky Advertising, New York. Ken Baron, exec dir; Burt Zaretsky, vp.

Simon & Schuster Trade Div: Franklin Spier, New York. Erin McHugh, vp.

Pocket Books Div, Prentice Hall General Reference: Franklin Spier, New York. Rhonda Hall, vp-acct exec.

Silver Burdett Ginn: The Sterling Agency, Morristown, N.J. Maureen Doyle, acct exec.

Prentice Hall Legal & Financial Services: McCaffrey & McCall, New York. Laurette Austin, acct exec.

Prentice Hall Professional Software: Sambrick Communications, Raleigh, N.C. Frank Sambrick, pres.

Modern Curriculum Press: Belden, Frenz & Leh man, West Lake, Ohio. Becky Rahija, acct exec. Also: Hartzel Inc., Cleveland Ohio. David Hartzel, pres.

Simon & Schuster Human Resources: Tempo Advertising, New York. Irene Goldsmith, acct exec.

RANK: 29

J.C. Penney Co.

Dallas

Ad spending: **$362.6** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	7,753	14,616	-47.0
Sunday magazine	811	1,004	-19.2
Newspaper	33,594	70,631	-52.4
Outdoor	115	75	54.8
Network TV	38,679	41,427	-6.6
Spot TV	8,513	9,676	-12.0
Syndicated TV	3,373	2,434	38.6
Cable TV networks	441	1,090	-59.5
Network radio	7,131	6,747	5.7
Spot radio	4,741	5,868	-19.6
Measured media	105,155	153,596	-31.5
Unmeasured	257,400	240,300	7.1
Total	362,555	393,896	-8.0
By top brands	**1991**	**1990**	**% chg**
Penney's apparel	43,720	62,290	-29.8
Penney's misc. mdse	29,863	48,120	-37.9
Penney's household products	12,462	15,952	-21.9
Penney's jewelry	7,109	11,661	-39.0
Penney's drugs & toiletries	5,584	2,814	98.5

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	17,295	17,410	-0.7
Earnings	80	577	-86.1
Division sales	**1992**	**1991**	**% chg**
J.C. Penney stores	14,277	14,616	-2.3
Catalog	3,002	3,220	-6.8
Drugstores	1,282	1,196	7.2

CORPORATE PROFILE

J.C. Penney Co., after refining its merchandising mix and ad message, has seen a dramatic improvement in sales.

Penney's stores reported a 12.1% increase in sales (11.3% on a same-store basis) to $5.6 million for the six months of fiscal 1993 ended July 25.

Sales in the year-earlier period had been down 0.3%. Catalog sales for the current half rose 0.9% to $1.3 billion. Last year, they were down 6.8%.

Penney's, in a step back to its value roots, has filled its racks with more moderately priced fashion merchandise. In recent years, it's downplayed value to distance itself from the Sears/Montgomery Ward clone it once was.

To deal with hard times, the retailer pared its ad budget in 1991. Media dropped 31.5% for calendar 1991, according to LNA/Arbitron Multi-Media Service, as part of Penney's marketing budget that dropped 4.3% to $398 million.

Penney's was the official retail sponsor of the 1992 U.S. Olympic Team and the exclusive retailer of licensed USA Olympic brand apparel and footwear.

HEADQUARTERS

J.C. Penney Co./14841 N. Dallas Parkway/Dallas, Texas 75240-6760/Phone: (214) 591-1000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: James E. Oesterreicher, pres.

J.C. Penney stores and catalog: W. Barger Tygart, sr exec vp-dir merch; Jerry M. Goad, vp-mktg comms; Dean Erickson, sales plans mgr; Edward Hayward, adv mgr; K.L. Baker, dir-merch/publicity/special events; Dave Nafziger, dir-visual merch; Robert Burke, controller-merch; James L. Hailey, pres-women's div; Marshall Beere, Marilee Cumming, Gerry Shores, vps-dirs mktg/merch, women's div; J. Raymond Pierce, pres-men's div; Randy Ronning, Dave Fulcomer, vps-dirs merch, men's div; Henry H. Scott, pres-children's div; Andrew Cumming, Tice Segal, vps-dir merch children's div; James J. Kennedy, pres-home & leisure div; J. Thomas Arthur, vp-dir mktg home & leisure div.

J.C. Penney Stores & products: Temerlin McClain, Irving, Texas. Dennis Visich, dir-client svcs.

THRIFT DRUG INC.: 615 Alpha Drive/Pittsburgh, Pa. 15238/Phone: (412) 963-6600. Trish Orchard, mgr mktg svcs; John Leibrick, ad mgr; Sandy Woncheck, promo mgr.

Thrift/Treasury drugstores: Ketchum Advertising, Pittsburgh. Lynn Frohm, vp-acct super.

RANK: 5

PepsiCo

Purchase, N.Y.

Ad spending: **$903.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	7,833	9,048	-13.4
Sunday magazine	137	82	66.3
Newspaper	2,315	4,923	-53.0
Outdoor	2,893	4,893	-40.9
Network TV	204,572	193,447	5.8
Spot TV	261,404	284,602	-8.2
Syndicated TV	29,013	18,001	61.2
Cable TV networks	15,116	13,119	15.2
Network radio	3,557	2,682	32.6
Spot radio	15,201	16,440	-7.5
Measured media	542,040	547,237	-0.9
Unmeasured	361,400	307,800	17.4
Total	903,440	855,037	5.7
By top brands	**1991**	**1990**	**% chg**
Kentucky Fried Chicken restaurant	119,873	118,433	1.2
Pizza Hut restaurants	118,435	107,001	10.7
Taco Bell restaurants	92,968	81,229	14.1
Pepsi beverages	70,281	79,426	-11.5
Diet Pepsi beverage	69,002	78,486	-8.8
Mountain Dew beverage	15,285	11,694	30.5
Sunchips	14,566	200	NA
Frito snacks	13,878	22,111	-37.2
Doritos snacks	13,799	24,637	-44.0

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	19,608	17,803	10.1
Earnings	1,080	1,091	-1.0
U.S.	**1991**	**1990**	**% chg**
Sales	15,158	14,047	8.0
Operating profits	1,842	1,853	-0.6
Division sales	**1991**	**1990**	**% chg**
Soft drinks	6,915	6,523	6.0
Snack foods	5,566	5,054	10.1
Restaurants	7,127	6,226	14.5

CORPORATE PROFILE

PepsiCo has begun to rebuild its profits, which turned sour in 1991 after years of impressive growth.

In first quarter 1992, profits rose 18%, restoring a bottom line crunched by cost-cutting competitors last year. Giving profits a boost was a leaner Frito-Lay unit, which in 1991 cut 1,800 from its payroll, or about 7% of the work force.

Kentucky Fried Chicken also eliminated several hundred jobs to cut overhead and give top managers more control over operations this year, mirroring similar moves by Taco Bell in 1990.

In soft drinks, Pepsi-Cola Co. changed its decade-old "Choice of a new generation" theme for "Gotta have it." The broader theme was selected to attract not only the young but the middle-aged who were the original "Pepsi generation."

In 1991, Pepsi-Cola had an 18.4% share, down from 18.8% a year earlier, just behind soft-drink leader Coca-Cola Classic, whose share was flat at 20%, according to Beverage Digest.

The "Uh-huh" campaign starring singer Ray Charles continued for Diet Pepsi. Its media spending fell 10.5% to $68 million last year. Spending on main brand Pepsi-Cola also declined, to $61 million in '91, down 19%, according to LNA/Arbitron Multi-Media Service.

In first quarter 1992, support for flagship Pepsi more than doubled to $27 million at the expense of Diet Pepsi spending, which dropped a whopping 65%, according to Manny Goldman, analyst with PaineWebber.

Pepsi-Cola Co. also continued eyeing other beverage categories. It struck a deal with Thomas J. Lipton Co. to distribute its iced teas, and also began distributing Ocean Spray juice products. It began testing Avalon, a still water, and continued tests of All Sport isotonic and H2Oh! sparkling water. Earlier this year, the company began testing Crystal Pepsi, clear soft drinks in both sugared and diet versions.

Kentucky Fried Chicken began using KFC in all store signage and advertising, a change some say was meant to avoid the word "fried." KFC launched a new ad campaign featuring the fictitious Lake Edna and rolled out new products, one of the bigger hits being its Skin-Free Chicken. KFC had a 72.4% share of the $4.7 billion chicken restaurant market-last year, up from 71.5% in 1990.

Taco Bell continued its low-price strategy, introduced in 1988, by adding breakfast to its under-a-buck items. It also introduced a pricier Steak Burrito Bel Grande for $1.99. Taco Bell held 7.3% of the $37 billion sandwich market, up from 6.7% in 1990.

Pizza Hut, with a leading 43.5% share of the $9.5 billion fast pizza market, increased its emphasis on delivery with its first separate national campaign featuring Aretha Franklin singing "Deliver me." Pizza Hut is also testing a cafe concept offering a broader menu and waitress service.

Frito-Lay, the leader in the $13.4 billion salty snacks market, with a 42% share, reformulated and stepped up advertising for Ruffles potato chips and gave Lay's potato chips its first advertising in 10 years. The company put $20 million behind its Sunchips multigrain snack and this month began test-marketing Doritos Tortilla Thins.

HEADQUARTERS

PepsiCo/Anderson Hill Road/Purchase, N.Y. 10577/Phone: (914) 253-2000.

PERSONNEL, BRANDS, AGENCIES

PEPSI-COLA NORTH AMERICA: Pepsi-Cola Co./One Pepsi Way/Somers, N.Y. 10589/Phone: (914) 767-6000. Craig Weatherup, president-ceo; David Novak, exec vp-mktg/national sales; Michael Lorelli, president, Pepsi-Cola East; Brenda Barnes, president, Pepsi-Cola South; Mauricio Pages, president, Pepsi-Cola Central; Christopher M. Hallenback, president, Pepsi-Cola West; Brian Swette, senior vp-gm, new beverage ventures; Frank Rupp, senior vp-creative services; Rick Rock, vp-media/entertainment.

Pepsi-Cola, Diet Pepsi, Slice, Mountain Dew, All Sport: BBDO Worldwide, New York. William Katz, exec vp-worldwide sr acct dir.

Mug root beer: Lois/GGK, New York. Mark Rothman, mgmt super.

African-American adv: Lockhart & Pettus, New York. David Harris, sr vp-dir client svcs.

Hispanic adv: Siboney Advertising, New York. Luis Nasr, vp-gm.

Pepsi-Cola: co-promos/field mktg & adv: Tracy-Locke, Dallas. Mike Rawlings, ceo.

FRITO-LAY: 7701 Legacy Drive/Plano, Texas 75024/Phone: (214) 334-7000. Steve Liguori, vp-brand mktg; Dwight Riskey, new prods-mkt rsch.

Fritos, Chesters, Tostitos, Rold Gold pretzels and selected new prods: DDB Needham Worldwide, Chicago. Dawn Hudson, grp acct dir.

Doritos, Smartfood popcorn, Lay's potato chips, Ruffles potato chips, Sunchips, Sunchips multi-grain snacks and selected new prods: Andy Russem, sr vp-acct dir.

All prods/world promos agency: Tracy-Locke, Dallas. Mike Rawlings, ceo.

PIZZA HUT: 9111 E. Douglas/Wichita, Kan. 67207/ Phone: (316) 681-9000. Robert Perkins, sr vp-mktg; Terry Davenport, vp-segment mktg.

BBDO Worldwide, New York. John Berg, vp-acct dir.

TACO BELL: 17901 Von Karman/Irvine, Calif. 92714/ Phone: (714) 863-4500. Tim Ryan, sr vp-mktg; Terry Davenport, vp-mktg; Naomi Pollock, dir-creative svcs.

Foote, Cone & Belding, San Francisco. Dan Odishoo, grp mgmt super.

KENTUCKY FRIED CHICKEN CORP.: 1441 Gardiner Lane/Louisville, Ky. 40213/Phone: (502) 456-8300. Colin Moore, sr vp-mktg; John Wendler, vp-mktg/operations devel, intl; Peter J. Foulds, vp-adv; Ed McPherson, vp-field mktg; Thomas A. Cross, vp-mktg svcs.

Young & Rubicam, New York. John Swan, sr vp-grp dir, domestic; Norman Kappler, sr vp-mgmt super, intl.

RANK: 2

Philip Morris Cos.

New York

Ad spending: **$2045.6** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	215,073	260,044	-17.3
Sunday magazine	12,397	15,420	-19.6
Newspaper	17,793	19,915	-10.7
Outdoor	69,679	77,140	-9.7
Network TV	389,467	402,238	-3.2
Spot TV	206,162	224,924	-8.3
Syndicated TV	135,687	133,757	1.4
Cable TV networks	24,076	26,607	-9.5
Network radio	6,570	14,481	-54.6
Spot radio	33,453	29,176	14.7
Measured media	1,110,356	1,203,700	-7.8
Unmeasured	935,200	1,013,800	-7.8
Total	2,045,556	2,217,500	-7.8
By top brands	**1991**	**1990**	**% chg**
Miller beer	233,710	181,398	28.8
Post cereals	116,944	110,998	5.4
Marlboro cigarettes	101,417	85,376	18.8
Kraft cheeses	53,951	76,696	-29.7
Maxwell House coffees	45,589	92,749	-50.8
Kraft salad drsng/mayo	44,334	56,923	-22.1
GF Intl Coffees	30,274	36,963	-17.9
Virginia Slims cigarettes	27,933	44,214	-36.8
Jell-O gelatins/pudgs	25,954	29,366	-11.6

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	66,458	51,169	10.3
Earnings	3,006	3,540	-15.1
U.S.	**1991**	**1990**	**% chg**
Sales	37,860	36,014	5.2
Operating profit	7,028	6,715	4.7
Division sales	**1991**	**1990**	**% chg**
Domestic tobacco	11,580	10,370	11.8
International tobacco	12,251	10,720	14.3
Food	28,178	26,095	8.0
Beer	4,056	3,534	14.8
Financial svcs	384	460	-16.5

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CORPORATE PROFILE

While Philip Morris Cos.' big sales generator, Kraft General Foods, just barely eclipsed year-earlier sales results in 1991, the tobacco division continued a torrid pace that included a 13% growth in worldwide sales and 15.5% advance in operating income.

Philip Morris segments, tobacco in particular, are expected to generate $21 billion in excess cash (cash left over after taxes, dividends and capital expenditures) over the next five years. The question isn't whether the company will hit the acquisition trail but when and whom it will strike.

Philip Morris has stated it's looking for dominance in food on an international level.

The continued strength in Philip Morris' tobacco division came amid a 2% decline in U.S. industry unit sales. Tobacco represented 42.1% of the company's total 1991 sales but 72% of operating profit.

Last year, Philip Morris increased its volume to 220.71 billion units, up 0.1%, giving it 43.4% of the cigarette industry's volume, up 1.1 share point, according to John C. Maxwell Jr., analyst with Wheat, First Securities.

This month, PM introduced Benson & Hedges Special Kings—an 85-millimeter version of the 100-millimeter upscale cigarette. The company declined to discuss the line extension's ad spending, though typically $40 million is the industry standard to introduce a new brand.

In 1991, Philip Morris spent $16.1 million in media on Benson & Hedges, down 21.8%, according to LNA/Arbitron Multi-Media Service. Benson & Hedges ranks No. 8 in the U.S. with a 2.2% market share. By comparison, Philip Morris' No. 1 Marlboro has almost 25% of the market.

Earlier in the year, Philip Morris brought to market what it termed a technologically advanced smoke called Merit Ultima. The company spent an estimated $30 million-plus in advertising and promotion.

Measured media backing for the Merit brand in 1991 was $10 million, according to LNA. PM executives said the heavy spending on Merit Ultima represents a partial shift in spending from regular Merit.

While overall growth in sales of Kraft General Foods rose 8%, sales of the dominant North American portion advanced only 0.5% during the year. North American sales represented 71.6% of Philip Morris' worldwide food sales of $28.2 billion.

In general, KGF returns were hurt by consumers trading down to low-price brands. The division earlier this year launched a program to bring consistently lower prices to consumers by cutting the prices it charges grocers for some products and reducing spending on promotion.

The company boosted its share in the ground roast coffee market to 33.3% from 32.7%, though in instant coffees its share declined to 35.8% from 36.3%, according to Mr. Maxwell.

Such share movement couldn't translate into greater dollar returns, however, because both segments of the market were in a decline: ground roast off 9.1% to $2.5 billion and instant down 9.9% to $1.05 billion.

The company's Maxwell House brand remained second to P&G's Folgers in the ground roast market with a 19.1% share, up 0.3 point to the latter's 21.2%. PM backed Maxwell House with $45.4 million, down more than 50% from 1990, according to LNA.

Breyers and Sealtest held a combined 16.8% of the $2.2 billion ice cream market, up 0.8%, and a combined 19% of the ice milk market valued at $460.7 million. Breyers was on top in both cases with shares of 13.2% and 12%, respectively, according to Nielsen Marketing Research.

In the highly contested ready-to-eat cereal market, KGF's Post brand rose to an 11.6% share from 11.3%, according to Nielsen. Post cereals were backed with $120 million in media spending, up 8.1%, according to LNA. The market for ready-to-eat cereals is valued at $8 billion.

Among frozen foods, Budget Gourmet's share dropped 0.6 percentage point to 10% of the dinners/entrees segment valued at $3.4 billion, to rank third behind Nestle Frozen Food Co.'s Stouffer (12.7% share) and Con-Agra's Healthy Choice (10.2%), Nielsen noted.

A combined 38.5% share of the delisliced luncheon meats market, valued at $2.6 billion, was grabbed by the Oscar Mayer (27.3% share) and Louis Rich (11.2%) brands, according to Nielsen. PM said processed meats suffered a decline in volume in 1991. Media spending on Oscar Mayer and Louis Rich branded products was cut by 19.1% to a collective $46.3 million.

Miller Brewing Co.'s share of the beer market increased to 22.3%, up 0.5 point, as the growth of Miller Genuine Draft and Genuine Draft Light helped it maintain volume even as the industry registered a volume decline.

Genuine Draft, the country's No. 7 brand in only its second year on the market, grew 10.2% to 9.5 million barrels in 1991. However, Miller Lite, the nation's No. 2 beer, saw volume drop 4.5%.

HEADQUARTERS

Philip Morris Cos./120 Park Ave./New York, N.Y. 10017/Phone: (212) 880-5000.

PERSONNEL, BRANDS, AGENCIES

PHILIP MORRIS USA: 120 Park Ave./New York, N.Y. 10017/Phone: (212) 880-5000. David E.R. Dangoor, *sr vp-mktg*; Ellen Merlo, vp-mktg svcs; David Beran, vp-mktg rsch & planning; Suzanne A. LeVan, vp-premium brands; Nancy Brennan Lund, vp-brand mgmt, Marlboro; Robert L. Mikuley, vp-brand mgmt-discount prods; Stephen K. Piskor, *dir-strategic planning & budget control*; Marlboro; Michael J. Mahan, *dir-strategic planning & budget control*, discount brands; Stephen Vasquez, brand mgr, Cambridge; Thomas M. Gerguillo, assoc brand mgr, Bucks; Julie A. Greene, assoc brand mgr, Alpine; Arthur J. Goldfarb, *dir-strategic planning and budget control*, premium brands; Carl L. Cohen, brand mgr, Virginia Slims; Peter G. Henriques, brand mgr, Benson & Hedges/Next; Susan L. Jannetta, brand mgr, Merit; Nancy J. Parmet, assoc brand mgr, Parliament; Ina Broeman, *mgr, Virginia Slims & discount brand events*; Edna Moore, *mgr, Benson & Hedges & community mktg events*; James Spector, *dir of promo svcs*; Maria Antonoff, *mgr-premium brands promo svcs*; Robert I. Tomei, *mgr-database and fulfillment operations*; Richard Stirlen, *dir of media and POS devel*; Phyllis Kornbluth mgr-POS devel; Roy Anise, dir-mktg rsch; Karen E. Altenberg, assoc brand mgr-new prods/Cartier.

Cartier, Bristol, Parliament, new prods: Backer Spielvogel Bates Worldwide, New York. Claudio Berk, *sr vp-mgmt rsp*.

Alpine, Benson & Hedges, Basic, Cambridge, Marlboro, Merit, Virginia Slims and new prods: Leo Burnett USA, Chicago. Peter Voix, exec vp.

KRAFT GENERAL FOODS NORTH AMERICA: Three Lakes Drive/Northfield, Ill. 60093-2753/Phone: (708) 998-2000. Eric Stroebel, *sr vp-corp mktg*. Loraine Scarpa, vp-mktg svcs, KCF; Richard Heistein, vp-adv svcs, KGF; Marjorie Kapian, dir adv, KGF; Bill Schumacher, dir adv, KGF.

KRAFT GENERAL FOODS USPC (FROZEN FOODS): Seven Penn Center/1635 Market St./Philadelphia, Pa. 19103-2299/Phone: (215) 587-5100. Charles F. Marcy, pres, National Dairy Products Corp.; Timothy J. Kregor, vp-gm, cultured prods and toppings; Michael J. Bailey, vp-gm, frozen desserts; John Craig, pres, Lenders; Marianne Emswiler, vp-mktg, Lenders; Jim Dwyer, vp-mktg, Tombstone; Lawrence Benjamin, pres, All American Gourmet; Michael McGrath, vp, Main Meals.

All American Gourmet, Bird's Eye, Budget Gourmet, Breadstone, Breyers Ice Cream, Frozen Gladje, Light n' Lively, Sealtest: Young & Rubicam, New York. Susan Gianinno, worldwide acct dir.

Kraft Eating Right, Kraft Frozen Entrees, Touchstone Pizza: Foote, Cone & Belding, Chicago. Joan Black, *sr vp-grp acct dir*.

Cool Whip, Lender's Bagels, Louis Rich, Sealtest, Kool-Aid Kool Pops: D'Arcy Masius Benton & Bowles, New York. I. Peter Rosow, *sr vp-joint mg dir*.

KRAFT USA: Kraft Court/Glenview, Ill. 60025/Phone: (708) 998-2000. Mark Leckie, vp-mktg, grocery prods; Betsy Holden, vp-mktg, grocery prods; Todd Brown, dir-mktg, grocery prods; Sandy Poss, vp-mktg, retail cheese; Dave Johnson, vp-mktg, retail cheese; Cathy Jarus, dir-mktg, specialty prods.

Kraft BBQ Sauces, Kraft's Bye BBQ Sauce, Caramels, Grated Parmesan, Kraft-Snacks, Kraft Macaroni & Cheese, Kraft Salad Dressings, Kraft Side Dishes, Touch of Butter Spread, Velveeta Shells & Cheese: Foote, Cone & Belding, Chicago. Joan Black, *sr vp-grp acct dir*.

Kraftmo Cheese: Grey Advertising, Los Angeles. Melissa Hochschild, vp-mgmt super.

Cheese Whiz, Cheesy Specialty Cheeses, Deluxe Slices, Kraft Singles, Miracle Whip, Philadelphia Cream Cheese, Polly-O-Cheese: J. Walter Thompson USA, Chicago. Ray Marione, *sr vp-mgmt dir*.

Cracker Barrel, Gilldarra Pastas and Sauces, Kraft Grand Natural Cheese, Kraft Grand Salad Dressing, Kraft Free Salad Dressing, Kraft Light Naturals, Kraft Real Mayonnaise, Parkay Margarine, Seven Seas salad dressing, Spreadery, Velveeta: Leo Burnett USA, Chicago. Dan Reid, exec vp.

OSCAR MAYER FOODS: 910 Mayer Ave./Madison, Wis. 53704/P.O. Box 7188/Madison, Wis. 53707/Phone: (608) 241-3211. Rick Searer, vp-gm, Oscar Mayer; Bryan Stockton, vp-gm, Louis Rich & subsidiaries; Bob Drane, vp-new prod devel and TQM mktg svcs; Gary Rawlings, mktg mgr, Oscar Mayer; Steve Shaneey, mktg mgr-Louis Rich.

Classeno pizzins, Oscar Mayer meats, Lunchables: J. Walter Thompson USA, Chicago. Jerry Johnston, *sr vp-dir, client svcs*.

Louis Lunch Seafood: D'Arcy Masius Benton & Bowles, Chicago. Ben Bishop, *sr vp-grp acct dir*.

Louis Rich Meats: D'Arcy Masius Benton & Bowles, New York. Martin Grant, *sr vp-grp acct dir*.

GENERAL FOODS USA: 250 North St./White Plains, N.Y. 10625/Phone: (914) 335-2500. Irene Rosenfield, exec vp-gm; Steven Mintz, vp-mktg beverage div; Paula Sneed, exec vp-gm, Sally Genster Robling, dir-mktg, desserts div; Ann Fudge, exec vp; Nancy Wong, dir-mktg; Ann Daw, dir-new bus devel, dinners and enhancers; Greg Murphy, pres; Eve Page, vp-base brands, Ann Marks, mktg dir-devel, Maxwell House Div; Sylvester Hinkes, exec vp-genl mgr, Paul Singer, mktg dir; Robert Lowe, dir-new bus, Post Cereals; Peter Rollins, pres-ceo; Albert Freihofer, vp-sales & mktg, Freihofer's.

Freihofer's: Partners Meany, Albany, N.Y. Leslie Baker, vp.

Bakell, Crystal Light, Entenmann's, Good Seasons, Gravocet: D'Arcy Masius Benton & Bowles, New York. I. Peter Rosow, *sr vp-joint mg dir*.

Bakers, Kool-Aid Brand Pies, RTD Beans, Minute Rice, Post Bran Flakes, Post Fruit & Fibre, Post Grape-Nuts, Post Honeycomb, Post Honey Sunrises of Oats, Post Oat Flakes, Post Raisin Bran, Post Toasties, Sure-Jell, Stove Top, Post Grape Grains: Grey Advertising, New York. Jack Frantz, exec vp.

Brim, Country Time, Log Cabin Syrup, Maxwell House coffees, Post Super Golden Crisp, Post Alpha Bits, Post Pebbles, Shake 'n Bake, Tang, Yuban: Ogilvy & Mather, New York. Jack Reed, Rick Roth, *sr vps-exec grp dirs*.

General Foods Int'l Coffees, Jell-O brand desserts, Gevina brand decaffeinated coffees: Young & Rubicam, New York. Susan Gianinno, exec vp-grp dir.

KRAFT GENERAL FOODS COMMERCIAL PRODUCTS: One Parkway North/Deerfield, Ill. 60015/Phone: (708) 405-8500. Kraft General Foods Commercial Products consists of Kraft Foodservice and Kraft Food ingredients.

KRAFT FOODSERVICE: One Parkway North/Deerfield, Ill. 60015/Phone: (708) 405-8500. Gary Karp, vp-Kraft branded prod sales and mktg; Rick Wallace, dir-mktg, Kraft branded prods; Patsy J. Mellott, dir-trade mktg and comms.

Bayfield County, Beyond, Bull's Eye, Cashins, Cabbies, Cheez Whiz, Country Churn, Cracker Barrel, Celebrate, Excelsior, Flavor Fry, Handi-Snacks, House Brand-logo by Kraft, Kraft, Kraft Free, Kraft Food Service, Kraft Foodservice Gourmet, Kraft Foodservice Prestige, Kraft Foodservice Premier, Kraft Foodservice Preferred, KFS, Kraft "Think 'n Spicy," Lancetti, Miracle Whip, Monogram, Natural Resource, Old English, Optimax, Parkay, Philadelphia Brand, Quail-fry, Rancher's Choice, Renaissance, Salad Supper, South Street, SuperCured, SuperSliced, Velveeta: Ketchum Advertising, Chicago. Andrea Mallen, vp-acct svcs.

KRAFT FOOD INGREDIENTS: 6410 Poplar Ave./Memphis, Tenn. 38119/Phone: (901) 766-2100. Terry Reagan, dir-mktg, commercial prods; Max Maxwell, *sr mktg mgr-foodservice*; David Compton, *mktg mgr-new prods*; Russ Williams, *dir-flavor ingredients*; Paul Kemby, dir-confection prods, Bob Milewski, dir-refrigerated prods; Steve Robinson, dir-mktg.

Anderson Clayton/Baskin Products, Baker's Shaposhe & Coconut, California Vegetable Concentrates, KFI Private Label Products, KFI Specialty Ingredients, Mrs. Tucker's Shortening, Oil, Margarine Products, Seafood Creamer, Tobasco Cheese Analog, Toffee Shortening & Oil Products: Archer/Malmo, Memphis, Tenn. Bob O'Conner, acct dir.

California Vegetable Concentrates: Boling & Associates, Fresno, Calif. Jan Boling, acct dir.

MILLER BREWING CO.: 3939 W. Highland Blvd./Milwaukee, Wis. 53201/Phone: (414) 931-2000. Richard Strup, vp-brand mgmt; Tony Sciolla, brand mgr, Miller Genuine Draft; Alice Frazier, Alan Smith, Bill Dreger, assoc brand mgrs, Miller Genuine Draft; Mark Zinkind, brand mgr, Miller Genuine Draft Light; Lourie Fanouh, asst brand mgr, Miller Genuine Draft Light; Sharon Ali, brand mgr, Miller High Life and Leinenkugel's; Rich Reider, asst brand mgr, Miller High Life; Paul Basquin, low calorie category dir, Sharp's; Rob Olejniczak, brand mgr, Lite; John Bech, Rodney Northern, assoc brand mgrs, Lite; Ann Janikowsky, brand mgr, Sharp's; Steve Wnuk, assoc brand mgr, Sharp's; Ann Vest, brand asst, Sharp's; Jeff Schouten, category dir, Allied Brands; Chuck Strehl, genl sales mgr, Leinenkugel's; Megan Loch, asst brand mgr, Reserve; Chad Vincent, brand mgr, Reserve, Lowenbrau; Mark Wildman, assoc brand mgr, Allied Brands; Jeff Rea, new bus devel, category dir; Rick Burton, Jay Lenstrom, Jennifer Achuck, brand mgrs, new prods; Karen Huber, assoc brand mgr; Robert Ward, dir of adv svcs; Robin Peterson, David Dutton, media mgrs; Mary Genske, Pat Taflinger, assoc media mgrs.

Magnum, Meister Brau, Miller High Life, Miller Lite, Milwaukee's Best: Leo Burnett USA, Chicago. John Miller, exec vp.

Genuine Draft, Genuine Draft Light: Backer Spielvogel Bates Worldwide, New York. Frank Assumma, exec vp.

Hispanic mktg for all Miller Brewing Co. brands: Casnova Pendril, Irvine, Calif.; Randy Ransome, acct dir.

Lowenbrau: J. Walter Thompson USA, Chicago. Bob Hall, *sr vp-mg dir*.

Leinenkugel's, Sharp's, responsible drinking campaign: Frankenberry, Laughlin & Constable, Milwaukee. Steve Laughlin, partner.

Black consumer mktg for all Miller Brewing brands: The Mingo Group, New York. Sam Chisholm, pres.

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RANK: 73

Philips NV

Eindhoven, The Netherlands
Ad spending: **$133.1** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	11,733	20,432	-42.6
Sunday magazine	12	513	-97.6
Newspaper	3,980	108	NA
Outdoor	42	24	77.0
Network TV	45,858	62,789	-27.0
Spot TV	401	302	32.9
Syndicated TV	2,783	2,865	-2.9
Cable TV networks	1,937	2,047	-5.4
Network radio	0	11	NA
Spot radio	0	19	NA
Measured media	66,746	89,109	-25.1
Unmeasured	66,400	88,600	-25.1
Total	133,146	177,709	-25.1
By top brands	**1991**	**1990**	**% chg**
Norelco shavers	32,677	46,973	-30.4
Magnavox electronic equipment	14,808	0	NA
Magnavox video equipment	5,842	21,880	-73.3

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	33,052	32,901	0.5
Earnings	697	(2,502)	NA
U.S.	**1991**	**1990**	**% chg**
Sales	7,443	6,973	6.7
Income from operations	(11)	(362)	NA
Division sales	**1991**	**1990**	**% chg**
Lighting	4,264	4,145	2.9
Consumer electronics	15,579	15,255	2.1
Professional prods.	7,256	7,316	-0.8
Components	4,550	4,692	-3.0
Miscellaneous	1,404	1,492	-5.9

CORPORATE PROFILE

Philips Consumer Electronics, the U.S. operation of Philips NV, is betting on the compact disc-interactive and digital compact cassette technologies to shore up its sagging bottom line which has recorded negative growth the past two years.

CD-I, which combines some of the elements of computers with videogames and CDs, was launched last year. But this year, Philips gains two key advantages: Eastman Kodak Co. is moving into the consumer market with its Photo CD system, which allows viewing of pictures on TV and is compatible with CD-I.

Philips has come up with an add-on that allows CD-I to play TV shows and some movies, complete with stereo sound.

Philips is hoping CD-I will bolster the company's high-tech image in the U.S. in a way that will translate to other products.

While CD-I will get the bulk of the division's additional ad support, the digital compact cassette system may get most of the public attention.

DCC allows digital cassette tapes to be played and recorded in machines compatible with old audiocassettes. Philips and Matsushita Electric Industrial Co. will introduce DCC this fall with other electronics makers also signing on to the format.

Philips had planned to introduce the format early this fall but postponed introduction to solve some initial production problems.

Last year, Philips saw its share of the U.S. market drop in camcorders to 5.5% from 7.5% in 1990; rise for VCRs to 9.8% from 8%; and rise for TVs to 12% from 11.9%, according to *TV Digest*.

Philips bowed out of the personal computer market last year, a move that did not have much impact on its U.S. operations. Its personal computers have never been a factor in the U.S. market. Philips will remain a computer supplier and marketer of monitors. The company did cut back on some U.S. staff, however.

Philips Lighting last year and this year continued in its course of looking to new products to avoid the price pressures in the basic light-bulb segment.

No. 2 in bulb sales with about 20% of the market (behind General Electric Co.), Philips introduced Mini Earthlight, a compact fluorescent bulb that screws into regular bulb sockets; and SLS, an even more compact fluorescent. This fall, Philips will introduce its first Christmas tree lights under the Philips Tangle Free name. Last year, Philips supported its light bulbs with only $1.1 million, down 76%.

Philips Lighting launched a new campaign that abandoned humor for a "decorate with light" theme. It also dropped network TV for spot TV in 31 markets where its spots were tagged with retailer identifications.

Norelco Consumer Products continued its concentration on electric shavers, irons and clean air machines, even as it heightened its search for new product lines. Norelco estimates it now holds 53% of the men's electric shaver market by volume and 58% by price; it has 34% of women's shavers by both measures.

Norelco reduced ad spending last year after introducing some new shaver lines in 1990, with the biggest cut dropping spending on men's shavers by 30% to $28 million, according to LNA/Arbitron Multi-Media Service.

Philips NV owns 80% of PolyGram NV, which last year announced plans to further expand from audio recordings and distribution into films, setting up PolyGram Filmed Entertainment as a U.S. subsidiary.

PolyGram joined Universal Pictures in a 50/50 joint venture called Gramercy Pictures. That unit in turn agreed to distribute for several companies wholly or partially owned by PolyGram.

PolyGram last month agreed to buy a 51% interest in Interscope, the film production company headed by Ted Field that has produced more than 25 pictures, including "Three Men & a Baby."

HEADQUARTERS

Philips International BV, P.O. Box 218/5600 MD/ Eindhoven/Netherlands.

North American Philips Corp./100 E. 42nd St./New York, N.Y. 10017/Phone: (212) 850-5000.

PERSONNEL, BRANDS, AGENCIES

PHILIPS CONSUMER ELECTRONICS: One Philips Drive/Knoxville, Tenn. 37914-1810/Phone: (615) 521-4316. Mike Keel, dir-adv.

Magnavox, Philips, Sylvania, Philco: Backer Spielvogel Bates Worldwide, New York. Jerry Gottlieb, exec vp-acct mgmt.

NORELCO CONSUMER PRODUCTS: Highridge Park/ Stamford, Conn. 06904/Phone: (203) 329-2400. Patrick Dinley, pres; Leigh Alexander, sr mktg mgr-razors; Ed Crawford, sr mktg mgr-home comfort grp.

Norelco, Philips: D'Arcy Masius Benton & Bowles, New York. Ira Schwartz, sr vp-grp dir.

PHILIPS INTERACTIVE MEDIA OF AMERICA: 11111 Santa Monica Blvd./Los Angeles, Calif. 90025/ Phone: (310) 444-6600. Richard Arroyo, sr vp-mktg.

Philips CD-I Software: Backer Spielvogel Bates Worldwide, New York. Jerry Gottlieb, exec vp-acct mgmt.

PHILIPS LIGHTING CO.: Philips Square/200 Franklin Square Drive/P.O. Box 6800/Somerset, N.J. 08875-6800/Phone: (908) 563-3000. John Stasiw, vp-gm, consumer div; David Wickware, dir-mktg; Maureen Carpenter, mgr-marketing communications.

Philips lighting: McKinney & Silver, Raleigh, N.C. Rick Myracle, sr vp-mgmt sup.

POLYGRAM CORP.: 825 8th Ave./New York, N.Y. 10019/Phone: (212) 333-8000.

Dane Benable, vp-prod devel, Mercury Records; Dan Brotman, mgr-adv, PolyGram Classics & Jazz; Susie Penley, mgr-adv, PolyGram Classics & Jazz-Verve/ECM; Steve Miller, natl dir-sales/mktg, Mercury Nashville; Jim Caparro, president PolyGram Distribution; Jeff Jones, vp-PolyGram label grp mktg; Matthew Stringer, vp-mktg, Island Records; Jim Guerinot, vp-mktg, A&M Records; Celia Hirschman, exec dir-mktg; Kate Tews, dir of advertising; Michael Kuhn, pres PolyGram Filmed Entertainment; Russell Schwartz, pres Gramercy Pictures (joint venture).

Mercury Records: Mercury, Atlanta Artists, Big Life, Fontana, Jamboe, PWL, rocket, Wing. Polygram Classics & Jazz: Verve, Deutsche Grammophon, ECM, London, Philips. Mercury Nashville. PolyGram Label Group: SPRI, Godless, London, Polydor, Smash, Vertigo. Island Records. A&M Records: Boiss, Dunes, Elephant, Horizon, Perspective, Tabu: Phonad, New York (in-house). Sylvia Chandler, mgr-merch; Leslie Borrok, mgr-adv.

RANK: 1

Procter & Gamble Co.

Cincinnati
Ad spending: **$2,149.0** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	142,900	154,683	-7.6
Sunday magazine	4,310	6,260	-31.1
Newspaper	3,699	6,418	-42.4
Outdoor	517	523	-1.3
Network TV	515,697	569,894	-7.9
Spot TV	283,650	304,150	-6.7
Syndicated TV	131,783	119,258	10.5
Cable TV networks	67,824	57,936	17.1
Network radio	10,810	17,620	-38.6
Spot radio	5,265	9,361	-43.9
Measured media	1,166,455	1,236,123	-5.6
Unmeasured	982,500	1,041,200	-5.6
Total	2,148,955	2,277,323	-5.6
By top brands	**1991**	**1990**	**% chg**
Folgers coffees	67,753	96,876	-30.1
Tide laundry products	51,062	62,009	-17.7
Crest toothpaste	44,784	43,810	2.2
Head & Shoulders shampoos	34,603	35,915	-3.7
Nyquil cold products	31,929	29,528	8.1
Pampers diapers	29,151	27,022	7.9
Cheer laundry detergent	26,100	31,410	-16.9
Downy fabric softener	25,425	36,777	-17.4
Always feminine protection	24,284	16,196	49.9
Cover Girl eye make-up	24,226	14,380	68.5

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	29,362	27,026	8.6
Earnings	1,872	1,773	5.5

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U.S.	1992	1991	% chg
Sales	15,579	15,276	2.1
Net earnings	1,461	1,360	7.4
Division sales	**1992**	**1991**	**% chg**
Laundry & cleaning	9,531	9,002	5.9
Personal care	15,142	13,468	12.4
Food & beverage	3,709	3,546	4.6
Pulp & chemicals	1,429	1,709	-16.4

CORPORATE PROFILE

Procter & Gamble Co. intends to generate greater brand loyalty through a new value-pricing strategy.

The company in the past year reduced trade allowances to retailers in exchange for lower everyday list prices. The goal is to offer consumers everyday low prices and minimize the wide price swings that prompt shoppers to switch brands.

Although some retailers that rely on high/low pricing strategies object to the plan, P&G eventually hopes to convince retailers they will benefit from added value on a day-in, day-out basis.

P&G estimates that in a number of categories, it is lowering prices even more than the promotion and pricing dollars it has taken away from the retailer. The strategy now covers about 50% to 60% of P&G's business, including items in the food and beverage, laundry and cleaning, and health & beauty-care sectors.

P&G at the same time is launching a long list of new products. It is going national with Pert Plus for Kids, Ultra Downy, Crest Complete toothbrush and Liquid Safeguard anti-bacterial soap.

The company in February began testing seven ultra liquid compact detergents following the recent success of concentrated powder detergents. The brands are Ultra Liquid Cheer With Color Guard, Ultra Liquid Cheerfree, Ultra Liquid Dash, Ultra Era and Ultra Liquid Tide in regular, unscented and bleach versions.

P&G remains the dominant player in the $3.6 billion laundry detergent category with a 55.5% share. Its top sellers are No. 1 Tide and No. 2 Tide With Bleach. P&G's Gain detergent, the No. 7 brand, jumped to a 4.6% share for the 52-week period ended May 23, 1992, from a 2.7% share in the prior-year period, according to Nielsen Marketing Research.

Ultra Dry Pampers Phases and Ultra Dry Luvs Phases rolled national this year replacing previous versions that went global last year. The diapers are tailored to meet a child's developmental stages.

P&G is the leading marketer in the $2 billion-plus disposable diaper market with a 49.6% combined share for Pampers (29.2%) and Luvs (20.4%). Kimberly-Clark's Huggies is the top brand at 30.1% at midyear 1992, according to Nielsen.

P&G, which ran head-on into the FDA in 1991 over its use of the term "fresh" on Citrus Hill orange juice labels, is now positioning the brand on health benefits. A medical study showed children who were given a highly absorbable calcium found in Citrus Hill Plus Calcium developed stronger and denser bones than children who received only the recommended daily allowance.

Citrus Hill is a distant No. 3 in the $3 billion orange juice market with a 7.8% share for the 52 weeks ended April 18.

P&G is boosting its bar soap business after relinquishing the lead position to Unilever's Lever Bros., which now has a 32.5% share of the $930 million bar soap derby on the strength of its Lever 2000 brand vs. 26.7% for P&G.

P&G is testing a bar soap called Whitewater Fresh Zest. The bar is white, instead of green like traditional Zest, and is beveled like competitor Unilever's Lever 2000. The new product is expected to contain Ages, a mild cleanser that's been used in the Oil of Olay Conditioning Bar in test since 1990. The Oil of Olay bar is expected to go national by yearend with a $50 million marketing budget.

P&G is now the leader in the U.S. cosmetics market, with a 34% share in 1991 for its Cover Girl, Clarion and Max Factor lines, running ahead of Revlon's 22.5% share for its Revlon and Almay lines.

HEADQUARTERS

Procter & Gamble Co./One Procter & Gamble Plaza/Cincinnati, Ohio 45202/P.O. Box 599/Cincinnati, Ohio 45201/Phone: (513) 983-1100

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Edwin L. Artzt, chmn; John E. Pepper, pres; Gerald V. Dirvin, Durk I. Jager, exec vps; Gordon F. Brunner, sr vp rsch/devel; Robert J. Herbold, sr vp-info svcs/adv; Lawrence D. Milligan, sr vp-sales; Michael J. Allen, Wolfgang C. Berndt, Robert T. Blanchard, Bruce L. Byrnes, Larry G. Dare, Stephen P. Donovan Jr., Harald Einsmann, Alan G. Lafley, Jorge P. Montoya, grp vps; L. Ross Love, vp-adv; James Van Cleave, vp-media & programming; John Saxton, vp-cosmetic & fragrance prods; Frank Smith, vp-commercial svc prods; Jeffrey Jones, vp-paper prods; Thomas Moore, vp-healthcare prods; Mark Upson III, vp, food & beverage prods; Walker Wallace, vp-Olestra; Gary Breisinger, vp-sales; G. Gilbert Cloyd, vp-pharmaceuticals; Mark Collar, vp-gm, deodorants/Old Spice; Mark Levy, vp-gm, personal cleansing prods; Martin Nuechtern, vp-gm-haircare prods; Randolph Rogge, vp-gm, skincare prods; Robert Gill, vp-gm, snacks; John Bess, vp-gm, dishwashing prods; R. Kerry Clark, vp-gm, laundry prods; Steven David, vp-gm, fabric conditioners; Gregory Lawton, vp-gm, facial tissue & catamenials; Peter Elsing, vp-gm, oral care prods; Gerald Perkinson, vp-gm, analgesic prods.

Bold, Crest Complete, Cheer, Era Plus, Bloom, Love liquid & bar soaps, Luvs disposable diapers, Secret, Pert Plus, White Cloud, Pepto-Bismol, Prell, Clarion cosmetics, Nexxus: Leo Burnett USA, Chicago. Mary Bishop, exec vp-acct dir.

Black adv: Crest, Crisco shortening, Tide: Burrell Advertising, Chicago. Fay Ferguson, vp-mgmt super.

Bounce, Dash, Dawn, Ivory Snow, Crest, Fastooth, Fixodent, Vicks Formula 44, Bybull, Puroganic, Vicks Vaporub, Scope, Sinex, Clearasil, Always, Attends, Charmin, Pampers, Wondra: D'Arcy Masius Benton & Bowles, New York. Barcus Nankin Schwartz Partnership (Always, Attends, Bounce, Dawn): Ira Schwartz, sr vp-group acct dir; Alan Barcus, Harold Nankin, sr vp-creative dirs. Gangi Love Partnership: Bill Gangi, sr vp-creative dir; Tim Love, sr vp-group acct dir. Charoff Sherman Partnership (Vicks healthcare prods, Vicks personal care prods, P&G healthcare prods): Ken Charoff, sr vp-creative dir, Norm Sherman, sr vp-group acct dir.

Envy by Cover Girl, Max Factor cosmetics, California for Women/Men fragrances, Incognito fragrance, Le Jardin fragrance, new prods: Lotas Minard Patton McIver, New York. Sally Minard, partner; Dick Ellington, exec vp-acct mgr, fragrances; Cynthia Kemp, acct dir Procter & Gamble fragrances; Bob Knapp, acct dir, Max Factor cosmetics.

Professional adv—Charmin Care, Crest, Head & Shoulders, Pepto-Bismol, Puffs, Scope, Noxzema International: Medicus Intercon International, New York. Scope—Dean Schwartz, dir-oper & strategy; Betsy Shulman, acct dir; Beth Kostecka, assoc acct mgr. Crest—Justin Harrington, acct mgr; Howard Courtenmanche, Wendy Spielman, assoc acct mgrs.

Cover Girl Cosmetics, Downy fabric softener-liquid & dryer sheets, Joy, Crisco shortening and Crisco cooking oil, Puritan oil, Ivory liquid cleaner, Pantene haircare line, Sure: Grey Advertising, New York. Neil Kreisberg, exec vp.

Professional adv—Crisco oil, Citrus Hill Plus Calcium, Folgers decaf, Spoon Farm juices, Bon de Soleil, Oil of Olay, Ivory bar soap and liquid, Safeguard: Gross Townsend Frank Hoffman, New York. Cindy Machles, group acct super, skincare; Glenn Greenberg, group acct super, food.

Downy Delight: Gumpertz/Bentley/Fried, Los Angeles. Richard Fried, pres-mgmt super.

Downy, Cinch, Fisher Nut, Safeguard, Top Job, Zest: Jordan, McGrath, Case & Taylor, New York. Alice Bond, exec vp.

Foodservice cleaning products, coin vending cleaning prods: Ketchum Advertising, Chicago. Lee Lippman, pres.

Professional adv—Aramel and Benbrium: Klemtner Advertising, New York. Marvin Amster, acct dir; Aniko Burzo, vp media dir.

Children's Bybull, Chloraseptic, Pediatric Formula 44, Pertdex, Benagel: Lally, McFarland & Pantello, New York. Laura Krein, Joni Honig, vp-mgmt supers.

Folgers regular and decaffeinated coffee, Puffs, Citrus Hill juices, Certain, Duncan Hines baking mix line, Hawaiian Punch, Ivory shampoo, Bain de Soleil suncare line: N W Ayer, New York. Warren E. Albright, exec vp.

Foodservice & lodging prods, shortening & oils, coffee, bar soap & amenities, Attends: industrial, chemical grocery trade, drug trade & military adv: Northlich Stolley LaWarre, Cincinnati. Steve Rost, sr vp-dir client svcs.

Tide detergents, Cascade, Comay, Comet, Bruft, Ivory bar soap & liquid, Orydol, Safe, Spic & Span: Saatchi & Saatchi Advertising, New York. Paula Forman, exec vp-exec mgmt dir.

Oil, Chloraseptic, Mr. Clean, Coast, Comet liquid bleach, Head & Shoulders, Metamucil, Vicks Throat Drops, Old Spice, Vidal Sassoon haircare line: Tatham/RSCG, Chicago. Robert Hielscher, sr partner-client svcs dir.

Safe, Oil of Olay and Olay Bath Bar, Pringles, Duncan Hines cookies: Wells Rich Greene BDDP, New York. Dick Byrne, exec vp-co dir acct svcs; Chris Hansen, exec vp-dir acct svcs.

RANK: 41

Quaker Oats Co.

Chicago

Ad spending: **$237.7** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	26,086	24,510	6.4
Sunday magazine	459	107	328.1
Newspaper	831	1,556	-46.6
Outdoor	267	486	-40.9
Network TV	39,330	54,927	-28.4
Spot TV	24,641	34,307	-28.2
Syndicated TV	11,886	9,629	23.4
Cable TV networks	4,548	2,147	111.8
Network radio	1,692	3,418	-50.5
Spot radio	1,950	3,273	-40.4
Measured media	111,711	134,361	-16.9
Unmeasured	126,000	133,800	-5.8
Total	237,711	268,161	-11.4
By top brands	**1991**	**1990**	**% chg**
Quaker cereal	38,366	49,346	-22.3
Gatorade drinks	24,277	25,542	-5.0
Cap'n Crunch cereal	12,260	11,272	8.8
Life cereal	9,442	9,792	-3.6
Ken-L Ration dog food	6,483	10,194	-36.4
Gaines dog food	5,575	1,101	406.5
Golden Grain Rice-a-Roni	5,093	3,930	29.6

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	5,576	5,491	1.5
Earnings	248	206	20.3
U.S.	**1992**	**1991**	**% chg**
Sales	3,842	3,860	-0.5
Operating income	435	429	1.4
Division sales	**1992**	**1991**	**% chg**
U.S. & Canadian grocery	3,842	3,860	-0.5
International grocery	1,734	1,631	6.3

CORPORATE PROFILE

Gatorade sports drink, with worldwide sales approaching $1 billion, continues as Quaker Oats Co.'s biggest brand and key growth vehicle.

Early this year, Quaker set up a worldwide unit to coordinate all Gatorade marketing efforts, especially sports marketing.

Gatorade owns the estimated $500 million U.S. market for sports drinks with about a 94% share.

Among shelf-stable beverages, Gatorade ranked No. 2 behind Ocean Spray, with 17.9% of market for the 52 weeks ended May 16, according to Nielsen Marketing Research. That's up from 17.1% for the year-earlier period.

Quaker is bolstering Gatorade's position with new products, adding a grape flavor this year, and expanding distribution of 32-ounce plastic jugs. Quaker continued to use Gatorade's "Be like Mike" U.S. campaign, starring the Chicago Bulls' Michael Jordan.

For the third consecutive year, Quaker pared its overall ad budget, restricting spending to a few key products in most of its food businesses. Measured spending dropped 16.9% to $111.7 million in 1991, according to LNA/Arbitron Multi-Media Service. More than half of the decline resulted from Quaker spinning off its Fisher-Price division into a separate company in 1991.

The company's ready-to-eat cereal business remains hard pressed to keep up with the competition. In the $8 billion ready-to-eat cereal category, Quaker lost ground again last year, taking a 7.1% dollar share for the 52 weeks ended April 18, 1992, Nielsen reported.

Quaker trails Kellogg Co. with a 36.5% share, General Mills with 29.4% and Kraft General Foods' Post division with 11.3%. Quaker's high mark was 8% in 1988.

Sales of Quaker's key cereal brand, Cap'n Crunch, were flat, giving the brand a 2.8% share vs. more than 3% for 1990. Quaker 100% Natural cereal staggered when Kellogg introduced a low-fat granola cereal in February. Quaker responded with a low-fat variety of 100% Natural. Kellogg's product took more than 1% of the market in six months.

Other core Quaker brands are Life and Quaker Oat Squares.

Quaker this fall is launching a new cold cereal, Quaker Toasted Oatmeal. The cold oatmeal-flake cereal in original and honey nut, ties strongly into Quaker's hot cereal line by adapting the hallmark red and blue Quaker Oats package and prominently featuring the Quaker man.

Hot cereal continued as one of Quaker's bedrock businesses, taking about 60% of the $775 million hot cereal market. This fall, the company is introducing two hot cereals, Quaker Multigrain and Quaker Oats Plus Fiber. David Bere, appointed president of the breakfast division in April, is leading the fall effort.

Quaker took 10.9% of the $4.7 billion pet food category last year, up from 10.5% the previous year, according to Nielsen. Quaker now ranks fifth among six major players.

More than half of Quaker's pet food business comes from three lines: Cycle, which became a $105 million franchise after being relaunched as Advanced Nutrition Cycle last year in a $37 million ad campaign; Kibbles 'n Bits, a $100 million franchise; and pet treats. Its strategy is to build these growth products with added spending and line extensions.

HEADQUARTERS

Quaker Oats Co./Quaker Tower/321 N. Clark St./Chicago, Ill. 60610-4714/P.O. Box 049001/Chicago, Ill. 60604-9001/Phone: (312) 222-7111.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: William D. Smithburg, chmn, pres-ceo; Philip A. Marineau, exec vp-coo.

U.S. AND CANADIAN GROCERY PRODS: Quaker Tower/321 N. Clark St./Chicago, Ill. 60610-4714/P.O. Box 049001/Chicago, Ill. 60604-9001/Phone: (312) 222-7111. David R. Nogle, sr vp; John Blair, vp- mktg svcs/new ventures; C. Clarkson Hine, vp-adv; Jerry Perkins, vp-sales promo.

Hispanic adv: Berry-Brown Advertising, Dallas. Patricia Magel, vp-acct super.

African-American adv: Burrell Advertising, Chicago. Charles McClellan, vp-acct dir.

BREAKFAST DIV: Quaker Tower/321 N. Clark St./Chicago, Ill. 60610-4714/P.O. Box 049001/Chicago, Ill. 60604-9001/Phone: (312) 222-7111. David Bere, sr vp-pres; John Breuer, pres-U.S. cereals; Keith Robinson, vp-hot cereals; Polly Kawalik, vp-wholesome variety.

Aunt Jemima products, Life, 100% Natural cereal, Quaker Oat Squares, Quaker Oats & instant Oatmeal: Jordan, McGrath, Case & Taylor, New York. Bruce Guidotti, exec vp-acct grp dir.

Cap'n Crunch, Crunchy Bran, Kretschmer wheat germ, Oats, Puffed Rice, Puffed Wheat, Quaker Oat Bran, Tiny Toons, new products: Bayer Bess Vanderwarker, Chicago. R. Brian Goodall, exec vp-dir, acct mgmt.

Industrial cereals, health foods: Bender, Browning, Dolby & Sanderson, Chicago. Kathleen Truty, acct super.

Granola bars, Quaker corn goods, rice & grain cakes, grits: Berry-Brown Advertising, Dallas. Patricia Magel, vp-acct super.

GATORADE WORLDWIDE DIV: Quaker Tower/321 N. Clark St./Chicago, Ill. 60610-4714/P.O. Box 049001/Chicago, Ill. 60604-9001/Phone: (312) 222-7111. Peter J. Vitulli, pres-Gatorade, U.S. and Canada; William Schmidt, vp-Gatorade Worldwide Sports Marketing; Peggy Dyer, vp-mktg; Deborah Kelly, vp-new beverages.

Gatorade and Gatorade Light: Bayer Bess Vanderwarker, Chicago. R. Brian Goodall, exec vp-dir, acct mgmt.

CONVENIENCE FOODS DIV: Quaker Tower/321 N. Clark St./Chicago, Ill. 60610-4714/P.O. Box 049001/Chicago, Ill. 60604-9001/Phone: (312) 222-7111. Walter G. VanBenthuysen, sr vp/pres-Convenience Foods Div; Lyle Hubbard, pres-Frozen Foods, Van Camps and Wolf Brand; Paul Barron, vp-mktg-Food Service.

Stokely Van Camp's beans, Wolf brand chili: Berry-Brown Advertising, Dallas. Patricia Magel, vp-acct super.

Aunt Jemima products: Jordan, McGrath, Case & Taylor, New York. Bruce Guidotti, exec vp-acct grp dir.

Quaker Breakfasts: Bayer Bess Vanderwarker, Chicago: R. Brian Goodall, exec vp-dir, acct mgmt.

Celeste Pizza: Berry-Brown Advertising, Dallas. Patricia Magel, vp-acct super.

Pritikin: Frank C. Nahser Inc., Chicago. Thomas Peritz, sr vp.

PET FOODS: Quaker Tower/321 N. Clark St./Chicago, Ill. 60610-4714/P.O. Box 049001/Chicago, Ill. 60604-9001/Phone: (312) 222-7111. Douglas Mills, sr vp-pres, Diversified Grocery Products; Mark Shapiro, vp-mktg.

Cycle, Gravy Train: Bayer Bess Vanderwarker, Chicago. R. Brian Goodall, exec vp-dir, acct mgmt.

Kibble's Bits's Bits's Bits, King Kats, dog and cat treats: J. Walter Thompson USA, Chicago. John Wells, sr vp.

GOLDEN GRAIN: 1111 139th Ave./P.O. Box 5148/San Leandro, Calif. 94578/Phone: (510) 357-8400. David Bere, pres.

Noodle-Roni, Rice-A-Roni: Goldberg Moser O'Neill/San Francisco. Gail Piper, mgmt super.

Mission Pasta, Golden Grain: Account in review.

RANK: 27

Ralston Purina Co.

St. Louis

Ad spending: **$393.5** million

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*Source: Belden CMS, 1991

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Photo location at Pitot House, New Orleans. Clothing provided by Laura Ashley, flowers by Key Florals.

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	24,240	26,272	-7.7
Sunday magazine	912	3,112	-70.7
Newspaper	1,715	1,108	54.8
Outdoor	125	145	-14.0
Network TV	60,812	48,525	25.3
Spot TV	21,629	26,845	-19.4
Syndicated TV	19,195	11,805	62.6
Cable TV networks	10,589	7,620	40.3
Network radio	1,075	0	NA
Spot radio	1,245	2,177	-42.8
Measured media	141,637	127,609	11.0
Unmeasured	251,900	226,900	11.0
Total	393,537	354,509	11.0
By top brands	**1991**	**1990**	**% chg**
Eveready batts/flashlts	44,512	29,006	53.5
Purina dog food	34,720	24,096	44.1
Chex cereals	18,929	14,946	26.0
Purina cat food	8,641	7,136	21.1
Purina pet foods	6,679	2,500	167.2
Hostess cakes & pies	5,893	10,746	-47.0

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	7,376	7,101	3.9
Earnings	392	396	-1.0
U.S.	**1991**	**1990**	**% chg**
Sales	5,210	5,084	2.5
Operating profit	715	716	-0.0
Division sales	**1991**	**1990**	**% chg**
Bakery prods	1,966	1,957	0.5
Pet foods	1,725	1,701	1.4
Cereals	532	508	4.8
Battery products	1,759	1,542	7.6
Agricultural products	924	907	1.9
Soy protein products	255	262	-2.6
Other	315	226	39.2

CORPORATE PROFILE

For the second year in a row, Ralston Purina Co.'s soft underbelly of pet food and bakery products was cinched up by strong sales from batteries and domestic cereals.

Sales of pet food—the company's largest and most important profit center accounting for more than 40% of Ralston's operating income—were up just 1.4% to $1.7 billion in the fiscal year ended Sept. 30, 1991.

Business was affected by intense competitive pressure, recession-driven consumer demand for lower-price products and lack of growth in the number of new pet owners.

Even so, offsetting those conditions was the strong performance of the Purina O.N.E. pet food line, which the company expanded in the spring of 1991 to compete head to head with Iams Co. and Hill's Pet Products' Science Diet. The broadened line was backed with a $40 million to $50 million marketing budget.

In just one year, Purina O.N.E. dog food sales alone jumped 36%, turning it into a $70 million-plus franchise with 17 different items vs. two items in 1990.

Purina O.N.E. is being sold in supermarkets, where consumers continue to spend $6 billion a year on pet food. The line is positioned as a high-end product costing 20% to 25% less than its rival brands sold in specialty stores.

In the past year, Purina has emphasized its full-line ad campaign, designed to strengthen mainstream brands Purina Dog Chow, Purina Puppy Chow, Hi Pro and Fit & Trim.

Purina cat food volumes were flat, with the market characterized by intense competition in all segments.

Ralston Purina leads the $4.7 billion pet food category (sales in supermarkets $2 million and over) with a 25.9% share for a 12-month period ended Feb. 22, down from 26.6% in 1991, noted Nielsen Marketing Research.

In the $8 billion ready-to-eat cereal category, Ralston ranked fifth with a 4.7% share vs. 4.9% in 1991, Nielsen reported. Volumes in children's cereal were down in fiscal 1991 because of several highly successful product introductions by competitors. But adult cereals, particularly the Chex franchise, achieved strong growth for the third consecutive year, in part due to line extensions.

Ralston also benefited from economy-minded consumers' switching to private-label cereals, of which Ralston is the primary producer with about a 95% share. Private-label cereals took 8.2% of the ready-to-eat cereal category for the first five months of 1992, compared with 8.1% in 1991 and 4.3% in 1988, Nielsen reported.

Last April, Ralston rolled out Urkel-Os, a licensed cereal based on the bespectacled Steve Urkel character from ABC-TV's "Family Matters." The product was launched with a $10 million marketing campaign. Late in 1991, it spent $8 million to roll out the Addams Family cereal. This followed disappointing results from cereals tied to movies in calendar '91: Prince of Thieves cereal and Bill & Ted's Excellent Cereal.

Eveready Battery Co., Ralston's key non-food business, continued the Energizer "Bunny" campaign. Sales of Energizer alkaline batteries in fiscal 1991 rose 14%, vs. 2% growth for the industry, as Eveready backed its products with $44.5 million, up 53.5% from 1990, according to LNA/Arbitron Multi-Media Service.

Eveready shelved Green Power, a "zero mercury-added" battery this year, but plans to use the technology in regular Energizer lines.

Ralston plans to spin off Continental Baking Co., marketer of Wonder bread and Hostess snack cakes, to Ralston shareholders.

HEADQUARTERS

Ralston Purina Co./One Checkerboard Square/St. Louis, Mo. 63164/Phone: (314) 982-1000

PERSONNEL, BRANDS, AGENCIES

CORPORATE: T.E. Touhill, exec vp-mgr dir. CheckMark Communications (in-house): Promotion/Creative Resources: G.C. Cook, vp-grp dir; Strategic Communications: J.K. Lucas, vp-grp dir; Media Resources: D.R. Martin, vp-grp dir.

GROCERY PRODUCTS DIV: Ralston Purina Co./One Checkerboard Square/St. Louis, Mo. 63164/Phone: (314) 982-1000. W.H. Lacey, chmn-ceo; W.P. McGinnis, pres-coo; T.E. Block, vp-dir, dog food mktg; J.R. von der Heydt, vp-dir, cat food mktg; A.R. Bresler, vp-dir, branded cereals; S.E. Burkhardt, dir-mktg, children's food grp; J.R. Sivewright, bus dir, store brand mktg.

Urkel-Os, Multi-Grain Chex, Almond Delight, Addams Family, Cookie Crisp, WWF Cereal, Batman Returns Cereal, Cat Line: Avrett, Free & Ginsberg, New York. John G. Avrett, chmn.

Tender Vittles, Meow Mix: DDB Needham Worldwide, Chicago. P. Winegar, vp-acct super.

Double Chex, Chex Snack Mix, Deli Cat, Beggin' Strips, Pet Line: Tatham/RSCG, Chicago. Thomas Schaeffer, sr partner-acct mgr.

Dog Line, Nature's Course: Fallon, McElligott, Minneapolis. Patrick R. Fallon, chmn.

Purina O.N.E.: Scali, McCabe, Sloves, New York. Stuart Epstein, exec vp.

O.N.E. Groomer, ProVisions, Breeder Enthusiast: Stockton, West, Burkhart, Cincinnati. Maureen Vogele, sr vp-dir client svcs.

Ry-Krisp, Butcher's Blend, Purina Biscuits, Bonz: Martin, Marshall, Jaccoma & Mitchell, New York. George Jaccoma, exec vp.

Pets for People, Kotlick Pickins: Simmons, Durham & Associates, St. Louis. B.W. Durham, Jr., exec vp-treasurer.

Veterinary adv: John Volk Co., Chicago. John Volk, pres-acct super.

Dog food (Hispanic adv): Castor Advertising, New York. Feliberto Fernandez, pres.

CONTINENTAL BAKING CO.: One Checkerboard Square/St. Louis, Mo 63164/Phone: (314) 982-5800. J.W. Brown, chmn-ceo; R.W. Bracken, exec vp; J.T. Sweetwood, vp-dir, mktg/bread; R.M. Proctor, vp-dir, mktg/cake.

EVEREADY BATTERY CO.: One Checkerboard Square/St. Louis, Mo. 63164/800 Chouteau/St. Louis, Mo. 63102/Phone: (314) 982-2000. J.P. Mulcahy, chmn-ceo; G.L. Meffert, exec vp; W.M. Klein, vp-mktg; R.J. Smith, dir-brand mktg, diversified prods; D.P. Hatfield, dir-brand mktg, primary batteries.

Energizer: Chiat/Day/Mojo, Venice, Calif. Bob Kuperman, pres-ceo.

Hispanic adv: Casanova Advertising, Irvine, Calif. Paul L. Casanova, pres.

BEECH-NUT NUTRITION CO.: Ralston Purina Co./One Checkerboard Square/St. Louis, Mo. 63164/Phone: (314) 982-1000. J.A. Nichols, pres; S.P. Widham, grp dir.

Beech-Nut, Beech-Nut First Water: DDB Needham Worldwide, Chicago. P. Winegar, vp-acct super.

Hispanic adv: Conill Advertising, New York. A. Conill, mgmt super.

RANK: 84

Reebok International

Stoughton, Mass.
Ad spending: **$126.5** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	22,914	16,906	35.5
Sunday magazine	456	216	110.9
Newspaper	1,292	871	48.4
Outdoor	260	977	-73.4
Network TV	29,440	18,449	59.6
Spot TV	5,825	3,929	48.3
Syndicated TV	7,638	4,425	72.6
Cable TV networks	3,018	2,545	18.6
Spot radio	4,857	187	NA
Measured media	75,699	48,504	56.1
Unmeasured	50,800	32,500	56.3
Total	126,499	81,004	56.2
By top brands	**1991**	**1990**	**% chg**
Reebok footwear	59,288	38,489	54.0
Rockport shoes	5,321	3,426	55.3

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	2,734	2,159	26.6
Earnings	235	177	32.9
U.S.	**1991**	**1990**	**% chg**
Sales	1,883	1,655	13.7
Net income	140	136	2.5

CORPORATE PROFILE

Reebok International came out of the blocks hard in 1991 but couldn't make up the distance behind Nike, as both finished the year with gains of 2 share points.

Both Reebok and Nike had to work harder for their market shares in 1991, a year in which the U.S. industry grew only 4.2%, far from the 20% to 25% annual growth of past years.

Reebok, which lost its No. 1 position in athletic shoes to Nike in 1989, boosted advertising by 56.2% and finished the year with a 22.8% share of the $5.8 billion athletic shoe market, up about 2 points. The spread remained nearly 7 points short of Nike, which increased ad spending by 24.9%.

Ad dollars are likely to continue to soar for both marketers this year. Reebok has said it's spending at the rate of $220 million worldwide in 1992.

In 1991, Reebok sporting footwear for men and women got the biggest boost in measured media, up 60.6% to $53 million, according to LNA/Arbitron Multi-Media Service.

Trying to keep the lead in technology, Reebok expanded on the success of its innovative Pump shoe by introducing a version with two pumps last year. Early this year, it brought out the Insta-Pump, which uses a pressurized carbon dioxide cartridge to rapidly inflate air chambers in the athletic footwear.

The Pump, representing about 16% of Reebok annual sales, permits customized fitting, while Nike's Air series offers prefilled air cushions.

Reebok rolled out the Blacktop, designed for playing basketball on outdoor courts, and this month introduced the Hard Court tennis shoe in a burst of TV spots during the U.S. Open.

Reebok ran headlong into Nike over Olympic airtime this year. To counter Reebok's $12 million exclusive category sponsorship in NBC's Olympic package, Nike entered the spot TV market with a vengeance, buying heavily in the top markets. Reebok countered by buying local retail time through its co-op budget with retailers such as Athlete's Foot Group and Foot Locker.

HEADQUARTERS

Reebok International/100 Technology Center Drive/Stoughton, Mass. 02072/Phone: (617) 341-5000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Dave Ropes, vp-worldwide adv; Ford Ennals, pres, Reebok Fitness; Roberto Muller, pres, Reebok Sport; Ron Campo, pres, Reebok Apparel.

Reebok Brand: Chiat/Day/Mojo, N.Y. Steve Friedman, senior vp-group mgt super.

Boks: Toth Design, Carlisle, Mass. Michael Toth, pres.

Weeboks, Golf, Boston Whaler: Mullen Advertising, Wenham, Mass. Jim Mullen, pres.

Avia: John Barrows, vp-adv/promo. Acct in review.

Ellesse: Tarlow Advertising, N.Y. Russ Gillsdorf, exec vp-dir of mktg and media svcs.

Rockport: Jordan, McGrath, Case & Taylor, N.Y. Enza Veltri, media super.

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RANK: 80

Revlon Group

New York

Ad spending: $128.0 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	31,650	43,248	-26.8
Sunday magazine	640	2,805	-77.2
Newspaper	152	50	202.4
Outdoor	26	5	411.8
Network TV	4,832	12,614	-61.7
Spot TV	23,354	8,496	174.9
Syndicated TV	786	2,131	-63.1
Cable TV networks	2,213	2,189	1.1
Spot radio	236	87	171.3
Measured media	63,889	71,625	-10.8
Unmeasured	64,100	71,800	-10.7
Total	127,989	143,425	-10.8
By top brands	**1991**	**1990**	**% chg**
Revlon shampoos & conditioner	9,735	9,515	2.3
Revlon lipstick	5,812	2,193	165.1

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	1,478	1,511	-2.3
Earnings	(414)	(30)	NA
U.S.	**1991**	**1990**	**% chg**
Sales	928	921	0.8
Operating earnings	16	70	-74.0

CORPORATE PROFILE

Revlon improved its ranking in the $2.1 billion-plus cosmetics wars in 1991 while undertaking a major ongoing restructuring that culminated in failed plans to go public, at least for this year.

In 1992, the company continued to jettison non-core product lines, selling Halston fragrance and the pricey department store Princess Marcella Borghese cosmetics and skincare business to a Saudi Arabian family. Before that, the Arnold Scaasi designer fragrance business was sold to Tsumura International.

On the heels of the divestitures, Revlon in late May filed a prospectus to go public. Several months later Revlon yanked the offering, citing a less than stellar market for initial public offerings. Underwriters had questioned Revlon's ability to boost sales in 1992 by the amount cited in the prospectus.

Revlon has been aggressive in product introductions covering 1991 and 1992. They include Revlon New Essentials skincare, Nautica and Ellen Tracy fragrances, a revamped Revlon nail enamel, new ColorStyle Cosmetics for black women and, later this year, line extensions to the Almay brand.

Another mass-market skincare line called Recapture is set for introduction later this year, as are restagings of the Eterna and Moon Drops lines. A 1993 introduction of a fragrance called Wild Heart is planned, most probably bearing the endorsement of country singer Trisha Yearwood.

This year, Revlon signed Kathie Lee-Gifford as spokeswoman for Charles of the Ritz skincare and makeup, repositioning the line from the youth market to older, middle-American consumers.

Revlon boosted its market share in the cosmetics category to 22.5% in 1991 for its Revlon and Almay lines, from 20.4% in the prior year, cutting into market leader Procter & Gamble Co., whose share dipped slightly to 34% for its Cover Girl, Clarion and Max Factor lines.

HEADQUARTERS

Revlon Inc./625 Madison Ave./New York, N.Y. 10022/Phone: (212) 527-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Ronald O. Perelman, chmn; Jerry Levin, pres-ceo; Michael Hammond, pres, Revlon N Amer; Paul Block, pres, Revlon Intl; Robert Fox, exec vp; Dick Tarlow, pres, Tarlow Advertising (in-house); Geoffrey Donaldson, pres-Revlon Dept Stores Group; Andres Robinson, pres-Revlon Specialty Stores; Lynn Krominga, pres-Revlon Licensing; Daniel J. Moriarty, sr vp-pr.

Revlon, Almay, Ultima II, Revlon Fine Fragrances, Alexandra de Markoff, Jessica Gutlesse, Visage Beauty, Tollefrico: Tarlow Advertising, New York (in-house).

Corporate media buying: Russell Gilsdorf, exec vp, Tarlow Advertising.

RANK: 10

RJR Nabisco

New York, N.Y.

Ad spending: $571.0 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	61,810	78,800	-21.6
Sunday magazine	6,252	9,122	-31.5
Newspaper	3,170	10,936	-71.0
Outdoor	51,714	52,356	-1.2
Network TV	112,670	133,555	-15.6
Spot TV	8,776	17,313	-49.3
Syndicated TV	22,137	22,144	-0.0
Cable TV networks	17,795	21,667	-17.9
Network radio	809	1,560	-48.1
Spot radio	382	1,859	-79.5
Measured media	285,513	349,311	-18.3
Unmeasured	285,500	286,800	-0.5
Total	571,013	636,111	-10.2
By top brands	**1991**	**1990**	**% chg**
Nabisco cookies/crackers	60,195	94,904	-36.6
Winston cigarettes	45,330	18,729	142.0
Camel cigarettes	33,818	30,853	9.6
LifeSavers	19,757	15,566	26.2
Carefree gum	12,429	15,118	-17.8
Planters snacks	10,658	12,553	-15.1
Salem cigarettes	9,682	25,402	-61.9
Fleischmann's margarine & oils	9,295	14,150	-34.3
A-1 steak sauce	9,219	10,704	-13.9
Nabisco cereals	8,189	12,961	-36.5

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	14,989	13,879	8.0
Earnings	368	(429)	NA
U.S.	**1991**	**1990**	**% chg**
Sales	12,548	12,125	3.5
Operating income	2,892	2,896	-0.1
Division sales	**1991**	**1990**	**% chg**
Tobacco	8,540	8,053	6.0
Food	6,449	5,826	10.7

CORPORATE PROFILE

RJR Nabisco's sale to General Mills of its ready-to-eat cereals business, which includes the 100-year-old Shredded Wheat franchise, continues the company's policy of selling off chunks of its business to retire debt.

The latest divestiture, announced earlier this month, will give RJR Nabisco $450 million in cash which it needs to help pay down its $13.6 billion in long-term debt remaining from a $25 billion leverage buyout in 1988.

RJR Nabisco had previously sold its European food operations, Chun King, Del Monte and some of its bar candy products.

During 1991, the company's core businesses continued a stream of product rollouts even while it pared media advertising. New-product growth has come from Nabisco Biscuit Co., which this July brought out a line of cookies and crackers, SnackWell's and Mr. Phipps, in the healthy segment of the cookie and cracker market. Sales in the segment are expected to hit $500 million by yearend 1993.

Nabisco, which currently holds 44% of the $5.5 billion cookie and cracker market, spent about $50 million in 1991 advertising its various brands of cookies and crackers, down about 28% from more than $80 million in 1990, according to LNA/Arbitron Multi-Media Service.

The entire company spent $285.5 million on media in 1991, down 18.3% from 1990 when media spending dipped 8.7% below prior-year levels, LNA noted.

Nabisco has six of the top 10 selling cookies with Oreo first, Chips Ahoy! second and Fig Newtons third. Ad spending was slashed on a number of its leading brands: Oreo got $8.3 million in media, down 42% from 1990 when it benefited from a major new ad campaign; Chips Ahoy! was down 54.3% to $3.2 million; and Fig Newtons got $4.7 million, down 41.3%.

Last month, R.J. Reynolds Tobacco Co. surprised the magazine and outdoor media by canceling the bulk of its ad spending that would have run in fourth quarter 1992.

RJR spent some $11.0 million in magazines and $12.3 million in outdoor in the fourth quarter of 1991 and a combined $100 million in both for the full year.

The tobacco marketer said part of the funds would be redistributed to consumer point-of-purchase efforts. The company wouldn't say whether it would resume spending levels in the first quarter of 1993.

RJR executives cited the support for a new cigarette, Winston Select, as contributing to the slash in ad spending. Ad costs were high for Select, introduced in May, leaving the company's media budget short of maintaining planned fourth-quarter expenditures.

It was estimated RJR would back Winston Select with more than $35 million in 1992, promoting "a smooth rich flavor unlike any other product." Select is positioned as a separate brand, rather than a line extension, to draw smokers from competing Philip Morris USA brands.

RJR spent an estimated $45 million in media on the Winston line in 1991, according to LNA. A reported $22 million in ads backed Winston's new "flavor seal" packaging, touted as resistant to air and moisture.

HEADQUARTERS

RJR Nabisco/1301 Ave. of the Americas/New York, N.Y. 10019/Phone: (212) 258-5600.

PERSONNEL, BRANDS, AGENCIES

R.J. REYNOLDS TOBACCO CO.: 401 N. Main St./P.O. Box 2959/Winston-Salem, N.C. 27102/Phone: (919) 741-5000. James Schroer, exec vp-mktg/sales; David Iauco, sr vp-mktg.

Winston: FCB/Leber Katz Partners, New York. Robert Hisch, sr exec vp; Ted Littleford, sr exec vp-exec creative dir.

Salem: Trone Advertising, Greensboro, N.C., Lee Trone, pres; Ron Irons, exec vp-creative dir.

Camel: Mezzina Brown, New York. John Mezzina, chmn-exec creative dir; Bill Brown, pres.

Vantage: Robinson & Maites, Chicago. Bill Robinson, Alan Maites, mg partners.

More, MPP: Various agencies on project basis.

Century, Magna, Doral, Sterling: Long, Haymes & Carr, Winston-Salem, N.C. John Barclay, vp-mgmt super.

Sports Marketing Enterprises: Long, Haymes & Carr, Winston-Salem, N.C. Logan McCabe, vp-dir, special events.

R.J. REYNOLDS TOBACCO INTERNATIONAL: 401 N. Main St./P.O. Box 2959/Winston-Salem, N.C. 27102/Phone: (919) 741-5000. J. Brandhorst Jr. vp-mktg; S. Michaelides, dir-mktg, Camel.

Camel, Salem: McCann-Erickson Worldwide, New York. S. Kornberg, sr vp.

Winston: Lintas Worldwide, New York. Spencer Plavoukos, pres, Lintas Worldwide.

RJR NABISCO FOODS GRP: 7 Sylvan Way/Parsippany, N.J. 07054/Phone: (201) 682-5000. R. Springer, sr dir-adv svcs; L. Rubinacci, dir-media svcs; B. McMorrow, dir-commercial prodn.

A-1 Steak Sauce, Bray Pouyon mustard, Grisgo Mexican foods, College Inn: Lowe & Partners, New York. Steve Cooper, sr vp-mgmt super.

NABISCO BISCUIT CO. (RJR Nabisco Foods Group): 100 DeForest Ave./East Hanover, N.J. 07936-1911/Phone: (201) 503-2000. S. Fordham, vp-new bus; F. Myers, sr dir-strategic planning/mkt rsch; J. Myers, sr dir-integrated mktg programs; M. Perry, dir-media svcs; J. Noonan, category bus dir, cookies; E. Shulman, category bus dir, crackers; J. Baumbusch, grp prod mgr, ready-to-eat cereals.

Crackers, margarines, cereals, desserts, dog biscuits: McCann-Erickson Worldwide, New York. Rob McKinley, sr vp-grp dir.

Cookies: FCB/Leber Katz Partners, New York. Colleen Gowl, exec vp-grp mgmt dir; Marc Rappin, sr vp-mgmt dir.; Maureen Sage, sr vp-mgmt dir.

SPECIALTY FOODS DIV (RJR Nabisco Foods Group): 7 Sylvan Way/Parsippany, N.J. 07054/Phone: (201) 682-5000. Daniel Clark, vp-gm; Roger Wagner, sr dir-mktg; Judy Fearing, sr dir-mktg, Charlesanna Ecker, category dir, mktg; Richard Fischetti, sr dir-bus info; Marc Atkinson, dir-trade mktg.

FLEISCHMANN'S DIV (RJR Nabisco Foods Group): 7 Sylvan Way/Parsippany, N.J. 07054/Phone: (201) 682-5000. Douglas Conant, vp-gm; Lynn Ambrosia, dir mktg; Alice Limina, sr dir-planning/bus info.

PLANTERS & LIFE SAVERS DIV (RJR Nabisco Foods Group): 1100 Reynolds Blvd./Winston-Salem, N.C. 27102/Phone: (919) 741-2000. Bruce Wood, pres, Planters & LifeSavers divs; Joseph Collerd, mktg dir; Larry Bumgart, mktg dir; Kathi Mocniak, dir mktg-svcs & planning, LifeSavers div; Don Smith, dir mktg-svcs & planning, Planters div.

Planters nuts and snacks: Lintas New York. John Barnes, exec vp; Kevin Driscoll, vp-acct super; Phil Balshi; grp creative dir.

Carefree Sugarless Gum, LifeSavers candy, Breath Savers mints, LifeSavers Holes, LifeSavers Gummi Savers: FCB/Leber Katz Partners, New York. Bob Hirsch, exec vp; Tony Stanol, mgmt dir; Liz Pava, acct dir; Don Howald, acct dir; Adam Gargani, acct dir.

Bubble Yum, Fruit Stripe Gum: Long, Haymes & Carr, Winston-Salem, N.C. Bob Graham, chief creative officer, Carl Christie, vp-creative dir; Marian Monsen, vp-creative dir; Pete Woods, vp-mgmt super, Wendy Barclay, acct super; LuAn Hobson, acct exec.

RANK: 36

Sara Lee Corp.

Chicago

Ad spending: $273.0 million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	29,090	29,016	0.2
Sunday magazine	3,038	5,179	-41.3
Newspaper	1,545	1,271	21.5
Outdoor	558	208	168.4
Network TV	52,290	74,273	-29.6
Spot TV	16,305	16,969	-3.9
Syndicated TV	13,977	11,506	21.5
Cable TV networks	3,901	3,369	15.8
Network radio	6,385	2,051	211.4
Spot radio	2,441	2,619	-6.8
Measured media	129,529	146,465	-11.6
Unmeasured	143,500	162,200	-11.5
Total	273,029	308,665	-11.5
By top brands	**1991**	**1990**	**% chg**
Hanes hosiery	23,314	12,370	88.5
L'eggs hosiery	20,982	25,545	-17.9
Hillshire Farms meats	12,666	13,715	-7.6
Hanes underclothing	11,955	16,608	-28.0
Sara Lee cakes	8,653	3,630	138.4
Playtex underclothing	6,103	9,083	-32.8
Ball Park meats	6,027	6,936	-13.1
Hanes sportswear	5,974	8,961	-33.3

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	13,243	12,381	7.0
Earnings	761	535	42.2
Division sales	**1992**	**1991**	**% chg**
Packaged meats	4,702	5,124	-8.2
Coffee & grocery	1,919	1,938	-1.0
Personal products	5,398	4,000	35.0
Household, personal care	1,227	1,319	-7.0

CORPORATE PROFILE

Sara Lee Corp. has caught Olympic fever.

Its first Olympic partnership is set for 1994 with the Winter Games in Lillehammer, Norway; a second will be the 1996 centennial Olympics in Atlanta. In both Games it will also sponsor the U.S. Olympic team.

The Hanes division this year broke a $30 million-plus, celebrity-studded campaign themed "Just wait'll we get our Hanes on you" for men's and women's products. Sara Lee's "megabrand" strategy, begun in 1988, promotes multiple products as a single-brand.

The division credits the approach with its growing market share: Hanes had a 29% unit share of the $1.7 billion men's and boy's underwear market at midyear 1992, up 3 points from 1990, according to NPD Group. That was second to Fruit of the Loom's 36% share, down 1 point. Hanes was first with a 15% share in the $1.5 billion women's and girls' underwear market, up 3 points.

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Sara Lee last November completed the buyout of Playtex Apparel, including the Playtex, Cross Your Heart and I Can't Believe It's a Girdle brands, an acquisition valued at nearly $600 million. The marketer also took a 25% stake in Playtex Family Products (Jhirmack and Playtex tampons).

Gary M. Susnjara in April was named to the new Sara Lee corporate post of VP-marketing. He had been president-chief operating officer of Saatchi & Saatchi North America before leaving the agency in 1989 to form his own consultancy. Soon after his arrival, Playtex Apparel named Saatchi's New York office to succeed Grey Advertising on the estimated $40 million U.S. and European account.

In July, the marketer tapped Robert S. Fellows, 44, for the new post of director of media. Mr. Fellows, a 15-year veteran of Long, Haymes & Carr, Winston-Salem, N.C., oversees corporate media plans and counsels the various divisions.

Food operations are playing less of a role at Sara Lee with the growth of the other divisions. Kellogg Co.'s Mrs. Smith's Frozen Foods Co. passed Sara Lee for leadership (15.9% to 15.7%) in the $1.1 billion frozen baked goods market for the year ended March 14, according to Nielsen Marketing Research.

The marketer was second in the $1.5 billion frankfurter market in 1991, with a combined share of 17.5% for Hygrade and Kahn's brands, behind Philip Morris Cos.' Oscar Mayer and Louis Rich brands at 20%. Hillshire Farms deli sliced luncheon meats were a distant third at a 5% share in that $2.58 billion market, as its sales fell 6.1% from a year earlier. Philip Morris led with Oscar Mayer (27.3%) and Louis Rich (11.2%), notes Nielsen.

HEADQUARTERS

Sara Lee Corp./3 First National Plaza/Chicago, Ill. 60602-4260/Phone: (312) 726-2600.

PERSONNEL, BRANDS, AGENCIES

SARA LEE MEATS GROUP: 8000 Centerview Parkway, Ste. 300/Cordova, Tenn. 38018/Phone: (901) 756-4051. George Bryan, sr vp-ceo; Andy Alsenas, mgr-mkt.

BIL MAR FOODS (Sara Lee Meats Grp.): 8300 96th Ave./Zeeland, Mich. 49464/Phone: (616) 875-8131. Gary DeWitt, pres-ceo; E. James Weber, vp-sales/mktg, retail div; Steve Michaelson, dir-mktg, retail div.

Bil Mar Foods, Mr. Turkey: Lintas:Campbell-Ewald, Warren, Mich. William Case, sr vp-acct mgmt.

BRYAN FOODS (Sara Lee Meats Grp.): 100 Churchill Road/P.O. Box 1177/West Point, Miss. 39773/Phone: (601) 494-3741. Roger Loeffelbein, pres-ceo; Rick Lowry, vp-mktg, retail.

Bryan Foods: Ogilvy & Mather, Atlanta: Neill Cameron, mg dir.

BALLS BALKANS (Sara Lee Meats Grp.): 2411 Baumann Ave./San Lorenzo, Calif. 94580/Phone: (510) 276-1300. Philip M. Francis, pres; Bob McHenry, vp-dir sales/mktg.

Hoffman/Lewis, Oakland, Calif. Fred Whelan, vp-dir client svcs.

HILLSHIRE FARM & KAHN'S (Sara Lee Meats Grp.): 3241 Spring Grove Ave./Cincinnati, Ohio 45225/Phone: (513) 541-4000. William A. Geoppinger, president-ceo; Scott Pursley, vp-consumer mktg; Greg Sykes, vp-retail sales/mktg; Scott Pursley, vp-consumer mktg; Jay Leigeber, dir-mktg, smoked/semi-dry sausage.

Hillshire Farm smoked, Kahn's smoked: Lintas:New York. Mat Crisci, exec vp-acct mgr.

HYGRADE FOODS (Sara Lee Meats Grp.): 40 Oak Hallow, Ste. 355/Southfield, Mich. 48034/P.O. Box 19170/Detroit, Mich. 48219/Phone: (313) 355-1100. Rocco Minghine, pres; Margaret Riley, vp/dir-mktg.

Lintas Campbell-Ewald, Warren, Mich. William Case, sr-vp acct mgmt.

JIMMY DEAN FOODS (Sara Lee Meats Grp.): 8000 Centerview Parkway, Ste. 400/Cordova, Tenn. 38018/Phone: (901) 753-1800. Duane Getty, ceo; Jerry Laner, pres; Ginna Domm, vp-mktg, retail.

Lintas:New York. Mat Crisci, exec vp-acct mgr.

SARA LEE BAKERY: 224 S. Michigan Ave./Chicago, Ill. 60604-2597/Phone: (312) 986-7800. Paul Listig, pres; Richard Seban, dir-mktg.

Lintas:New York. Mat Crisci, exec vp-acct mgr.

DERBY FOODS: 3709 E. First St./Fort Worth, Texas 76111/Phone: (817) 831-0981. Ronald A. Artzer, pres; Jeff Wayne, vp-sales/mktg; Mike Bonser, vp-mktg.

Block & Nardizzi, Stamford, Conn. Christene Gonzalez, acct super.

PTA/SUBSIDIARIES: 107 Frederick St./Greenville, S.C. 29607/Phone: (803) 233-9933. Joe B. Pearce, pres-ceo; George T. Watson, vp-mktg/procurement.

Guthrie & Associates, Greenville, S.C. Kay Fedele, vp-acct super.

SUPREMO COFFEE & FOODS: 990 Supreme Drive/Bensenville, Ill. 60106/Phone: (708) 860-1400. Stanley L. Greanias, pres-ceo; John Hughes, vp-sales/mktg; Mary Kay Buettgen, dir-mktg; Ralph Russo, vp-retail/gourmet.

L'EGGS PRODUCTS: 5660 University Parkway/Winston-Salem, N.C. 27105/Phone: (919) 768-9540. John Piazza, pres-ceo; John Cenevia, vp-mktg.

L'eggs consumer adv: Saatchi & Saatchi Advertising, New York. Marty Gertler, sr vp-mgmt dir.

HANES HOSIERY: 5650 University Parkway/Winston-Salem, N.C. 27105/P.O."Box 2495/Winston-Salem, N.C. 27102/Phone: (919) 744-2011. John Piazza, ceo; Mike Fiatow, pres; Carol Make, vp-mktg; Davi McBride, dir-mktg.

Hanes hosiery: Saatchi & Saatchi Advertising, New York. Lyn Salzberg, sr vp-mgmt dir.

Hanes Fitting Pretty hosiery: Long, Haymes & Carr, Winston-Salem, N.C. Maureen Dunkley, acct exec.

Hanes Karen hosiery: Arnell/Bickford Associates, New York. Peter Arnell, Ted Bickford, owners.

Liz Claiborne hosiery: Altschiller Reitzfeld, New York. Jeri Dack, acct mgr.

SARA LEE KNIT PRODUCTS: 450 Hanes Mill Road/Winston-Salem, N.C. 27105/P.O. Box 3019/Winston-Salem, N.C. 27102/Phone: (919) 768-9024. Jim DeRose, pres; Art Gibel, vp-gen mgr/mktg; Lisa Hidspeth, dir-mktg.

Long, Haymes & Carr, Winston-Salem, N.C. Bill Britt, mgmt super-men's wear; Bill LeVasseur, mgmt super-Hanes Her Way/Fitting Pretty; Patrick O'Sullivan, mgmt super, Hanes/Hanes Her Way promos-retail mktg.

CHAMPION FOODS: 3141 Monroe Ave./Rochester, N.Y. 14618/P.O. Box 850/Rochester, N.Y. 14603/Phone: (716) 385-3200. Anne Murry-Randolph, vp-mktg; Polly Allen, vp-merch.

Saatchi & Saatchi Advertising, New York. Michael Donahue, exec mgmt dir.

ADAMS-MILLIS: 1823 Easterchester Drive/High Point, N.C. 27265/P.O. Box 2650/High Point, N.C. 27261/Phone: (919) 887-9200. George Burfeind, ceo; Don Fought, dir-mktg.

ARS HOSIERY: 417 Fifth Ave./New York, N.Y. 10016/Phone: (212) 532-8627. Lari Stanton, ceo.

CASABELLE: 4405 Metropolitan Blvd. East/Montreal, Quebec H1R1Z4/Phone: (514) 376-6240. Kenneth Steward, pres; Ramond Nadeau, vp-mktg; David Authier, dir-mktg.

Academie-Ogilvy, Montreal. Ross Cammalleri, grp dir.

COACH LEATHERWARE: 516 W. 34th St./New York, N.Y. 10001/Phone: (212) 594-1850. Lew Frankfort, pres-ceo; John Bernstein, vp-mktg.

Kirshenbaum & Bond, New York. Jon Bond, pres.

DIM BRANDS: 447 Old Swede Road/Douglassville, Pa. 19518/Phone: (215) 385-3041. Edward L. Collier, pres; Bud P. Drago, vp-mktg.

Dim Brands, Ty-D-Bol: Foote, Cone & Belding, Philadelphia. Les Altenberg, acct dir.

PLATTEX APPAREL: 700 Fairfield Ave./P.O. Box 10064/Stamford, Conn. 06904/Phone: (203) 356-8000. Lee Chaden, pres-U.S.; Bob Hall, vp-mktg basic.

Saatchi & Saatchi Advertising, New York. Katalin Kovago, sr vp-mgmt dir; Ericka Witnauer, exec vp-mgmt dir.

RANK: 56

Schering-Plough Corp.

Madison, N.J.

Ad spending: **$198.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	15,658	20,948	-25.3
Sunday magazine	796	28	NA
Newspaper	102	361	-71.9
Outdoor	57	237	-75.8
Network TV	64,927	28,464	128.1
Spot TV	5,507	4,568	21.2
Syndicated TV	4,113	2,963	43.7
Cable TV networks	2,647	1,593	66.1
Network radio	1,374	998	38.1
Spot radio	691	299	131.1
Measured media	95,961	60,357	58.9
Unmeasured	102,589	140,806	-27.2
Total	198,401	201,157	-1.4
By top brands	**1991**	**1990**	**% chg**
Gyne-Lotrimin cream	32,945	0	NA
Dristan 12 hour cold tablets	10,074	10,879	-7.4
Correctol laxative	8,080	7,809	3.3
Dr. Scholls products	7,913	8,666	-8.7
Tinactin medication	7,011	6,293	11.4
Coppertone sun prods	6,173	3,002	105.6
Lotrimin athlete's foot cream	5,441	1,972	176.0

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	3,616	3,323	8.8
Earnings	646	566	14.2
U.S.	**1991**	**1990**	**% chg**
Sales	2,116	1,890	12.0
Operating profit	659	572	15.1
Division sales	**1991**	**1990**	**% chg**
Pharmaceuticals	2,895	2,589	11.9
Healthcare products	721	618	16.6

CORPORATE PROFILE

Schering-Plough Corp. in 1991 began reaping the benefits of moving over the counter Lotrimin AF, an athlete's foot treatment, and Gyne-Lotrimin, a preparation for vaginal yeast infections.

Schering-Plough is readying several more ethical drugs for OTC channels and may use its newfound expertise to guide products from other companies through the same channel.

Schering has been preparing to move OTC Carafate, the prescription drug for upset stomach and heartburn made by Marion Merrell Dow. However, a new marketing pact between Marion and SmithKline Beecham may shelve the plans.

Gyne-Lotrimin cream, backed with $32.9 million in media last year, has risen to a 32.2% share of the $286 million category at midyear 1992, second to 57.1% held by Monistat 7 from Johnson & Johnson, according to Towne-Oller & Associates.

Last January, Schering introduced Gyne-Moistrin vaginal moisturizing gel, to relieve vaginal dryness common to menopausal and post-menopausal women.

Lotrimin AF, the leading athlete's foot medication, was backed with $5.4 million in measured media, according to LNA/Arbitron Multi-Media Service. Schering commands much of the footcare market with the Dr. Scholl's line, backed with $7.9 million in media, and Tinactin, an antifungal medication, which got $7 million in media support last year, according to LNA.

In mid-1992, market leader Coppertone broke ads for new Sunless Tanning Extra Moisturizing Lotion, an extension of Coppertone Sunless. The campaign commanded 30% of Coppertone's annual media budget, which totaled $21.8 million in 1991.

Sunless tanning products, which take the seasonality out of the business, make up 10% of the $500 million suncare market. Coppertone holds the top suncare share at 34.6%, far ahead of its nearest competitors, according to Nielsen Marketing Research.

Drixoral cold remedies and Afrin nasal sprays gave Schering 6.2% of the $2.02 billion cough-cold-allergy-sinus market at midyear 1992, according to Towne-Oller & Associates.

Claritin, a once-daily, non-sedating antihistamine already marketed OTC outside the U.S., is pending FDA approval for consumer marketing here.

Correctol, the leading stimulant laxative, got a product extension, Correctol Extra Gentle for women, and media backing of $8 million, same as in 1990.

HEADQUARTERS

Schering-Plough Corp./One Giralda Farms/P.O. Box 1000/Madison, N.J. 07940-1000/Phone: (201) 822-7000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE MEDIA BUYING: Schering-Plough Healthcare Prods. Adv. Corp. (in-house); Russell Elliot, pres; Steve Romines, vp-media.

SCHERING-PLOUGH HEALTHCARE PRODUCTS DIV: 110 Allen Road/Liberty Corner, N.J. 07093/Phone: (908) 604-1640. David E. Collins, pres; Richard Whittaker, sr vp-OTC sales/mktg; Fred Fritz, sr vp-footcare sales/mktg.

Coppertone, Correctol, Dr. Scholl's insoles, Gyne-Lotrimin, Gyne-Moistrin, Lotrimin AF, Solarcaine, Tropical Blend, Water Babies: Cadwell Davis Partners, New York. Elliot Glazer, exec vp-dir, acct exec.

Afrin, Coppertone, Dr. Scholl's Back Board, Dr. Scholl's Clear Away, Dr. Scholl's Hidden Comfort, Dr. Scholl's Smooth Touch, Dr. Scholl's corn & callus products: Della Femina, McNamee, New York. Larry Smith, vp-mgmt super; Robert Peterson, vp-mgmt super, Coppertone.

Chlor-Trimeton, Drixoral, Rhuli, Tinactin: Warwick Baker & Fiore, New York. Andy Mockler, super-grp acct dir.

FemCare: William Douglas McAdams, New York. Tony Piaciotta, acct super.

PHARMACEUTICAL OPERATIONS DIV: 2000 Galloping Hill Road/Kenilworth, N.J. 07033/Phone: (908) 298-4000. Raul E. Cesan, pres, Schering Laboratories; Rodolfo Bryce, pres, Schering-Plough Intl; Robert Baldini, sr vp-sales/mktg, Key Pharmaceuticals-Schering Labs; Glenn Horrocks, vp-U.S. mkts/sales, S-P Animal Health; Thomas F. Battaglini, sr dir-mktg, S-P Animal Health; John F. Kopf, dir-mktg svcs, S-P Animal Health; Charles Stroupe, pres, Wesley-Jessen; Robert Cullen, vp-sales/mktg, Wesley-Jessen; Thomas Steiner, sr dir-professional mktg, Wesley-Jessen.

Aquaflow contact lenses, Complywets contact lenses, other lens solutions: Young & Rubicam, Chicago. Tim Pretzch, vp-acct super.

Duraflex contact lenses: Ponte, Cone & Belding, Chicago. Dan Fox, grp acct dir.

RANK: 85

Seagram Co.

Montreal

Ad spending: **$126.3** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	32,779	31,647	2.9
Sunday magazine	1,113	1,396	-20.3
Newspaper	2,980	2,186	31.2
Outdoor	7,634	8,992	-11.9
Network TV	23,915	30,852	-22.5
Spot TV	14,565	13,694	6.4
Syndicated TV	8,280	9,294	-10.9
Cable TV networks	1,229	991	24.1
Network radio	0	778	NA
Spot radio	1,402	674	107.9
Measured media	93,998	100,614	-6.6
Unmeasured	32,300	34,600	-6.6
Total	126,298	135,214	-6.6
By top brands	**1991**	**1990**	**% chg**
Tropicana juices	42,040	42,181	-0.3
Seagram's Canadian	10,886	12,339	-11.9
Seagram wines	7,399	8,186	-9.6
Seagram's gin	5,436	4,049	34.2
Chivas Regal	5,189	5,048	2.9

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	6,345	6,127	3.6
Earnings	727	756	-3.8
U.S.	**1992**	**1991**	**% chg**
Sales	2,876	2,779	3.5
Operating income	80	67	19.4
Division sales	**1992**	**1991**	**% chg**
Spirits & wine	4,941	4,847	1.9
Fruit juices	1,404	1,280	9.7

Seagram Co. has returned its focus to new products, scuttling a strategy in its distilled spirits business that concentrated on premium brands.

That focus proved costly in 1991, when higher excise taxes were placed on liquor; consumers, also worrying about their next paycheck, traded down to lower-price brands.

The diversified beverage company completed the latest in what seems to be a perennial restructuring of its distilled spirits operations. This time, Seagram's spirits and wine group formed the Chivas & Glenlivet Division to manage the worldwide image of its whiskies.

Seagram last year began a global ad campaign for Chivas and plans to give Mumm champagne the global treatment this fall.

Seagram late last year sold seven lower-price liquor brands to rival Jim Beam Brands Co., betting that future growth in distilled spirits would come at the premium end of the market. Earlier divestitures had pared other low-price brands.

That shrank Seagram's dollar share of the retail-sale $9.2 billion U.S. liquor industry to 11.9% from 14.1%, according to Jobson Publishing Corp. Seagram's share of the 147 million cases sold fell to 10% from 13%.

Seagram's total spirits and wine sales for fiscal 1992, ended Jan. 31, rose 1.9% to $4.9 billion as overseas growth offset domestic declines. Sales from Tropicana Products Co. and Seagram Beverage Co., which includes coolers and mixers, rose 9.7% to $1.4 billion.

Media spending on distilled spirits and cooler brands fell 11.2% to $51.9 million in calendar 1991, according to LNA/Arbitron Multi-Media Service.

Nearly all of Seagram's new-product activity has come at the premium end of the market. Seagram added Somers, an imported, citrus-flavor gin, while continuing to test Coyote herb-flavor tequila. Next month it enters Pennsylvania and Florida with Godiva chocolate liqueur in a licensing agreement with Campbell Soup Co.

Tropicana Products added Tropicana Pure Tropics, a line of exotic juice blends, and new flavors to its shelf-stable line of Juice Sparklers.

Seagram Beverage Co., which markets coolers and non-alcoholic beverages, seemed the most aggressive unit. It expanded its test of Taos, a clear wine-based cooler, to include new markets and a new lemon flavor, and also began mar-

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Rank	Advertiser	Spot TV spending 1991	1990	% chg
1	Procter & Gamble Co.	$283.7	$304.1	-6.7
2	PepsiCo	261.4	284.6	-8.2
3	Philip Morris Cos.	206.2	224.9	-8.3
4	General Mills	201.0	191.5	5.0
5	McDonald's Corp.	149.1	146.0	2.1
6	Toyota Motor Corp.	123.9	117.6	5.3
7	General Motors Corp.	109.9	136.5	-19.5
8	Anheuser-Busch Cos.	92.4	91.6	0.9
9	Nissan Motor Co.	85.2	108.2	-21.2
10	Unilever NV	84.3	64.5	30.6
11	Time Warner	80.8	94.5	-14.5
12	Ford Motor Co.	78.4	54.1	44.9
13	Walt Disney Co.	71.9	86.2	-16.7
14	Kellogg Co.	71.4	44.6	60.1
15	Chrysler Corp.	68.1	56.8	19.8
16	Grand Metropolitan	66.8	60.6	10.2
17	American Home Products Corp.	66.4	46.9	41.7
18	Nestle SA	63.9	50.5	26.5
19	Coca-Cola Co.	62.1	75.8	-18.0
20	AT&T Co.	61.7	69.0	-10.5
21	American Stores Co.	56.2	49.1	14.5
22	Circuit City Stores	54.2	50.3	7.9
23	Adolph Coors Co.	53.7	53.7	0.0
24	Dayton Hudson Corp.	52.5	49.0	7.2
25	Hasbro Inc.	52.5	64.8	-19.1

Notes: Dollars are in millions. **Source:** LNA/Arbitron. See Page 72 for methodology.

keting 2-Calorie Quest, a sparkling soft drink aimed at Clearly Canadian. Seagram's Spritzer, a four-flavor line of malt-based coolers, was also launched. Seagram also added iced tea and lemonade flavors to its core Seagram's cooler line and is rapidly converting the full line from wine to malt, which now accounts for half its sales.

Sales of Tropicana refrigerated orange juice (the largest orange juice segment) rose 1.4% to $622.8 million for the year ended March 14, giving it a 32.8% share (up 0.2 point) of the $1.9 billion segment, according to Nielsen Marketing Research. Coca-Cola Cos.' Minute Maid trailed at 22.2% (down 0.5 point). Tropicana's media spending was flat at $42 million, noted LNA.

HEADQUARTERS

Seagram Co./1430 Peel St./Montreal, Quebec H3A 1S9/Canada.

Joseph E. Seagram & Sons/375 Park Ave./New York, N.Y. 10152/Phone: (212) 572-7000.

PERSONNEL, BRANDS, AGENCIES

HOUSE OF SEAGRAM: 800 Third Ave./New York, N.Y. 10022/Phone (212) 572-7000. Thomas K. McInerney, exec vp-mktg; Angelo Vassallo, vp-grp mktg dir, North American whisky grp; Peter Meola, vp-consumer and customer mktg strategy; Judy Sherman, vp-grp mktg dir, scotch/imports grp; Richard McCarthy, vp-grp mktg dir, white goods group.

Seedlas gin, Captain Morgan original spiced rum, Chivas Regal, Crown Royal, Leroux cordials, Lord Calvert Canadian, Martell cognac, Myers's rum, Royal Salute, Wyborowa vodka, corporate moderation campaign: DDB Needham Worldwide, New York. Kent DeFelice, exec vp-bus unit head.

Seagram's gin, 7 Crown, Glenlivet, Seagram's V.O., Mount Royal Light: Ogilvy & Mather, New York. Neve Savage, sr vp-exec grp dir.

Jameson premium whiskey, Coyote tequila, Somerset gin, Godiva liquour: Wells Rich Greene BDDP, New York. Mark Abrams, sr vp-acct grp head.

Ethnic adv: The Mingo Group, New York. Samuel Chisholm, pres.

Direct mktg: Most brands: Bronner Slosberg Humphrey, Boston.

Glenlivet: Ogilvy & Mather Direct, New York. Garth Hallberg, sr vp.

SEAGRAM BEVERAGE CO.: 800 Third Ave./New York, N.Y. 10022/Phone: (212) 572-7000. Mark Taxel, exec vp-mktg; Henry Hawley, vp/dir-mktg, beverage-alcohol prods/new prod devel; Marshall Hagen, vp-dir mktg and sales, non-alcoholic beverages; Bob O'Dowd, vp-mktg and sales svcs; Vincent Partridge, vp-mdsg.

Seagram coolers, Taos, Seagram's Spritzer, 2-Calorie Quest: Wells Rich Greene BDDP, New York. Fred Reffsin, sr vp-mgmt super.

SEABRAM CLASSICS WINE CO.: 2600 Campus Drive, Suite 160/San Mateo, Calif. 94403/Phone: (415) 378-3800. James L. Bareuther, exec vp-sales/mktg; Louis Keyes, vp-mktg.

Sterling Vineyards, The Monterey Vineyard, Mumm Cuvee Napa sparkling wine: Mandlebaum Mooney Ashley, San Francisco. Michael Goefft, gm.

Champagne Mumm: DDB Needham Worldwide, New York. Kent DeFelice, exec vp-bus unit head.

SEABRAM CHATEAU & ESTATE WINES CO.: 375 Park Ave./New York, N.Y. 10152/Phone: (212) 572-7000. John W. Laird, exec vp-sales/mktg; Nancy Rugus, vp-mktg.

Pejvier-Jouet champagne: Frankfurt Gips Balkind, New York. (project basis). Pat Baird, acct dir.

Sandeman port and sherry, Bodegas Terres wines: In-house.

TROPICANA PRODUCTS CO.: 1001 13th Ave. E./Bradenton, Fla. 34208/Phone: (813) 747-4461. Myron Roeder, pres-intl and global mktg; Michael Corcoran, vp-mktg, juice prods; Robert Berger, vp & dir-new prods.

Tropicana orange juice, Homestyle orange juice, Pure Premium orange juice, Pure Premium Homestyle orange juice; Tropicana Twister; Tropicana Twister Light; Tropicana Pure Tropics; Tropicana grapefruit juice, ruby-red grapefruit juice, apple juice, lemonade, fruit punch: Leo Burnett USA, Chicago. Neil Lichtman, sr vp-acct dir.

Tropicana Juice Sparkler: DDB Needham Worldwide, New York. Kent DeFelice, exec vp.

RANK: 4

Sears, Roebuck & Co.

Chicago

Ad spending: **$1,179.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	21,583	31,233	-30.9
Sunday magazine	1,705	5,921	-71.2
Newspaper	88,675	136,796	-35.2
Outdoor	416	1,072	-61.2
Network TV	187,875	253,824	-26.0
Spot TV	37,430	37,517	-0.2
Syndicated TV	26,044	13,623	91.2
Cable TV networks	20,322	19,768	2.8
Network radio	66,475	71,253	-6.7
Spot radio	11,816	20,099	-41.2
Measured media	462,340	591,106	-21.8
Unmeasured	717,100	916,800	-21.8
Total	1,179,440	1,507,906	-21.8
By top brands	**1991**	**1990**	**% chg**
Sears household	140,352	133,064	5.5
Sears misc. mdse.	101,407	161,213	-37.1
Discover credit card	48,619	49,846	-2.5
Sears apparel	24,568	44,003	-44.2
Sears automotive	22,251	32,255	-31.0
Allstate insurance	15,326	16,043	-4.5
Dean Witter Reynolds	14,201	16,777	-15.4
Sears tools	13,592	9,578	41.9
Allstate auto insurance	13,429	28,474	-52.8
Sears batteries	10,878	10,231	6.3

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	57,242	55,972	2.3
Earnings	1,279	902	41.8
Division sales	**1991**	**1990**	**% chg**
Sears Merchandise Group	31,433	31,986	-1.7
Allstate Insurance Group	19,350	18,199	6.3
Dean Witter Financial Service	4,942	4,607	7.3
Coldwell Banker Real Estate	1,613	1,377	17.1
Corporate, other	226	152	48.7

CORPORATE PROFILE

Sears, Roebuck & Co.'s financial services units are thriving, but its ailing retail unit, Sears Merchandising Group, continues to cast gloom on the company.

With sales lagging 1.7% for the group for the year, speculation has swirled that Sears may consider closing some of its 850 stores or shutting down its struggling catalog unit.

Edward A. Brennan, chairman-ceo, has made dramatic cost cuts in the sector to improve profitability. By the end of this year, Sears will have eliminated 43,150 jobs since August 1990.

Last month, Mr. Brennan named Arthur C. Martinez to head the Merchandise Group as chairman-ceo, a post Mr. Brennan had held for two years in addition to his corporate titles. Mr. Martinez was previously vice chairman at Saks Fifth Avenue.

Media advertising has been less visible, down 21.8% in 1991, according to LNA/Arbitron Multi-Media Service.

In November, Sears adopted a new ad slogan, "You can count on me," created by longtime agency Ogilvy & Mather, Chicago. But customers found they couldn't count on Sears last July when the company was accused of overcharging customers at its auto service centers in California. Similar allegations were also made in New Jersey and Florida.

Mr. Brennan responded with a TV and print campaign apologizing for the problem and announcing a new compensation policy for its auto centers, aimed at ending the abuse.

To improve its media-buying efficiency, the company shifted about $50 million in spot TV and radio buying assignments to Focus Media, Los Angeles; O&M retains the estimated $200 million network TV and radio buying duties.

Hoping to stimulate sales in its lumbering $4 billion catalog unit, Sears added MasterCard and Visa credit card payment options for catalog purchases this year, plus direct delivery of mailable merchandise to consumers. Retail stores continue to accept only Sears' private charge card and its Discover credit card.

Outstanding cards grew to 41.2 million for Discover, up 9%; merchant acceptance outlets increased 15.2% to 1.43 million.

HEADQUARTERS

Sears, Roebuck & Co./Sears Tower/Dept. 727, 26th Floor/Chicago, Ill. 60684/Phone: (312) 875-2500.

PERSONNEL, BRANDS, AGENCIES

SEARS MERCHANDISE GROUP: 3333 S. Beverly Road/Hoffman Estates, Ill. 60179/Phone: (708) 286-2500. Arthur C. Martinez, chmn and ceo; Forrest R. Haselton, pres-retail; Alfred G. Goldstein, pres-Sears specialty merch; Charles R. Reaves, pres-Sears logistics svcs; G. Joseph Reddington, pres-ceo, Sears Canada; Thurmond Williams, pres-Sears Mexican Corp.; Allan B. Stewart, sr exec vp-retail stores operations; Russell S. Davis, sr vp-cfo; Matthew A. Howard, sr vp-mktg, buying svcs; Ralph Hoch, natl mgr, retail adv and visual merch; Peter R. Fisher, exec vp-credit; Paul A. Baffico, vp-prod svcs; Albert F. Dombrowski, vp-automotive; Robert J. Ferkenhoff, vp-info svcs; Warren E. Flick, vp-men's & children's apparel; Fred Rosenberg, vp-facilities planning; Martin E. Hanaka, vp-home appliances & electronics; Richard T Quinn, vp-quality; Eric D. Saunders, vp-home fashions; Marvin M. Stern, vp-home improvement.

Black consumer adv: Vince Cullers Advertising, Chicago. Jeffrey Cullers, mgmt super.

Hispanic adv: Mendoza, Dillon & Asociados, Newport Beach, Calif. Randy Randsom, sr acct exec.

Sears Merchandise Group: Ogilvy & Mather, Chicago. William McCarthy, exec vp-retail svcs.

Sales Promotion: Ogilvy & Mather, Chicago. Austin McGhie, sr vp-genl mgr.

Sears Business Centers: Barkley & Evergreen, Shawnee Mission, Kan. Mark Pfefferkorn, vp-mgmt super.

WESTERN AUTO SUPPLY CO.: 2107 Grand Ave./Kansas City, Mo. 64108/Phone: (816) 346-4000. John T. Lundegard, chmn and ceo; John Leach, pres and coo.

Western Auto Supply: Barkley & Evergreen, Shawnee Mission, Kan. Jeff Fromm, acct super.

Auto America (retail venture of Western Auto Supply): Barkley & Evergreen, Shawnee Mission, Kan. Bob Moore, mgmt super.

Tire America: Barkley & Evergreen, Shawnee Mission, Kan. Jeff Fromm, acct super.

National Tire Wholesale: Barkley & Evergreen, Shawnee Mission, Kan. Angela Milton, acct super.

ALLSTATE INSURANCE GROUP: Allstate Plaza North/2775 Sanders Road/Northbrook, Ill. 60062/Phone: 708-402-5000. John J. Flieder, vp-prod adv; Marshall Antonio, asst vp-corp adv; Ken Zarzynski, prod adv dir; Cynthia Farrow-Miller, Ginny Clark, prod adv mgrs; Darryl Reynolds, project mgr.

Insurance (auto, homeowners, life), **Allstate Motor Club:** Leo Burnett USA, Chicago. Ron Sims, sr vp-acct dir.

DEAN WITTER FINANCIAL SVCS GRP: 2500 Lake Cook Road/Riverwoods, Ill. 60015/Phone: (708) 405-0900. Richard F. Powers, exec vp-dir mktg; William Walsh, first vp-grp adv dir; William Hodges, sr vp-mktg officer, Discover Card; Arthur Barmash, dir-grp adv/mktg comms, Discover Card.

Dean Witter brokerage dealer: Leo Burnett USA, Chicago. Peter Metz, vp-acct dir.

Discover Card: DDB Needham Worldwide, Chicago. Ray Gillette, grp acct dir.

COLDWELL BANKER REAL ESTATE GROUP: 27271 Las Rambias/Mission Viejo, Calif. 92691/Phone: (714) 367-1800. Kristine Sandrick, vp-corp mktg, Homart Development Co. and Coldwell Banker Residential Grp; G. Lane Barnett, first vp-dir prod devel/mktg, Coldwell Banker Residential Grp; Sondra Byrnes, first vp-primary mktg, Sears Mortgage Corp.

Coldwell Banker (residential): Grey Advertising, Los Angeles. Steve Blamer, sr vp-mgmt super.

RANK: 51

SmithKline Beecham

London

Ad spending: **$208.3** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	1,983	2,884	-31.2
Sunday magazine	0	96	NA
Newspaper	43	96	-54.8
Outdoor	2	0	NA
Network TV	56,538	73,153	-22.7
Spot TV	2,888	5,132	-43.7
Syndicated TV	16,783	14,149	18.6
Cable TV networks	3,481	4,746	-26.6
Network radio	1,287	1,451	-11.3
Spot radio	342	608	-43.8
Measured media	83,346	102,315	-18.5
Unmeasured	125,000	88,900	40.6
Total	208,346	191,215	9.0
By top brands	**1991**	**1990**	**% chg**
Tums antacid	13,291	13,048	1.9
Aqua-Fresh toothpaste	13,237	21,671	-38.9
Contac cold products	12,892	12,748	1.1
Massengill douche	8,581	9,352	-8.2
Oxy medicated products	8,366	7,556	10.7
N'ice	6,412	6,472	-0.9
Sucrets	5,897	6,438	-8.4

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	8,325	7,961	4.6
Earnings	711	1,116	-36.3
U.S.	**1991**	**1990**	**% chg**
Sales	4,850	5,013	-3.1
Net income	747	743	0.5
Division sales	**1991**	**1990**	**% chg**
Pharmaceuticals	4,389	4,204	4.4
Consumer brands	2,413	2,374	1.7
Clinical labs	958	840	14.0
Animal health	565	543	4.1

CORPORATE PROFILE

SmithKline Beecham last month announced it was combining its U.S. over-the-counter pharmaceutical brands into a partnership with Dow Chemical's Marion Merrell Dow.

The pact combines an operation that had 1991 sales of $550 million with Marion's $119 million. The partnership, 90% owned by SmithKline, will market such brands as SmithKline's Tums, Contac, Oxy and Aqua-Fresh and Marion's Gaviscon, Cepacol, Citrucel and Os-Cal.

The new company initially will be called SmithKline Beecham Consumer Brands and will be headed by SmithKline U.S. Consumer Brands President John Ziegler.

The partnership capitalizes on the growing trend toward self-medication and provides both companies with a much needed pipeline of future pharmaceutical products. No ad agency changes have been announced.

SmithKline is devoting more of its attention to the higher-margin proprietary and OTC pharmaceutical businesses. It is seeking to sell Brylcreem and Silver Cream, Pure & Simple skincare line and some brands of shampoo.

SmithKline's consumer brands achieved sales growth in 1991 despite the recession, thin inventories carried by retailers and stiff competitive activities in prime product categories.

Tums, backed with more than $13 million in media, according to LNA/Arbitron Multi-Media Service, maintained its position as the second-leading antacid in the $762.7 million market with a 15.1% share, behind Johnson & Johnson's Mylanta, at 20.6%, according to Towne-Oller & Associates.

The Aqua-Fresh line of toothpastes and toothbrushes was supported with $13.2 million in media spending in 1991, down 62%. In October, Aqua-Fresh Flex toothbrush entered the market.

Aqua-Fresh held a 13% share of the $1.1 billion toothpaste market by yearend. However, new baking soda toothpastes from competitors had pushed the share down to 9.5% by June 1992, according to Towne-Oller.

In the $2.02 billion cough-cold-allergy-sinus market, SmithKline introduced Contac Day & Night caplets in 1991, supporting the line with $13 million in media. Contac maintained its 4% market share, seventh in the market, according to a Towne-Oller.

The Sucrets line, backed by about $6 million in media, added "vapor" flavors to its line of sore-throat lozenges.

The Oxy line of acne medications remained the second-leading acne remedy, with a 23.4% share of the $247.7 million market, according to Towne-Oller. The company placed much of Oxy's $8.4 million media emphasis in '91 on spots that aired during Fox Broadcasting Co.'s hit "Beverly Hills, 90210."

SmithKline's Massengill kept its position as the No. 1 feminine douche, at a 52% share, as media support fell 8.2% to $8.6 million.

The company is seeking to lessen its dependence on Tagamet, a peptic ulcer therapy with sales in excess of $1 billion worldwide in 1991. Tagamet loses patent protection in the U.S. in 1994.

HEADQUARTERS

SmithKline Beecham/New Horizon Court/Great West Road/ Brentford, Middlesex TW8 9EP/England.

SmithKline Beecham/1 Franklin Plaza/P.O. Box 7929/Philadelphia, Pa. 19101/Phone: (215) 751-4000.

PERSONNEL, BRANDS, AGENCIES

SMITHKLINE BEECHAM PHARMACEUTICAL: 1 Franklin Plaza/P.O. Box 7929/Philadelphia, Pa. 19101-7929/Phone: (215) 751-4000. Jean-Pierre Garnier, pres-N. Amer.; Angeris N. Karabelas, vp-mktg.

Augmentin: Gross Townsend Frank Hoffman, New York. Art Chavez, acct super.

Engerix-B, Tagamet: STN, Rutherford, N.J. Barbara Falco, vp-acct super.

Eminase, Relafen, Timoptic: Frank J. Corbett Inc., Chicago. John Burns, exec vp.

Ancef, Tacef: Ted Thomas Associates, Philadelphia. Don Phillips, sr vp.

Amoxil, Compazine, Dactroban: In-house.

SMITHKLINE BEECHAM CONSUMER BRANDS U.S.: 100 Beecham Drive/Pittsburgh, Pa. 15205/P.O. Box 1467/Pittsburgh, Pa 15230/Phone: (412) 928-1000. Harry Groome, chmn; John Ziegler, pres.; Gordon J. McLaren, vp-dir. mktg; Timothy R. Wright, vp-personal care; Paul J. Fraioli, vp-healthcare; Douglas B. Cox, vp-mktg svcs; Maurice L. Kelley, vp-dir, public affairs; Warren C. Siddall, dir-media.

Aqua-Fresh, Contact, Dristi, Massengill, Sucrets, Vivarin: Grey Advertising, New York. Bill Duggan, vp-mgmt super, Aqua-Fresh; Allison Bailey, vp-mgmt super, Massengill; Tony Thurston, vp-grp mgmt super, Geritol/Vivarin; Christy Graf, vp-mgmt super, Sucrets; Michael Johnson, vp-mgmt super, Contac.

Lactrin Shave, N'ice, Semilax, Nature's Remedy: Ogilvy & Mather, New York. Neve Savage, sr vp-group dir.

Ecotrin, Orafix, Oxy, Tums: Jordan, McGrath, Case & Taylor, New York. Ellen Fields, vp-mgmt super, Tums/Ecotrim; Kathryn Ryan, vp-mgmt super, Oxy/Orafix.

A-200: Carrafiello-Diehl & Associates, Irvington, N.Y. Kate McNamara, acct exec.

RANK: 25

Sony Corp.

Tokyo

Ad spending: **$438.6** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	55,451	53,700	3.3
Sunday magazine	38,412	26,330	45.9
Newspaper	29,724	36,103	-17.7
Outdoor	378	340	11.1
Network TV	65,630	63,511	3.3

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By media	1991	1990	% chg
Spot TV	39,965	42,948	-6.9
Syndicated TV	21,534	11,547	86.5
Cable TV networks	8,430	9,727	-13.3
Network radio	1,042	1,041	0.1
Spot radio	2,283	1,686	35.4
Measured media	262,848	246,932	6.4
Unmeasured	175,800	165,200	6.4
Total	438,648	412,132	6.4
By top brands	**1991**	**1990**	**% chg**
Tri-Star Pictures	64,028	66,084	-3.1
Columbia Pictures	56,697	60,187	-5.8
Columbia record & tape clubs	48,356	40,525	19.3
Sony video equipment	25,181	24,647	6.2
Columbia video game club	22,665	7,423	205.4
Sony audio equipment	13,765	9,651	42.6
Sony video cassette tapes	6,755	584	NA
CBS video clubs	6,423	7,319	-12.2

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	28,734	25,649	12.0
Earnings	903	829	8.9
U.S.	**1992**	**1991**	**% chg**
Sales	8,337	7,475	11.5
Division sales	**1992**	**1991**	**% chg**
Video equipment	6,740	6,443	4.6
Audio equipment	7,126	6,254	13.9
Televisions	4,456	3,918	13.7
Other products	4,637	3,847	20.6
Music entertainment	3,299	3,362	-1.9
Filmed entertainment	2,475	1,827	35.5

CORPORATE PROFILE

For Sony Corp.'s U.S. operations, 1991 was a building year in anticipation of a spate of new product introductions slated for later this year and 1993.

With Sony's music and film interests finally integrated into the overall Sony Corp., new products will increasingly leverage the hardware and software assets of these divisions.

For instance, Columbia Pictures and Tri-Star Pictures movies now are available in 8mm, a format Sony pushes in its camcorders and VCRs.

And this coming year, Sony will use Sony Music Entertainment performers in its upcoming MiniDisc format; offer games for Sega of America's game system using Sony Music and Sony Pictures Entertainment characters (though not hardware), and introduce a Sony Wonder brand that combines children's activities from a variety of entertainment units.

Sony is hoping the introduction of its 2-inch MiniDisc, which is able to record and provide much of the sound quality of the compact disc, will revolutionize the portable market the way the CD did 10 years ago. The small size of the MiniDisc makes possible smaller Walkman-type devices.

Sony faces problems in building a market for the MiniDisc. Consumers can't use their current CDs on the new format, and consumers may end up preferring yet another new system, the digital compact cassette (DCC) system that uses existing audiotapes while recording and playing a new kind of tape digitally.

Last year wasn't a good one for consumer electronics hardware sales in the U.S., hurt by price-cutting and lack of new technology. Sony, however, reported an 11.5% increase in U.S. sales for fiscal 1992, fueled by growth in 8mm camcorders, rising to 24.5% of the market from 18%, according to *TV Digest*; its VCRs rose to 4.5% of market from 3.8%. Sony saw its small line of computer products grow 60% in sales.

The growth of the 8mm format finally prompted Matsushita Electric Industrial Co.'s Panasonic Co. to respond with ads titled "Will it play in your VCR?" and that in turn led to a change in ad direction for Sony, to more product-benefit ads.

Sony's introduction of digital audiotape recorders and players proved a disappointment. DAT failed to generate significant interest before the arrival of competing digital compact cassette technology that, unlike DAT, can play existing tapes. DAT wasn't sold in the U.S. because of a copyright battle with musicians. Sony is a software licensee of DCC, a system developed jointly by Philips NV and Matsushita.

Sony's film and music divisions (both part of Sony Software) did well in sales. Boosted by "Terminator 2: Judgment Day" and "City Slickers," Sony Pictures Entertainment finished atop the 1991 box office with a 20% share, according to *Variety*. Sony Pictures named Mark Canton to replace Frank Price as head of Columbia Pictures.

On the TV side, where Columbia Television and Merv Griffin Productions hits included "Married . . . With Children" and "Designing Women," Sony started Tri-Star Television. It named former Paramount executive Mel Harris to a top corporate TV post to boost syndication.

Sony ad figures in this report include the more than $50 million in media spending for Columbia House, which was Sony's but now is a 50/50 joint venture with Time Warner. Columbia House last year began its first TV image campaign.

HEADQUARTERS

Sony Corp./P.O. Box 5100/Tokyo International/Tokyo 100-31/Japan.

Sony USA Corp./9 W. 57th St./New York, N.Y. 10019-2791/Phone: (212) 371-5800.

PERSONNEL, BRANDS, AGENCIES

SONY CORP. OF AMERICA (U.S. Electronics Grp.): Sony Drive/Park Ridge, N.J. 07656/Phone (201) 930-1000. Jeffrey Brooks, sr vp-corp adv/mktg svcs. Sony Consumer Prods: Richard Johnson, dir-consumer adv; Terry Kern, adv mgr-TV prods; Ron Greitzer, adv mgr-video prods; John Heenan, natl adv mgr-audio prods; Janice Breithaupt, adv mgr-personal audio prods. Bus & Prof Grp: Scott Westover, dir-adv. Components & Computer Prods Grp: Carol Byrum, mgr-mktg comms.

Sony Consumer Products: Leo Burnett USA, Chicago. Brian Williams, sr vp-acct dir.

Sony Business & Professional products: Hill, Holliday, Connors, Cosmopulos, Boston. Terry Carleton, sr vp-grp dir.

Sony Components Peripheral Products Co.: Winkler McManus, San Francisco. Jeff Kahn, acct exec.

Sony Corp. of America-media: Geer, DuBois, New York. Allen Ginsberg, sr vp-acct dir.

SONY RECORDING MEDIA OF AMERICA (U.S. Electronics Grp.): 2 Van Riper Road/Montvale, N.J. 07645/Phone: (201) 930-1000.

Sony Consumer Tape, Professional Media, Optical Media: Burkhardt & Christy, New York. Joel Fineman, sr vp-acct dir.

SONY PICTURES ENTERTAINMENT (Sony Software Corp.): 10202 W. Washington Blvd./Culver City, Calif. 90232/Phone: (310) 280-8000. Bob Basso, vp-adv. Tri-Star Pictures: Buffy Shutt, pres-mktg; Kathy Jones, exec vp-mktg; Bill Loper, sr vp-adv. Columbia Pictures: Sid Ganis, pres-mktg. Columbia Tri-Star Home Video: Bill Perrault, vp-domestic mktg; Amanda Karr, asst adv mgr. Loew's Theaters Management Corp.: Susan Fraine, vp-adv/publicity.

Tri-Star Pictures, Columbia Pictures, Columbia Tri-Star Home Video: McCann-Erickson Worldwide, Los Angeles. C. Lodinger, sr vp-mgmt super.

Loew's Theaters: Allied Advertising Agency, Boston/New York/Syracuse/Cincinnati. AM Entertainment, New York. Sherman Wolf Advertising, Chicago.

SONY MUSIC ENTERTAINMENT (Sony Software Corp.): (mailroom) 666 Fifth Ave./New York, N.Y. 10103/P.O. Box 4450/New York, N.Y. 10101-4450/Phone: (212) 445-4321. Tom McGuinness, sr vp-mktg, Sony Music Distribution; Yvonne Ericson, dir-media adv; Arnold Levine, sr vp-creative svcs; Carolee Shepard, vp-adv/design. Columbia Records: Jay Krugman, vp-mktg, East Coast; Diarmuid Quinn, vp-mktg, West Coast. Epic Records: John Doelp, vp-mktg; Dan Beck, vp-prod devel; Steve Einczig, vp-mktg, West Coast. Sony Classical: Laraine Perri, vp-prod mktg. Chaos: Jim Cawley, label mgr.

Columbia Records, Epic Records, Sony Classical, Sony Kids Music, Soho Square, Chaos: In-house.

SONY ELECTRONIC PUBLISHING (Sony Software Corp.): Peter Dille, dir-mktg comms.

Sony Imagesoft and Sony Electronic Publishing: CN Communications, Rahway, N.J.; Brad Manier, vp-creative dir.

COLUMBIA HOUSE CD.: (joint venture of Sony Software Corp. and Time-Warner Corp.): 666 Fifth Ave./New York, N.Y. 10103/P.O. Box 4450/New York, N.Y. 10101-4450/Phone: (212) 445-8540. Sharon Kuroki, sr vp-mktg, music mktg; Brian Wood, sr vp-Columbia House video; Richard Capassela, vp-adv, video club; Harry Elias, vp-Columbia House video library; Linda Andersen, vp-music club adv.

Columbia House, Columbia House Video Club, Columbia House Video Library, Columbia House Music Club, Columbia House Music Collection: Wunderman Worldwide, New York. Peter Rabar, mg super-grp dir.

Top 25 cable TV advertisers

Rank	Advertiser	Cable TV network spending 1991	1990	% chg
1	Procter & Gamble Co.	$67.8	$57.9	17.1
2	General Motors Corp.	32.4	26.0	24.6
3	General Mills	31.8	27.4	16.1
4	Anheuser-Busch Cos.	31.4	26.8	17.2
5	Time Warner	29.3	51.2	-42.8
6	Philip Morris Cos.	24.1	26.6	-9.5
7	Sears, Roebuck & Co.	20.3	19.8	2.8
8	AT&T Co.	19.3	15.3	26.3
9	Eastman Kodak Co.	19.1	12.6	51.7
10	American Home Products Corp.	19.1	10.8	76.3
11	RJR Nabisco	17.8	21.7	-17.9
12	Mars Inc.	16.6	10.4	59.5
13	McDonald's Corp.	16.2	8.8	84.5
14	Hasbro Inc.	15.6	11.3	38.0
15	PepsiCo	15.1	13.1	15.2
16	Ford Motor Co.	14.0	9.4	49.8
17	Wm. Wrigley Jr. Co.	13.9	10.2	36.3
18	Chrysler Corp.	12.9	9.2	39.7
19	Levi Strauss & Co.	12.5	12.7	-1.5
20	Grand Metropolitan	11.6	10.3	12.2
21	Ralston Purina Co.	10.7	7.6	40.3
22	Nestle SA	10.4	8.5	22.0
23	Kellogg Co.	9.5	3.6	167.1
24	Johnson & Johnson	9.5	8.3	14.4
25	Clorox Co.	9.0	10.8	-16.7

Notes: Dollars are in millions. **Source:** LNA/Arbitron. See Page 72 for methodology.

We have more entrepreneurs than Entrepreneur.

You would think a business magazine named Entrepreneur would own the entrepreneurial audience.

But the fact is Entrepreneur has only 227,800 subscribers who are business owners. Nation's Business has over twice that many: 476,000. And more subscribers overall: 850,000 to 340,000.

So put your dollars where more businesses put theirs. Call Bob Gotshall at 313-354-1180. And advertise in Nation's Business.

Nation's Business
The Small Business Adviser

SOURCES: MAGAZINES' CURRENT SUBSCRIBER STUDIES 1990. ABC PUBLISHER'S STATEMENTS.

RANK: 76

Sprint Corp.

Shawnee Mission, Kan.
Ad spending: **$131.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	3,142	2,766	13.6
Newspaper	543	79	589.5
Outdoor	77	161	-52.4
Network TV	39,550	63,343	-37.6
Spot TV	15,889	7,515	111.4
Syndicated TV	8,708	5,663	53.8
Cable TV networks	769	1,478	-48.0
Network radio	0	216	NA
Spot radio	109	122	-10.9
Measured media	68,786	81,342	-15.4
Unmeasured	62,600	74,000	-15.4
Total	131,386	155,342	-15.4

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	8,780	8,345	5.2
Earnings	368	309	19.0
Division sales	**1991**	**1990**	**% chg**
Long distance	5,388	5,065	6.4
Local communications	2,812	2,710	3.8
Complementary businesses	826	807	2.3

CORPORATE PROFILE

Sprint Corp., the nation's No. 3 long-distance carrier, may be losing its way in the business, industry analysts say.

Sprint lost another share point to finish at 9% of the $56 billion market in 1991. Revenue growth at Sprint, formerly called United Telecommunications, virtually stopped in the fourth quarter, underscoring the gains made by AT&T Co. (68% market share) and MCI Communications Corp. (16%).

"AT&T and MCI have trained their sights on Sprint customers, and Sprint is losing share," said Robert B. Morris III, analyst at Goldman, Sachs & Co.

It took Sprint until June 1992 to launch The Most to counter MCI's Friends & Family. The Most offers customers 20% savings on calls to whomever the customer talks to the most, including international calls, even if the called person is with another long-distance carrier. In the MCI plan, both caller and callee must be MCI customers to benefit from discounts.

The company last April introduced Business Clout, a program that allows small businesses whose phone bills run between $50 and $2,500 a month to bundle with other businesses in their area their use of outbound calling, 800-services and calling card services.

The Sprint Foncard was introduced in April 1991 to enable customers to dial fewer digits to complete a card call, and in October, Sprint began accepting long-distance charges on a customer's Discover credit card. American Express and Visa cards already had been accepted.

Sprint redirected its overall media spending in 1991 by boosting long-distance lines 40% to $42.4 million, according to LNA/Arbitron Multi-Media Service, with the majority of the budget placed on TV spots with presenter Candice Bergen.

Sprint merged this May with Centel Corp., a major provider of local telephone as well as cellular service, only three months after it had bought the remaining 19.9% of itself held by GTE Corp.

HEADQUARTERS

Sprint Corp./2330 Shawnee Mission Parkway/Westwood, Kan. 66205/ Phone: (913) 624-3000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Kathleen Hughes, vp-corp comms-media.

Sprint: William T. Esrey, chairman-ceo; Ronald T. LeMay, pres-coo, long distance; Thomas E. Weigman, chief mktg officer; Jorge L. Rodriguez, vp-adv/mktg comms.

J. Walter Thompson USA, San Francisco. Sherry Paul, sr vp-deputy gm.

RANK: 50

Tandy Corp.

Fort Worth, Texas
Ad spending: **$213.3** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	18,298	13,096	39.7
Sunday magazine	0	117	NA
Newspaper	23,736	40,541	-41.5
Outdoor	8	15	-46.1
Network TV	25,806	21,914	17.8
Spot TV	3,787	2,386	58.7
Syndicated TV	323	1,325	-75.6
Cable TV networks	1,908	722	164.1
Network radio	4,582	5,761	-20.5
Spot radio	527	300	75.7
Measured media	78,974	86,178	-8.4
Unmeasured	134,300	146,500	-8.3
Total	213,274	232,678	-8.3
By top brands	**1991**	**1990**	**% chg**
Radio Shack electronics	46,518	51,743	-10.1
Tandy computers	12,156	18,729	-35.1
McDuff appliance stores	8,658	8,978	-3.6
Memorex audio & video	5,457	NA	NA

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	4,680	4,562	2.6
Earnings	184	195	-5.9

CORPORATE PROFILE

Tandy Corp., the consumer electronics and computer manufacturer and retailer, is looking beyond its 7,000 Radio Shack stores to invest in new retail concepts. In the process, Tandy is positioning its own products alongside other well-known name brands.

This fall, Tandy will unveil in two markets Incredible Universe, a 100,000-square-foot electronics/appliances/computer superstore that will carry Tandy as well as other names.

Incredible Universe is the company's third retailing concept introduced in the past two years. Computer City, which opened its first store in fall 1991, will expand to 13 computer superstores by the end of this year and 100 by 1995. The Edge in Electronics, which was introduced in fall 1990, will have 16 mall-based electronics stores by yearend.

Tandy continues to expand its 400 McDuff and VideoConcept mall-based, audio and video stores, as well as its McDuff SuperCenters, which feature consumer electronics and major appliances.

Radio Shack, Tandy's main retail chain, was less inclusive in its brand coverage. It discontinued a test of name-brand gift items in its 750 highest-traffic stores and a test of name-brand consumer electronics and appliances at rural stores.

Radio Shack has modified its advertising. Instead of featuring a hodgepodge of consumer electronics items in its monthly fliers, the chain is focusing each flier on a best-selling category, such as batteries, computers, personal electronics, scanners or telephones.

Also, Radio Shack continues to be a more aggressive database marketer by tracking consumer-buying histories and then running customized mailers to potential buyers each month.

Tandy and its GRiD Systems Corp. held a 2.9% share of the $68.9 billion microcomputer market last year, said Info-Corp, up from 2.7% in 1990, allowing Tandy to keep its No. 5 position.

Tandy will introduce later this year a DCC (digital compact cassette) player-recorder and tape, and is teaming up with Casio Computer Co. to manufacture, market and distribute a new family of personal information processors for the emerging hand-held portable information devices market.

Tandy cut media spending by 8.4% to $79 million in calendar 1991, virtually all from newspapers, according to LNA/Arbitron Multi-Media Service.

Radio Shack got $46 million of the total, down 10.1%. Tandy's Memorex brands got the big increase, up 140% to $7.3 million, as it expanded beyond audio and videotape to Tandy-made camcorders, TVs and VCRs.

HEADQUARTERS

Tandy Corp.-Radio Shack/1800 One Tandy Center/Fort Worth, Texas 76102/Phone: (817) 390-3700.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Howard Elias, vp-computers, Tandy Corp.; David Beckerman, sr vp-mktg svcs, Radio Shack; James Nichols, sr vp-consumer retail operations, Radio Shack; Robert Miller, vp-merch, Radio Shack; John Patterson, sr vp-Tandy Computers/Tandy Electronics; Bruce Walters, pres-GRiD Systems Corp.; Nan Neureither, media dir-Radio Shack Adv. Dept.; Ed Luedtke, adv/media/bus mgr-Tandy Name Brand Retail Group Adv. Dept.; Daniel O'Sullivan, pres-O'Sullivan Industries.

Tandy Corp./Radio Shack: In-house.

GRID SYSTEMS CORP.: 9 Village Circle, Ste 150/Westlake, Texas 76262/Phone: (817) 491-5200. Austin Advertising, San Jose, Calif., Mike Austin, pres.

Tandy Name Brand Retail Group (McDuff and VideoConcept stores): In-house.

Memtek Products (Memorex brand): The Richards Group, Dallas. Rod Underhill, principal.

RANK: 71

Thompson Medical/ Slim-Fast Food Cos.

New York/W. Palm Beach, Fla.
Ad spending: **$137.5** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	8,104	11,270	-28.1
Sunday magazine	1,752	6,552	-73.3
Newspaper	465	592	-21.5
Outdoor	4	18	-78.7
Network TV	71,612	75,530	-5.2
Spot TV	6,929	2,323	198.2
Syndicated TV	8,178	9,901	-17.4
Cable TV networks	5,788	3,764	53.8
Network radio	165	0	NA
Spot radio	84	0	NA
Measured media	103,081	109,950	-6.2
Unmeasured	34,400	23,200	48.3
Total	137,481	133,150	3.3
By top brands	**1991**	**1990**	**% chg**
Ultra Slim-Fast	64,780	81,183	-20.2
Dexatrim diet aids	21,280	14,987	42.0
Cortizone-5 skin cream	5,117	3,922	30.5

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	NA	NA	NA

CORPORATE PROFILE

Slim-Fast Food Co. is quickly becoming a "healthy-food" company rather than just a diet-drink marketer, evidenced by the launch early this year of the Ultra Slim-Fast No-Hunger Diet plan and several new frozen entrees.

Last year, Slim-Fast expanded its marketing dominance in the $275.4 million diet meal replacement section of the reducing aids market to an 88.4% share, according to audited figures from Towne-Oller & Associates for the year ended June 1992.

Slim-Fast Food was spun off from Thompson Medical in early 1991. Both remain under the same family ownership and for the purposes of this report are treated as one company.

Slim-Fast reduced its media spending 19.5% to $66.7 million for all products, and continued to push more than 75% of its budget into TV. The company this year used TV to introduce the No-Hunger Diet plan, which promotes an eating program of meal-replacement shakes, the company's Lite 'N Tasty snacks and a "sensible" dinner, said Debra Wolpov, Slim-Fast Food's manager-advertising and public relations.

The diet will continue to be the company's focus next year, supported with a campaign using both celebrity spokespersons and actual customers. The campaign's tagline is "Ultra Slim-Fast, a healthy way to lose weight."

Several new varieties of Ultra Slim-Fast frozen entrees have been introduced this year, sending Slim-Fast food product spending soaring to $16.4 million in first quarter 1992, according to LNA/Arbitron Multi-Media Service. That compares with $5.9 million for all of 1991.

Also introduced in 1992: Lite 'N Tasty caramel corn, a chocolate-chip Ultra Slim-Fast Crunch bar and a more fiber-heavy product, Ultra Slim-Fast Plus.

Thompson Medical funneled $21.3 million, up 29.6%, into Dexatrim. This was the only significant boost in media spending in the entire market and gave Dexatrim a 57.6% share of the $101.6 million market for reducing aids. Acutrim from Ciba-Geigy is second at 16.2%, according to Towne-Oller audits for the year ended in June 1992.

Dexatrim will continue to be the focus of Thompson's media spending, but that should change slightly in 1993 as more attention is given Tempo antacid, said Jennifer Hyland-Jackson, group product manager. A TV campaign for Tempo was launched last July with the tagline, "Doctor-recommended liquid antacids, in a tablet you can carry in your pocket."

Ad spending for new products Lactogest, a lactose intolerance product, and Silk Solutions lotion will also increase in 1993 when they roll national. Line extensions are in the works for Sportscreme, promoted by pro football's Dan Marino, for Cortizone-5, Cortizone-10 and for Dexatrim.

Thompson took in-house the advertising for Aspercreme, previously handled by Grey Advertising, New York, and for Dexatrim, previously at Saatchi & Saatchi Advertising. Thompson will continue to use the campaigns developed by those agencies and may go back to them eventually, the company said. Grey remains the agency of record for media buying.

HEADQUARTERS

Thompson Medical Co./222 Lakeview Ave., 17th Floor/West Palm Beach, Fla. 33401-6112/Phone: (407) 820-9900.

Slim-Fast Food Co./919 3rd Ave./New York, N.Y. 10022/Phone: (212) 688-4420.

PERSONNEL, BRANDS, AGENCIES

THOMPSON MEDICAL CO.: Greg Shaban, sr vp-sales; Jennifer Hyland-Jackson, grp prod mgr-Arthritis Hot/Aspercreme/Lactogest/NP-27/Silk Solutions/Sportscreme/Tempo/new products; Alison Mann, grp prod mgr-Aqua-Ban/Breathe Free/Cortizone-5/Cortizone-10/Dexatrim/Sleep-inal.

Aqua-Ban, Breathe Free, Cortizone-5, Cortizone-10, Lactogest, NP-27, Sportscreme, Sleepinal, Tempo: LCF&L, New York. Robin Koval, executive vice president.

Arthritis Hot, Aspercreme, Dexatrim, Silk Solutions: Creative in-house.

Grey Advertising, New York, is agency of record for media buying. Jeff Stein, exec vp.

SLIM-FAST FOOD CO.: Irwin Simon, vp-mktg; Debra Wolpov, mgr-adv/pr.

Slim-Fast powder, Ultra Slim-Fast powder, Ultra Slim-Fast water-mixable, Ultra Slim-Fast hot cocoa, Ultra Slim-Fast Plus, Ultra Slim-Fast Ready-to-Drink in cans, Ultra Slim-Fast Ready-to-Drink in cartons, Ultra Slim-Fast Nutrition bars, Ultra Slim-Fast Crunch bars, Ultra Slim-Fast pudding, Ultra Slim-Fast Lite 'N Tasty snacks, Ultra Slim-Fast Frozen Entrees: Grey Advertising, New York. Jeff Stein, exec vp; Alda Abbracciamento, vp-mgmt super.

RANK: 16

Time Warner

New York
Ad spending: **$587.5** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	66,817	67,542	-1.1
Sunday magazine	6,568	4,161	57.9
Newspaper	32,736	46,677	-29.9
Outdoor	528	445	18.7
Network TV	63,607	72,000	-11.7
Spot TV	68,782	82,546	-16.7
Syndicated TV	40,289	27,605	45.9
Cable TV networks	29,301	51,245	-42.8
Network radio	1,386	3,129	-55.7
Spot radio	1,294	5,321	-75.7
Measured media	311,308	360,671	-13.7
Unmeasured	276,200	320,000	-13.7
Total	587,508	680,671	-13.7
By top brands	**1991**	**1990**	**% chg**
Warner Bros. pictures	99,450	110,463	-10.0
HBO cable TV	67,511	54,504	23.9
Time-Life books	27,254	45,863	-40.6
Sports Illustrated magazine	21,556	26,550	-18.8
Time-Life video cassettes	14,765	19,505	-24.3
Time-Life audio recordings	9,860	14,200	-30.6
Pay Per View cable TV	8,453	4,101	106.1
Warner home video cassettes	7,152	9,717	-26.4
People magazine	5,113	9,109	-43.9

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	12,021	11,517	4.4
Earnings	(99)	(227)	NA
U.S.	**1991**	**1990**	**% chg**
Sales	8,862	8,550	3.6
Operating income	1,041	1,035	0.6
Division sales	**1991**	**1990**	**% chg**
Publishing	3,021	2,926	3.2
Filmed entertainment	3,065	2,904	5.5
Music	2,960	2,931	1.0
Cable TV	1,935	1,751	10.5
Programming-HBO	1,366	1,266	7.9

CORPORATE PROFILE

The trump card in Time Warner's marketing battles in the coming decade is Time Warner Entertainment Co., a splinter unit the company formed last October to include its Time Warner cable operations, Home Box Office division and Warner Bros. studio.

The unit quickly brought needed investment to the company when Toshiba Corp. and C. Itoh & Co. bought minority positions at $500 million each in TWE. They are not "passive" investors. They hold keys to future growth at TWE: Toshiba produces black boxes that make cable interactive; C. Itoh is a marketing giant in Asia, an area of high potential for Time Warner.

Other strategic investor/partners are being courted such as IBM Corp., which could add computer expertise to the venture and make Time Warner even more of a major factor in the home entertainment center market of the future.

The fact that this non-publishing side

Top 25 syndicated TV advertisers

Rank	Advertiser	Syndicated TV spending 1991	1990	% chg
1	Philip Morris Cos.	$135.7	$133.8	1.4
2	Procter & Gamble Co.	131.8	119.3	10.5
3	Warner-Lambert Co.	65.1	48.4	34.4
4	Kellogg Co.	58.4	45.4	28.7
5	Grand Metropolitan	42.5	45.8	-7.2
6	Time Warner	40.3	27.6	45.9
7	General Motors Corp.	38.4	27.6	39.3
8	Johnson & Johnson	38.3	33.4	14.6
9	Unilever NV	36.9	42.2	-12.5
10	Nestle SA	33.1	37.6	-12.1
11	McDonald's Corp.	33.0	28.0	17.7
12	Coca-Cola Co.	31.9	34.1	-6.4
13	Hasbro Inc.	31.8	24.4	30.4
14	PepsiCo	29.0	18.0	61.2
15	Bristol-Myers Squibb Co.	28.5	32.6	-12.5
16	Eastman Kodak Co.	27.8	21.7	28.5
17	Mars Inc.	27.4	23.0	19.0
18	Walt Disney Co.	26.5	14.6	81.3
19	Sears, Roebuck & Co.	26.0	13.6	91.2
20	Wm. Wrigley Jr. Co.	25.6	23.3	10.0
21	Mattel	24.2	13.8	75.9
22	Anheuser-Busch Cos.	23.4	13.7	70.7
23	RJR Nabisco	22.1	22.1	-0.0
24	Sony Corp.	21.7	11.5	87.8
25	Nintendo Co.	20.7	16.2	27.5

Notes: Dollars are in millions. **Source:** LNA/Arbitron. See Page 72 for methodology

The Miami Herald

Top 25 outdoor advertisers

Rank	Advertiser	Outdoor spending 1991	1990	% chg
1	Philip Morris Cos.	$69.7	$77.1	-9.7
2	RJR Nabisco	51.7	52.4	-1.2
3	Loews Corp.	35.0	39.0	-10.3
4	B.A.T Industries	24.3	9.4	158.8
5	American Brands	12.4	11.4	8.8
6	Anheuser-Busch Cos.	11.6	6.1	91.8
7	Seagram Co.	7.7	8.6	-10.2
8	Grand Metropolitan	7.7	8.5	-9.2
9	McDonald's Corp.	6.9	5.2	34.4
10	General Motors Corp.	6.4	4.0	61.3
11	Guinness	5.9	6.4	-8.2
12	BankAmerica Corp.	5.5	5.7	-2.9
13	Brown-Forman Co.	4.4	6.2	-30.1
14	Hospitality Franchise Systems	3.5	3.6	-1.7
15	Matsushita Electric Industrial Co.	3.3	4.0	-18.2
16	Bass	3.3	2.8	16.7
17	Adolph Coors Co.	3.2	3.0	4.1
18	PepsiCo	2.9	4.9	-40.9
19	Manor Care	2.7	2.7	3.0
20	Levi Strauss & Co.	2.6	0.1	NA
21	U.S. West	2.4	2.1	16.6
22	Delta Air Lines	2.2	1.8	20.7
23	Wells Fargo & Co.	2.2	2.0	8.3
24	Allied-Lyons	2.2	4.6	-51.9
25	CBS Inc.	2.2	2.5	-12.4

Notes: Dollars are in millions. **Source:** LNA/Arbitron. See Page 72 for methodology.

of Time Warner was championed by Steven J. Ross, company chairman and co-ceo, played a role in the ouster last February of President and co-ceo N.J. Nicholas Jr. He was replaced by longtime rival Gerald Levin. Messrs. Ross and Nicholas, the latter from the Time Inc. side, frequently clashed over the direction of Time Warner since the merger in 1990, and as a result the two halves of the company weren't meshing. Mr. Levin, one of the principal architects of HBO, was handpicked by Mr. Ross.

Time Warner's financial picture has improved gradually since the buyout. Stock deals and refinancing have helped pay down debt. Earnings, however, stayed in the loss column until the fourth quarter 1991, the first gain. By first half 1992, all divisions—publishing, music, cable, filmed entertainment and Home Box Office—showed operating income gains.

Warner Bros. rose from fifth to first last year with a 14% share of the North American film market, largely from the success of "Robin Hood: Prince of Thieves," the year's second best box-office performer. It received $11.4 million in media support. Also getting strong backing were: "JFK," "Curly Sue" and "Doc Hollywood," each with media ad budgets of about $7 million.

Warner Bros. spent $115 million in media during the year for all movies and videos, according to LNA/Arbitron.

Ad spending to promote HBO pay TV service rose 35.7% to $60.1 million in the wake of flat subscription levels and increased competition from home video and pay-per-view.

Time Warner's publishing division was renamed Time Inc., part of a corporate effort to revive sagging morale in the wake of more than 600 layoffs, a weak ad climate and rumors the division would be spun off. Mr. Levin denies the division will be sold.

Time Inc.'s year-old corporate sales staff restructuring was hampered by infighting that culminated with the appointment of Southern Progress Corp. chief Don Logan as president-chief operating officer of the magazine division and the subsequent departure of S. Christopher Meigher III, president of the New York magazines and an internal critic of the restructuring.

Time was redesigned in March and in July launched a $10 million consumer image campaign—its largest ever—via Fallon McElligott, Minneapolis. The ads carry the theme, "If it's important to you, you'll find it in *Time*."

Sports Illustrated remained the biggest spender on subscription acquisition in 1991, but its budget declined as the company sought to cut back on costly subscription gimmicks like sneaker phones. *SI* spent $20.6 million, mostly on spot and cable TV, down 22% from 1991.

Time-Life Books cut its media budget by 40% to $25 million last year, as did Time-Life videocassettes, down 19.5% to 13.6 million, according to LNA.

HEADQUARTERS

Time Warner/75 Rockefeller Plaza/New York, N.Y. 10019/Phone: (212) 484-8000.

PERSONNEL, BRANDS, AGENCIES

FILMED ENTERTAINMENT, WARNER BROS.: 4000 Warner Blvd./Burbank, Calif. 91522/Phone: (818) 954-6000. Sanford E. Reisenbach, exec vp-mktg/planning; Robert G. Friedman, pres-worldwide theatrical adv/publicity.

Warner Bros. films: Grey Advertising, New York. Alec Gerster, exec vp-media.

CABLE, TIME WARNER CABLE: 300 First Stamford Place/Stamford, Conn. 06902/Phone: (203) 328-0600. Tim Evard, vp-mktg, American Television and Comms. Corp.; Kevin Leddy, sr vp-mktg, Warner Cable Comms.

ATC Corp.: In-house. James Duffy, dir-pr.

HOME BOX OFFICE: 1100 Sixth Ave./New York, N.Y. 10036/Phone: (212) 512-1000. Denny Wilkinson, sr vp-consumer mktg.

HBO: BBDO Worldwide, New York. Ken Angel; sr vp-mgmt rep.

Cinemax: Direct mktg: Kobs & Draft Advertising, New York. Howard Draft, pres.

TIME INC.: 1271 Ave. of the Americas/New York, N.Y. 10020/Time & Life Bldg./Rockefeller Center/New York, N.Y. 10020/Phone: (212) 522-1212. Reginald K. Brack, Jr., chmn-ceo; Don Logan, pres-coo; Donald M. Elliman, Jr., pres-sales/mktg div; Robert L. Miller, pres-ceo, Time Inc. Ventures; Donald J. Barr; exec vp, *Entertainment Weekly*: Michael J. Klingensmith, publisher; Michael J. Kelly, adv sales dir; Scott L. Kauffman, dir of mktg/devel/promo; John Squires, consumer mktg dir; Dan Osheyak, promo dir. *Fortune*: James B. Hayes, publisher; C. Stuart Arnold, adv sales dir; Leslie Gaines-Ross, mktg dir; Brian D. Wolfe, consumer mktg dir; David L. Nimz, promo dir. *Life*: James Gaines, pub; Cleary Simpson, adv sales dir; Claudia Jepsen, sales development dir; Kate Salavaara, consumer mktg dir; Ripley Odell, promo dir. *Money*: William S. Myers, publisher; Betsy Martin, adv sales dir; Jonathan Bulkeley, mktg dir; Michele M. Jaworski, consumer mktg dir; Michael Rich, promo dir. *People*: Ann S. Moore, publisher; Jim Donoghue, adv sales dir; Penny Sheridan, sales devel dir; Warren Milich, brand devel dir; Jeremy Koch, consumer mktg dir; Hope Hening, promo dir. *Sports Illustrated*: Mark Mulvoy, publisher; Alvaro Saralegui, adv sales dir; Linda Warren, consumer mktg dir. *Sports Illustrated for Kids*: Susan Sachs, publisher; Kathy-Lee Wilcox, sales devel dir; Susan Alexander, mktg dir; Mark Stanich, consumer mktg dir; Pamela T. Dey, promo mgr. *Time*: Lisa Valk, publisher; Edward McCarrick, adv sales dir; Martin Bounds, assoc mktg dir; Ken Godshall, consumer mktg dir; Tim Nix, promo dir.

Entertainment Weekly adv promo: Deutsch Inc., New York. Linda Emmanuel, sr vp.

Fortune adv promo: Ogilvy & Mather, New York. Betsy Lembeck, vp-acct dir.

Life adv promo: Messner Vetere Berger Carey Schmetterer, New York. Tom Messner, partner.

Money adv promo: Mullen Advertising, Wenham, Mass. Bruce Gold, acct super.

People adv promo: Young & Rubicam, New York. Arlene Brickner, sr vp-grp dir.

People consumer mktg: Grey Entertainment Media, New York. Phyllis Howe, vp-mgt super.

Sports Illustrated, Sports Illustrated for Kids adv promo: Ogilvy & Mather, New York. Peter Haines, vp-acct super.

Sports Illustrated consumer mktg: Wunderman Worldwide, New York. Phil Cheevers, sr vp-mgmt super. A. Eicoff & Co., Chicago. Francie Barson, sr vp-media dir.

Time adv promo: Fallon McElligott, Minneapolis. Kathy Spratt, mgmt super.

SUNSET PUBLISHING CORP.: 80 Willow Road/Menlo Park, Calif. 94025/Phone: (415) 321-3600. Robin Wolaner, pres-ceo; David B. Woodward, vp-mktg dir; J. Richard Dyess, vp-adv sales dir, *Sunset*.

Sunset adv promo: Saatchi & Saatchi/Pacific, San Francisco. David Hill, pres-corp comms grp.

SOUTHERN PROGRESS CORP.: 2100 Lakeshore Drive/Birmingham, Ala. 35209/Phone: (205) 877-6000. Jim Nelson, pres-ceo; Tom Angelillo, exec vp. *Cooking Light*: Jeffrey C. Ward, vp-pub; Rick Emerson, promo mgr. *Progressive Farmer*: Ed Dickinson, vp-publisher; W.L. Stradley, mktg svcs dir; Patti Henderson, sales promo mgr. *Southern Accents*: Anthony P. Glaves, vp-publisher; Ashley Carr Smith, promo mgr. *Southern Living*: Scott Shephard, vp-publisher; H.B. Flora, sr vp; Greg Keyes, adv dir; Burton Craige, vp-pub, *Southern Living* Homes Group.

RANK: 12

Toyota Motor Corp.

Toyota City, Japan

Ad spending: **$632.2** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	105,355	77,924	35.2
Sunday magazine	1,852	2,148	-13.8
Newspaper	11,131	12,538	-11.2
Outdoor	1,774	1,275	39.1
Network TV	173,665	170,903	1.6
Spot TV	123,870	117,589	5.3
Syndicated TV	16,514	16,258	1.6
Cable TV networks	8,099	5,804	39.5
Network radio	0	1,013	NA
Spot radio	253	1,060	-76.8
Measured media	442,512	406,545	8.8
Unmeasured	189,700	174,200	8.9
Total	632,212	580,745	8.9
By top brands	**1991**	**1990**	**% chg**
Toyota cars	233,645	212,676	9.9
Lexus cars	125,982	97,886	28.7
Toyota trucks & vans	78,261	89,798	-12.8

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	81,307	71,400	13.9
Earnings	1,903	3,100	-38.6

CORPORATE PROFILE

Toyota Motor Corp., the biggest Japanese auto marketer in the U.S., got sidetracked by the recession. Its plans to sell 1.5 million vehicles a year in the U.S. by mid-decade may take a few more years than planned.

Toyota Motor Sales USA, the parent's sales subsidiary in the U.S., obtained its third consecutive million-plus year for vehicle sales in 1991, though at 1,010,480 it represented a decline of 4.5% from 1990.

The total still elevated Toyota's share of the car and light-truck market to 8.2% from 7.8% because of the decline in overall vehicle sales of 11.3%, according to *Automotive News*. The shares include Lexus' 0.6% in '91 and 0.5% in '90.

At midyear 1992, car and light-truck sales of 460,546 units, up 2.4%, combined with vigorous sales of the luxury Lexus models at 43,769 units, up 54.7%, put Toyota's total market share at 7.8%, up 0.5% at the halfway mark compared the year before. Greater car sales by most car marketers by midyear is the cause of the share slide from yearend.

The popular Camry was Toyota's best seller last year at 263,818 units (U.S.-built and imported). It was the most heavily promoted make with $78 million in media spending, up 59.1%, according to LNA/Arbitron Multi-Media Service. Pickup trucks took $37 million, down 15.9%.

But going into the 1992 model year, Toyota budgeted a massive $120 million in advertising behind the new Camry, the midsize sedan that competes directly with the Honda Accord.

Toyota believes the midsize market will grow from about 3.5 million sales in 1990 to about 4.2 million by 1994. To meet that projection, Toyota has spent $800 million doubling Camry production with a second factory in Georgetown, Ky.

Toyota's Corolla accounted for 1991 sales of 199,083 (both domestic and imported units) and measured media spending estimated at $34 million, up 26%, LNA noted. Introduction of the 1993 Corolla line began in August.

Media expenditures for the five Lexus models totaled $125.4 million, up 28.2%. The top-of-the-line LS400 model once again got most of the budget, nearly $50 million, about the same level as 1990. Lexus unit sales rose 12.1% to 71,206.

HEADQUARTERS

Toyota Motor Sales USA/19001 S. Western Ave./Torrance, Calif. 90509/Phone: (310) 618-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Toyota: Yale Gieszl, exec vp-sales/operations; George Borst, vp-strategic prod planning; Renald T. Rooney, corp mktg mgr; Gerald R. Perry, natl adv mgr; John Bucci, natl adv mgr/cars; Don Cecconi, natl adv mgr/trucks; David Pelliccioni, natl merch mgr; Leo Parente, dealer assn adv mgr. Lexus: Donald V. Esmond, corp sales mgr; Robert Neuman, natl mktg mgr; Richard Anderman, natl adv mgr.

Toyota autos & trucks: Saatchi & Saatchi/Pacific, Torrance, Calif. Warren Benjamin, mgmt dir.

Lexus autos: Team One (Saatchi & Saatchi), El Segundo, Calif. Scott Gilbert, exec vp-mgmt dir.

Hispanic adv-Toyota/Lexus: Conill Advertising, Los Angeles. Fabiola Hernandez, vp-clnt svcs dir.

RANK: 93

UAL Corp.

Elk Grove Village, Ill.

Ad spending: **$119.2** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	6,954	8,682	-19.9
Sunday magazine	346	120	188.3
Newspaper	20,736	18,659	11.1
Outdoor	68	5	NA
Network TV	23,842	40,361	-40.9
Spot TV	10,020	8,292	20.8
Syndicated TV	803	148	442.0
Cable TV networks	4,154	1,649	152.0
Network radio	0	985	NA
Spot radio	4,554	5,363	-15.1
Measured media	71,477	84,264	-15.2
Unmeasured	47,700	39,900	19.5
Total	119,177	124,164	-4.0

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	11,663	11,038	5.7
Earnings	(332)	95	NA
Division sales	**1991**	**1990**	**% chg**
Passenger	10,296	9,634	6.9
Cargo	704	593	18.7
Other	663	811	-18.3

CORPORATE PROFILE

UAL Corp.'s United Airlines will finally become a worldwide carrier in February when it launches its first round-the-world service.

The new route underscores United's growing international traffic to Europe, Latin America and the Pacific.

United last year expanded its European service and bought some of the assets of Pan American World Airways to expand into the profitable Central and South America routes.

The European expansion forced British Airways to sever its ties with United. United responded by linking up with a smaller U.K. carrier, British Midland. United also announced an alliance with Air Canada.

In the U.S., United was the nation's No. 2 carrier with an 18.5% share of passenger miles for the 12 months ended in May, compared with 17.2% the year before.

The carrier moved to upgrade both first-class and business-class sections, especially on international service.

First-class passengers now get Dom Perignon champagne, beluga caviar and Godiva chocolates. United also began testing McDonald's Friendly Skies Meals, a promotion offering McDonald's Corp.'s meals in the air. United cut back marketing sponsorships to fund some of the improvements.

The growth hasn't come without problems. A no-holds-barred battle for the leisure traveler has been raging among U.S. air carriers since spring. Cut-rate pricing has delivered more customers but has meant bigger losses.

In 1991, UAL suffered an operating loss of $332 million, which intensified this year as United followed American's lead in reacting to a limited two-for-one sale offered by Northwest Airlines and opened up the half-price sale to everyone. At midyear, UAL had a $187.4 million operating loss, compared with 1991's loss of $104.3 million.

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Already publisher of an airline magazine, United this year announced a High Street Emporium service, in which passengers can order items from catalogs while on board and pick up the items upon arrival.

HEADQUARTERS

UAL Corp./1200 E. Algonquin Road/Elk Grove Village, Ill. 60007/P.O. Box 66100/Chicago, Ill. 60666/Phone: (708) 952-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: James M. Guyette, exec vp-mktg & plng; Adam Aaron, sr vp-mktg; John E. Ruhaak, vp-adv/promo; William Alenson, sr staff exec-intl adv; Karen Sheriff, staff exec-domestic adv; Patricia Engels, pres/ceo-Mileage Plus Inc.; Rakesh Gangwal, sr vp-planning.

United Airlines: Leo Burnett USA, Chicago. Jim Thompson, exec vp-client svc dir; Steve Crawford, sr vp-acct dir.

RANK: 15

Unilever NV

London/Rotterdam

Ad spending: **$593.7** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	81,027	70,836	14.4
Sunday magazine	338	2,290	-85.3
Newspaper	597	1,101	-45.8
Outdoor	486	716	-32.1
Network TV	154,616	162,862	-5.1
Spot TV	84,301	64,534	30.6
Syndicated TV	36,901	42,155	-12.5
Cable TV networks	8,063	6,740	19.6
Network radio	1,137	2,858	-60.2
Spot radio	3,931	1,819	116.1
Measured media	371,397	355,911	4.4
Unmeasured	222,300	213,000	4.4
Total	593,697	568,911	4.4
By top brands	**1991**	**1990**	**% chg**
Wisk laundry detergents	28,286	17,825	58.7
Ragu sauces	26,890	23,676	13.6
Vaseline creams/lotions	26,308	14,991	75.5
Lever 2000 soap	21,159	6,897	206.8
Lipton tea	20,388	12,391	64.5
Dove soap prods	18,691	15,677	19.2
Shedd's margarine	13,985	13,694	2.1
Promise margarine	13,030	13,707	-4.9
I Can't Believe It's Not Butter!	12,632	15,114	-16.4
Power Stick antiper	12,469	9,417	32.4
Close-Up toothpaste	12,423	15,957	-22.1
Caress soap	11,003	8,927	23.3

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	41,161	39,620	3.9
Earnings	2,049	1,622	26.3
U.S.	**1991**	**1990**	**% chg**
Sales	8,475	8,195	3.4
Operating profit	597	644	-7.3
Division sales	**1991**	**1990**	**% chg**
Food products	21,187	20,465	3.5
Detergents	9,272	8,812	5.2
Personal products	5,017	4,813	4.2
Specialty chemicals	3,184	3,074	3.6
Other operations	2,500	3,048	-18.0

CORPORATE PROFILE

Unilever's Lever Bros. division has sent Procter & Gamble Co. to the showers, besting the vaunted soap marketer in one of its most prized categories—bar soaps.

Lever 2000 skincare soap, introduced in 1990, propelled Unilever past P&G last year in the $930 million bar soap derby, giving Unilever a 32.5% share vs. P&G's 26.7% in supermarkets for the 52-week period ended March 14, 1992, according to Nielsen Marketing Research.

An unscented version of Lever 2000 is now in test to expand the franchise, though P&G is hardly standing still with its phalanx of top soaps.

P&G beat Unilever to market with concentrated liquid detergents such as Cheer, Dash, Era and Tide, all in test. Unilever has since pushed All concentrated liquid into national distribution. P&G leads the $3.6 billion laundry detergent market with a 55.5% total share in the 52-week period ended May 23, 1992, according to Nielsen.

Unilever continues to build its dominant position in the margarine market. Last month, it rolled out Promise Ultra, a 35-calorie-per-serving spread made with canola oil. Earlier this year it spent another estimated $12 million to introduce nationally Move Over Butter. Unilever holds a lofty 37% share of the market. Kraft General Foods is second at 21%, followed by RJR Nabisco at 13%, according to Information Resources Inc.

Unilever spent nearly $40 million in media in 1991 on Shedd's, Promise and I Can't Believe It's Not Butter margarine spreads, according to LNA/Arbitron Multi-Media Service. This blended segment was the fastest-growing in the $1.5 billion margarine market in 1991, with compounded growth totalling 20% over the past three years.

Ragu Foods, recently merged with Van den Bergh Foods, backed Ragu sauces with $26.9 million in media, up 13.6%. The growth in spending primarily came from a $4.8 million expenditure behind new product Ragu Chicken Tonight sauces. The red and white sauces were created to complement chicken dishes.

The launch of Lever 2000 has been so successful that in its second year it has risen to No. 3 in the bar soap market with an 8.5% share, according to Nielsen. The Lever Bros. product, however, has engendered a broad marketing response from P&G.

P&G's newly introduced Whitewater Fresh Zest apes the beveled shape of Lever 2000, and the company has amended formulas and positionings on Zest, Coast and Safeguard. The reformulations make the P&G soaps less harsh and drying, and allow Zest and Safeguard to be positioned as all-around family soaps (like Lever 2000) rather than just deodorant soaps.

Lever 2000 got $21.2 million in media support last year, up from $6.9 million in 1990, its introductory year.

Unilever's Dove brand remained the leading bar soap at 16.3% of the market, though its sales were down 9.6%, according to IRI. Unilever cut Dove soap's media outlays 31.7% to $7.3 million and shuffled it into Dove beauty wash, which rose 80.5% to $8.9 million. Caress, with a 6% share, suffered a 5.1% decline in retail sales even though advertising rose 23.3% to $11 million.

After 35 years, Lever's Wisk liquid detergent was reformulated, giving it properties that enhance its ability to more quickly break up oil and dirt. Wisk liquid drew $17.5 million in media, up 20.7% from 1990.

While Unilever is the top seller of personal products worldwide, it remains second in the U.S. behind P&G, which has been building its skincare, haircare, cosmetics and fragrance businesses through acquisitions.

Last March, Unilever's Chesebrough-Pond's unit restaged the Pond's skincare line with a $30 million marketing campaign. The Pond's brand was repackaged to look more like a cosmetics line and extended into different categories to attract new users. The new line offers Cleansing Lotion & Moisturizer in One, Clarifying Astringent, Foaming Cleanser & Toner in One, Moisturizing Cleansing Bar and Oil Controlling Cleansing Bar.

Pond's is currently the No. 1 facial cleanser in that $500 million market, with a 19% share, industry sources say.

The huge campaign this year certainly revived ad spending behind Pond's. The line only drew $2.2 million in 1991, all on Pond's Water Rinsable Cleanser, down from $9 million in 1990.

Chesebrough-Pond's is priming the ad pump for Vaseline Intensive Care this year with a new campaign carrying a $38 million media price tag out of a total marketing budget of $59 million, according to industry estimates. New spots for the brand have Joan Lunden from ABC-TV's "Good Morning America" delivering news-like "Skin Science Updates."

Vaseline in its varied forms is the leading hand and body lotion comprising 20.6% of the $488.6 million market covering the 12-month period ended June 1992, according to Towne-Oller & Associates' audits of food and drugstores.

Unilever's Thomas J. Lipton Co. and PepsiCo formed the Pepsi/Lipton Tea Partnership last January to market Lipton Original iced tea. The product is to be sold in 16-ounce glass bottles. The $400 million canned and bottled iced tea market is quickly becoming saturated with marketing partnerships: Coca-Cola Co./-Nestle. Source Perrier/Celestial Seasonings and A&W Brands/Tetley.

The partnership with PepsiCo forced a new agency alignment on the $20 million to $30 million tea account. J. Walter Thompson USA, New York, got the business from Lintas:New York, which dropped the account because it handles a PepsiCo rival, Diet Coke. Lintas kept the soup division, however.

HEADQUARTERS

Unilever/P.O. Box 760/3000 DK Rotterdam, Netherlands.

Unilever PLC/Unilever House/P.O. Box 68/London EC4P 4BQ, U.K.

Unilever U.S./390 Park Ave./New York, N.Y. 10022/Phone: (212) 888-1260.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Joseph E. Campion, dir-media; John Lamson, assoc dir-media mgmt grp; Jean Marie Fish, Noreen Simmons, media mgrs; Irene Grieco, magazine super; Jeannine Heller, spot super; Diana Maiocco, network super.

LEVER BROS: 390 Park Ave./New York, N.Y. 10022/Phone: (212) 688-6000. David F. Webb, pres; David B. Sharp, sr vp-mktg; Greg Creed, category mgr-bar soap; William J. Genter, category mgr-laundry detergents; Peter Ryan, category mgr-laundry additives; Marc Rovner, category mgr-hard surface cleaners; Keith D. DeVault, sr vp-sales; Robert Schmitz, mktg rsch dir; Elizabeth C. Crehan, dir-promo svcs; Frank E. Gonda Jr., dir-creative svcs.

All, Snuggle, Shield: Lintas:New York. Irene Little, mgmt super.

Dove, Surf, Final Touch: Ogilvy & Mather, New York. Neve Savage, sr vp-grp dir.

Sunlight, Caress: BBDO Worldwide, New York. Andrew Donchak, exec vp-sr acct dir.

Wisk, Lever 2000: J. Walter Thompson USA, New York. Bill Gross, sr vp-acct dir.

Professional programs, medical: Sudler & Hennessey, New York. Wayne Traub, sr vp.

VAN DEN BERGH FOODS: 1200 Cabot Drive/Lisle, Ill. 60532/Phone: (708) 505-5300. Consumer Prods. Grp: Rajan W. Nagarkar, category mgr; Lynn Johnson, dir-mktg rsch; Myrna F. Schreibman, dir promo devel. Professional Mkts. Grp.: Thomas E. Milligan, sr vp; H. Dennis Smith, dir-comms; James E. Kilponen, vp-gm, foodservice; Arto Puolanne, vp-gm, bakery personnel.

Mrs. Butterworth's syrups, Mrs. Butterworth's pancake & waffle mixes: McCann-Erickson Worldwide, New York. Hank O'Brien, sr vp-grp dir.

Promise, I Can't Believe It's Not Butter!: McCann-Erickson Worldwide, New York. Linda Luca, sr vp-mgmt super.

Shedd's Country Crock spreads, Country Crock cheese products, Mrs. Filbert's margarine & salad products: Stone & Simons, Southfield, Mich. Christopher Gaffield, exec vp.

Imperial margarine: Lintas:New York. Stephanie Becker, sr vp-mgmt super.

Foodservice: Esrock Advertising, Orland Park, Ill. Jack Coughlin, pres.

Bakery-frozen doughs, mixes: The Marlin Co., Springfield, Mo. Dennis Marlin, pres.

Ragu Foods: Arthur P. Gonis, pres-ceo; Michael Bauer, vp-mktg; John M. Gennari, grp prod mgr-spaghetti sauce; Frances Bainor-Ebner, grp prod mgr-Adolph's/Pizza Quick/Chicken Tonight; Sheryl Roth-Rogers, grp prod mgr-new prods; Robert W. Spassard, vp-sales.

Ragu spaghetti sauces, Pizza Quick sauces, Adolph's tenderizers & marinades, Chicken Tonight: J. Walter Thompson USA, New York. Bruce Kelley, sr vp-mgmt dir.

THOMAS J. LIPTON CO.: 800 Sylvan Ave./Englewood Cliffs, N.J. 07632/Phone: (201) 567-8000. Robert A. O. Davidson, sr vp-mktg; Max J. Ballard, sr vp-sales, Gold Bond; John M. Heil, vp-grocery mktg-Lawry's; Richard P. Kundrat, vp-gm, foodservice-bottler & dairy; Angelo S. LaMantia, vp-foods div; Robert S. Livingston, vp-sales div; Richard Newman, vp-mktg, Gold Bond; Stew Krentzman, vp-beverage div; Roy Thompson, gm-foodservice-Lawry's; Bruce Belowich, category dir-soups/meals; Michael Cullen, dir-new products; J. Peter Deeb, dir-trade merch; Linnea Johnson, dir-consumer promo; Tom Keen, dir-new food projects; Stewart Krentzman, vp beverage; Theodore Labiner, dir-adv/consumer svcs; Joseph Russo, dir-mkt rsch; Joseph Scaccia, Daniel Wynne, dirs-prod mgmt-Lawry's; John L. Sullivan, dir-mktg, foodservice.

Lipton teas: J. Walter Thompson USA, New York. Doug McMahon, acct. super.

Lipton soups, side dishes, Wish-Bone salad dressing: Lintas:New York. Nancy Poore, acct super.

Sunkist fruit snacks, Wylor's drink mixes: FCB/Leber Katz Partners, New York. Jill Seligson, vp-acct dir.

Popsicle/Fudgsicle/Creamsicle frozen treats, Mickey's Parade Ice Pops, Mickey Mouse Bars, Gold Bond frozen treats, Minute Maid Fruit Juices, Nintendo frozen treats, WWF Superstar: McCann-Erickson, Worldwide, New York. L. Luca, sr vp-mgmt rep.

Lawry's Foods: Dailey & Associates, Los Angeles. Brian Morris, exec vp-dir, client svcs.

Food service: Warner, Bicking, Morris & Partners, New York. J.A. Morris, pres-mktg dir.

CHESEBROUGH-POND'S USA: 33 Benedict Place/Greenwich, Conn. 06830/Phone: (203) 661-2000. Peter England, sr vp-mktg/sales; Natalie Danysh, dir-mktg, health; William Ecker, dir-mktg, beauty; Gary Fraser, grp prod mgr-oral hygiene; Linda Nash, grp prod mgr-haircare; Keith Weed, grp prod mgr-deodorant/toiletries; Victor Gaudet, sr vp-sales; William Reynolds, grp prod mgr-facecare; David Cohen, grp product mgr-facecare; Kimberly Doyle, dir-mktg svcs.

Brut deodorant & fragrance, Power Stick deodorant, Aim toothpaste, Pepsodent Professional toothbrush, Impulse body spray, Luxe Mystique, Aziza cosmetics, Mentadent Toothpaste: Lintas:New York. Jeff Fine, grp exec vp.

Top 25 magazine advertisers

Rank	Advertiser	Magazine spending 1991	1990	% chg
1	General Motors Corp.	$250.4	$207.2	20.9
2	Philip Morris Cos.	215.1	260.0	-17.3
3	Ford Motor Co.	149.6	148.1	1.0
4	Procter & Gamble Co.	142.9	154.7	-7.6
5	Chrysler Corp.	106.7	103.5	3.1
6	Toyota Motor Corp.	105.4	77.9	35.2
7	Grand Metropolitan	83.3	76.7	8.6
8	Unilever NV	81.0	70.8	14.4
9	Nestle SA	77.1	69.4	11.1
10	Time Warner	66.9	67.6	-1.0
11	American Brands	64.3	60.9	5.6
12	RJR Nabisco	61.8	78.8	-21.6
13	Honda Motor Co.	58.1	61.3	-5.2
14	Johnson & Johnson	56.3	28.9	94.9
15	Sony Corp.	55.5	53.7	3.3
16	AT&T Co.	48.8	65.2	-25.1
17	Mazda Motor Corp.	46.4	48.5	-4.4
18	Bradford Exchange	45.3	26.6	70.2
19	Estee Lauder	42.2	33.5	25.7
20	Allied-Lyons	38.8	36.1	7.5
21	Eastman Kodak Co.	38.7	44.3	-12.7
22	General Electric Co.	36.6	36.7	-0.4
23	American Protection Industries	33.8	27.9	21.2
24	Capital Cities/ABC	33.7	39.0	-13.4
25	Seagram Co.	32.8	31.8	2.9

Notes: Dollars are in millions. **Source:** LNA/Arbitron. See Page 72 for methodology.

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SPECIAL REPORT: MAGAZINES
Issue Date: Oct. 19
Closing Date: Sept. 28

Over the past few years, the economy has caused dozens of publications to disappear. Others magazines are struggling to survive by updating their images, redesigning and exploring alternative means of reaching readers. Can these changes perk up a plodding publishing industry?

To understand the success of recent circulation-building promotions and ad page increasing programs, *Advertising Age* is publishing a Special Report: Magazines. It will explore why certain categories like automotive, pharmecuticals and business services are looking bright for publishers.

To advertise right where magazine marketers are sure to look, turn to *Advertising Age's* Special Report: Magazines. Call Tom James at 212-210-0158 or your local Ad Age representative.

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WHERE THE WORLD GETS THE WORD
On Marketing

Vaseline Intensive Care lotion, Vaseline Lip Therapy, Vaseline Intensive Care sunscare, Vaseline Intensive Care Hand & Nail Formula lotion, Vaseline Intensive Care UV Daily Defense lotion, Vaseline petroleum jelly, Vaseline Intensive Care bath products, Pond's: McCann-Erickson Worldwide, New York. Audrey McConnell, vp-mgmt rep.

Q-tips cotton swabs: Ogilvy & Mather, New York. Linda Cornelius, grp dir.

Close-Up toothpaste, Rave haircare products Cutex cosmetics, Vera, Windsong, Arizona, Verve & Cachet fragrances: J. Walter Thompson USA, New York. Bruce Kelley, mgmt dir.

ELIZABETH ARDEN INC.: 1345 Ave. of the Americas, 35th Floor/New York, N.Y. 10105/Phone: (212) 261-1000. Joseph F. Spellman, exec vp-mktg devel/creative svcs; Michael Brillhart, exec vp-intl; N. Paul Masturzo, exec vp-gm, Elizabeth Arden U.S.; Bryan H. Janney, vp-gm, Parfums Intl Ltd.; Debra C. McDonough, dir-corp pr/sales promo; Barbara Bank, media dir; Paulette Dufault, vp-adv/creative svcs; James B. Miner, vp-mktg, Elizabeth Arden; Thomas Moloney, vp-mktg, Parfums Intl; Clare A. Cain, vp-mktg devel, fragrance; Victoria Connell, dir-mktg devel, makeup.

In-house.

CALVIN KLEIN COSMETICS CO.: 725 5th Ave./New York, N.Y. 10022/Phone: (212) 759-8888. Kimberly Delsing, pres-ceo; Paulanne Mancuso, exec vp; Carmen Dubroc, sr vp-mktg; Lisa Greenblatt, vp-mktg; Linda Doherty, mktg dir-Obsession line; Karen Berkey, mktg mgr-Obsession line; Sarah Williams, intl mktg mgr-Obsession line; Marianne Darlak, mktg dir-Eternity line; Julie Geduldig, mktg coord-Eternity line; Noel Cook-Terwilliger, intl mktg mgr-Eternity line; Diana Waldron, sr mktg dir-Escape; Margie Glasser, mktg mgr-Escape; Terry Burstein, intl mktg mgr-Escape; Robert Green, vp-adv; Jeannie Means, adv dir.

Calvin Klein Cosmetics: CRK, New York (in-house). Tonne Goodman, vp-adv. Media buying: Chiat/Day/Mojo, New York. Mary Maroun, mgmt super.

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CO-OP PROMOTIONS
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ARTHUR S. AVERBOOK
President

RANK: 92

Upjohn Co.

Kalamazoo, Mich.
Ad spending: **$119.3** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	2,565	6,782	-62.2
Sunday magazine	0	651	NA
Newspaper	1,297	4,215	-69.2
Outdoor	15	11	32.5
Network TV	45,415	53,894	-15.7
Spot TV	9,831	4,212	133.4
Syndicated TV	2,736	3,807	-28.1
Cable TV networks	6,999	1,001	599.1
Network radio	0	2,585	NA
Spot radio	296	320	-7.4
Measured media	69,153	77,478	-10.7
Unmeasured	50,100	41,700	20.1
Total	119,253	119,178	0.1
By top brands	**1991**	**1990**	**% chg**
Upjohn general promotion (Rogaine)	28,880	23,414	23.3
Motrin IB pain reliever tablets	24,147	31,084	-22.3
Cortaid medicated creams	5,520	3,675	50.2

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	3,402	3,021	12.6
Earnings	537	456	17.9
U.S.	**1991**	**1990**	**% chg**
Sales	2,609	2,246	16.1
Operating profit	652	618	5.5
Division sales	**1991**	**1990**	**% chg**
Human healthcare	2,740	2,406	13.9
Agricultural	662	615	7.6

CORPORATE PROFILE

Upjohn Co. continued walking the thin—though increasingly acceptable—line of advertising in consumer media an ethical drug, Rogaine, the anti-baldness remedy for both men and women.

Upjohn's general promotion advertising, which includes TV spots that promote Rogaine (although not by name), increased 23.3% to $28.9 million in 1991 as spending in print, which mentions Rogaine by name, dropped 63.4% to $3.4 million, according to LNA/Arbitron Multi-Media Service.

Last January, Upjohn broke a print and spot TV campaign for Rogaine topical solution for women. The ads are part of an overall marketing campaign estimated at $18 million to $20 million, or slightly less than half of the $50 million annually spent marketing Rogaine for men. Like the men's campaign, the women's effort offered a certificate worth $10 toward a doctor's visit.

Upjohn built up its anti-diarrheal business paced by Kaopectate by obtaining in late 1990 ten-year rights to market in the U.S. Hoechst-Roussel's Doxidan and Surfak OTC laxatives. Kaopectate drew $4.7 million in media; Doxidan got $2 million in '91.

Motrin IB ibuprofen pain reliever, once a prescription-only drug, pulled a 3.4% share of the $2.3 billion pain remedy market, unseating Bristol-Myers Squibb Co.'s Nuprin as the nation's No. 2 ibuprofen pain reliever, according to Towne-Oller & Associates.

Motrin received $24.1 million in media in 1991, down 22.3% from the prior year, according to LNA/Arbitron Multi-Media Service.

Advil, from American Home Products Corp., remained the ibuprofen leader at 11.7% of total market. The ibuprofen segment accounts for 22.8% of the overall market, compared with 38.4% for aspirin products and 38.8% for acetaminophens.

Upjohn this month moved the creative assignment for Motrin IB to W.B. Doner & Co., Southfield, Mich., from Hill, Holliday, Connors, Cosmopulos, New York. A company spokeswoman cited "long-term business goals" as reason for the switch. Grey Advertising continues to handle media buying.

Much of Upjohn's focus remains on developing ethical drugs, since four core pharmaceuticals—Xanax, an anti-anxiety drug; Halcion, a sleeping aid; Ansaid, a non-steroidal, anti-inflammatory agent; and Micronase, an anti-diabetes aid—lose patent protection in 1993 and 1994. No big replacement products are coming out of the pipeline.

HEADQUARTERS

Upjohn Co./7000 Portage Road/Kalamazoo, Mich. 49001/Phone: (616) 323-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Thomas M. Laughlin, corp vp-gm, consumer prods div; Peter R. Seaver, corp vp-worldwide pharmaceutical mktg; Thomas G. Schalk, DVM, corp vp-worldwide animal health; Harold H. Milliken Jr., exec dir-U.S. mktg-consumer prods div; Keith S. Barton, vp-Upjohn Dermatology div.

Motria III, Branamine: W.B. Doner & Co., Southfield, Mich. P.T. Furey, sr vp-grp mgmt super; Brian Newberry, vp-acct super.

Knapsctate, Cortaid, Benidan: Grey Advertising, New York. Laird Stiefvater, acct super; Kristin Zimmermann, acct exec.

Regaine: Klemtner Advertising, New York. David Liebeskind, acct exec.

RANK: 62

U.S. dairy farmers

Arlington, Va.
Ad spending: $**167.9** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	15,039	14,780	1.8
Newspaper	76	175	-56.5
Outdoor	1,266	1,307	-3.1
Network TV	24,138	28,742	-16.0
Spot TV	29,174	32,374	-9.9
Syndicated TV	7,884	5,431	45.2
Cable TV networks	8,326	6,510	27.9
Network radio	770	3,285	-76.6
Spot radio	3,996	2,838	40.8
Measured media	90,669	95,442	-5.0
Unmeasured	77,200	81,200	-4.9
Total	167,869	176,642	-5.0

CORPORATE PROFILE

Spending by U.S. dairy boards, tied to milk production, slipped in 1991 over the prior year as production from U.S. dairy farmers and processors slowed to meet reduced demands of a market caught in recession.

Major spender among the dairy groups was the National Dairy Promotion & Research Board, which received $75.6 million to promote dairy products in its fiscal 1992 ended April 30 and spent $53.3 million of that in media in calendar 1991, down 2.9%.

The board allotted a quarter of its 1991 ad budget for the promotion of butter and ice cream, two products vital in their use of milkfat—the bane and the blessing of the dairy industry.

Whole-fat product sales have dropped dramatically over the past two decades; between 1970 and 1990, whole milk sales fell 50%, while low-fat milk sales quadrupled.

The National Dairy Promotion board upped its calendar 1991 spending on butter to $6.2 million from $2.6 million in 1990, according to LNA/Arbitron Multi-Media Service. It's the largest spending body within the Butter Task Force, a coalition of dairy organizations and butter manufacturers formed in 1990. Media spending by the National Dairy Promotion board on all other products dropped.

The board ran two 15-second spots on cable and network TV last December, promoting butter as a key ingredient in holiday baking. In addition, the American Dairy Association joined forces with the board to promote butter through in-store displays touting "Rose's Christmas Cookies" recipes. The campaign helped boost butter sales by 6% for the month, compared with the year before, and a similar promotion is planned for this December, the board said.

The Butter Task Force joined the Hershey Pasta Group, a division of Hershey Foods Corp., to promote butter and noodles during Lent. Last summer, a tie-in campaign with RJR Nabisco cookies helped sell an additional 2.7 million gallons of ice cream. A similar promotion with Hershey's ice cream toppings ran this summer.

But simple promotion of whole-fat dairy products won't be enough to fight consumers' concerns about fat and cholesterol. The National Dairy Promotion board is beginning to research non-food uses for milkfat, such as skincare.

The board broke a $5.6 million spring TV campaign promoting chocolate milk as a children's snack. The campaign was part of the board's plan to target certain milk types to specific markets. TV spots will reappear this fall.

By product, cheese promotion is still the board's largest expenditure, although spending dropped 14% to $14.7 million in 1991, noted LNA.

The largest dairy organization next to the National Dairy Promotion board, the American Dairy Association, spent $28.9 million in media advertising for 1991.

State and national dairy boards are funded by the 1983 Dairy & Tobacco Adjustment Act. According to the act, raw milk volume determines the amount of money available to dairy groups for advertising and promotion.

The milk industry may receive an additional $55 million for fluid milk promotion if milk processors approve a referendum on the 1990 federal farm bill.

HEADQUARTERS

U.S. Dairy Farmers National Dairy Promotion and Research Board/2111 Wilson Blvd., Ste. 600/Arlington, Va. 22201/Phone: (703) 528-4800.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Cynthia Carson, ceo; Dick Schacht, sr vp-mktg/adv; Maureen Varnon, dir-adv/mktg; Catherine Perpetua, Charles Timko, dirs-mktg rsch; Paige Patterson, mgr-consumer rsch.

Adv to health professionals: Bozell Health Care, New York. Anne Petz, vp-acct super.

Consumer & foodservices adv: cheese, butter, ice cream: Grey Advertising, New York. Jordan Rosuck, exec. vp.

Calcium, milk-youth adv: McCann-Erickson Worldwide, San Francisco. Tom Drese, sr vp.

Food processing & manufacturing: Stricevic & O'Connell, Chicago. Daniel Stricevic, Daniel O'Connell, principals.

HEADQUARTERS

American Dairy Association/O'Hare Intl Center/10255 W. Higgins Road, Ste 900/Rosemont, Ill. 60018-5616/Phone: (708) 803-2000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Thomas P. Gallagher, ceo; Gordon M. McDonald, sr vp-adv/mktg svcs; Richard C. Cooper, vp-mktg svcs; Steven A. Dohrmann, vp-mktg planning; Donna A. Arcus, dir-retail promo; Debra L. Olson, dir-foodservice promo.

Fluid milk, REAL seal, cheese, butter, other dairy foods: D'Arcy Masius Benton & Bowles, Chicago. Ben Bishop, sr vp-grp acct dir.

Foodservices: Noble & Associates, Chicago. Susan Saltwell, vp-foodservice.

HEADQUARTERS

California Milk Advisory Board/1213 13th St./Modesto, Calif. 95352/P.O. Box 4680/Modesto, Calif. 95354/Phone: (209) 521-1060.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Ralph Watts, ceo; Adri Boudewyn, dir-comms svcs; Cal Crandall, prog dir-fluid milk.

Manufactured Dairy Products: Foote, Cone & Belding, Los Angeles. Al Jewett, sr vp.

Fluid Milk: McCann-Erickson Worldwide, San Francisco. Jerry Scott, vp-acct dir.

HEADQUARTERS

Oregon Dairy Products Commission/10505 S.W. Barbur Blvd./Portland, Ore. 97219/Phone: (503) 229-5033.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Sheldon Pratt, ceo; Lorinda Moholt, dir comms.

Cheese, fluid milk: In-house.

HEADQUARTERS

Washingon Dairy Products Commission/1107 N.E. 45th St., Ste 205/Seattle, Wash. 98105/Phone: (206) 545-6763.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Rod Erickson, ceo; Steve Matzen, dir-mktg; Doug Simpson, gm.

Dairy Products: Ehrig & Associates, Seattle. Dick Ehrig, acct super.

HEADQUARTERS

Wisconsin Milk Marketing Board/8418 Excelsior Drive/ Madison, Wis. 53717/Phone: (608) 836-8820.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Will Dahl, ceo; Ric Johnson, sr vp-mktg; Bill Drew, vp-prod mgmt; Matt Joyce, vp-comm; Andrea Nen, vp-mktg svcs; Dave Baulnka, mgr-fluid/related prods mktg; Tom O'Connell, mgr-foodservice mktg; Ann Noppe, mgr-food processing mktg; Vicky Jones, mgr-adv/promo.

Cheese: Foote, Cone & Belding, Chicago. Jean MacLaren, mgmt super.

Fluid milk: McCann-Erickson Worldwide, San Francisco. Jerry Scott, acct super.

Food processing: Kocs, Wesson & Associates, Milwaukee. Warren Eulgin, mgmt super.

Dairy product promos: Stephen & Brady, Madison, Wis. Katherine Johnson-Becklin, mgmt super-consumer/foodservice promo.

RANK: 39

U.S. Government

Washington
Ad spending: $**253.0** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	35,723	39,143	-8.7
Sunday magazine	8,052	11,338	-29.0
Newspaper	14,839	15,953	-7.0
Outdoor	832	903	-7.8
Network TV	32,918	53,476	-38.4
Spot TV	27,221	25,242	7.8
Syndicated TV	5,512	5,132	7.4
Cable TV networks	2,723	5,900	-53.9
Network radio	13,856	15,281	-9.3
Spot radio	9,032	9,381	-3.7
Measured media	150,708	181,750	-17.1
Unmeasured	102,300	123,300	-17.0
Total	253,008	305,050	-17.1
By top brands	**1991**	**1990**	**% chg**
U.S. Army	49,830	62,809	-20.7
U.S. Postal Service	49,171	42,525	15.6
U.S. Navy	5,271	14,695	-64.1

CORPORATE PROFILE

Fiscal year 1992 wasn't a good year for government-sponsored ad spending, and the next one promises to be worse.

High-profile government advertising, particularly the multimillion-dollar campaigns of the armed forces and the U.S. Postal Service, has drawn the wrath of Congress.

Government media spending dropped 17% in 1991 to $150.7 million, according to LNA/Arbitron Multi-Media Service. This was the second consecutive year of spending declines. And Congress is asking for more cuts.

The postal service, striving to be more businesslike, was a lightning rod for criticism in 1992 because of its $100 million sponsorship of the Olympics, which it defended as a healthy investment.

But the postal service lost the champion of its Olympic involvement when Postmaster General Anthony Frank resigned. His replacement, Marvin Runyon, came on board in July and immediately put under review the question of future Olympic involvement.

Before any answers were out, he began aggressive cost-cutting, including slashing $33 million from the Olympic marketing budget and paring other ad programs to help deal with the expected $2 billion revenue shortfall expected in fiscal 1993.

The military recruitment ad budget has dropped 44% to $119.4 million for the fiscal year ending Sept. 30, 1992, from a high of $211.6 million in fiscal 1986. It's likely to head further south as Congress questions the need for big ad budgets, as well as for the Pentagon's large recruiting staff, at a time when the armed services are downsizing.

Sen. David Pryor (D., Ark.) has proposed legislation that would cut between $100 million and $350 million from the Pentagon's requested $2.1 billion total recruitment budget for fiscal 1993.

All the branches of the armed forces—the Air Force, Army, Navy, National Guard, Marines and the joint recruiting program—are relying more on public service advertising to stretch recruitment ad dollars. The Army and the Marines were the only branches with paid advertising on network TV in fiscal 1992.

U.S. Mint spent $295,000 in 1991, up 70% for one of the few government spending increases, to promote American Eagle, Christopher Columbus Quincentenary and U.S. Olympic coins.

Despite the military cuts, these accounts are still sought by ad agencies, though the agency incumbents seem to have a firm grip on their business.

BBDO Worldwide, New York, this year kept the Navy's estimated $13.7 million account; Young & Rubicam kept the Army's estimated $57 million recruitment account; Bozell, Alexandria, Va., again won the $11 million Army/Air National Guard account; Hameroff/Milenthal/Spence, Columbus, Ohio, retained the $3.2 million Air Force Reserve account; and Bozell, New York, in 1991 successfully defended the $6.9 million U.S. Air Force account. However, Backer Spielvogel Bates in 1991 took the Department of Defense's $6.5 million joint recruiting ad account from Grey Advertising.

Other ad accounts include National Railroad Passenger Corp., better known as Amtrak, which has a $40.4 million ad and promotion budget for fiscal 1992. DDB Needham Worldwide kept the account. The Department of Housing and Urban Development hired J. Walter Thompson USA, Atlanta, in August 1991 for its estimated $10 million account.

HEADQUARTERS

U.S. Government/Washington.

PERSONNEL, BRANDS, AGENCIES

DEPARTMENT OF DEFENSE: Office of the Assistant Secretary of Defense/FM&P (MM&PP) (AP)/The Pentagon, Room 2B271/Washington, D.C. 20301/Phone: (703) 697-9271. Lt. Gen. Robert M. Alexander, USAF deputy asst secretary defense, military manpower & personnel policy; Dr. Wayne S. Sellman, dir-accession policy, office of asst sec of defense-force mgmt & personnel; Lt. Col. Martha Cavaiani, USA deputy dir for adv and contracting officer's rep.

JOINT RECRUITING ADV PROGRAM: 1600 Wilson Blvd, Suite 400/Arlington, Va. 22209/Phone: (703) 696-6678. Lt. Col. Caryl Tallon, USA dir-joint recruiting adv program; Maj. Maria Maldonado, USA chief budget and finance; Capt. Kirk Faryniasz, USAF chief adv operations; Lt. Com. Patricia Anthony, USN adv program mgr; Capt. Matthew Long, USMC adv program mgr; Lt. Nguyen Ha, USCG adv program mgr.

Joint Recruiting: Backer Spielvogel Bates, New York. Mark Morris, exec vp-acct mgmt dir; Janet Stanton, sr vp-mgmt rep.

DEPARTMENT OF THE ARMY: Office of the Deputy Chief of Staff Personnel/Marketing & Advertising/Washington, D.C. 20310/Phone: (703) 695-1144. Robert S. Silberman, asst sec-Army manpower and reserve affairs; Lt. Gen. Thomas P. Carney, deputy chief of staff-personnel; Lt. Col. Gregory T. McGuckin, chief-mktg/adv, office of deputy chief of staff-personnel; Maj. Wayne M. White, adv program mgr.

U.S. ARMY RECRUITING COMMAND: Office of the Deputy Chief of Staff Personnel/Marketing & Advertising/Washington, D.C. 20310/Phone: (703) 695-1144. Maj. Gen. Jack C. Wheeler, commanding general-U.S. Army Recruiting Command; Col. John C. Myers, dir-adv/sales promo/public affairs; Thomas Evans, deputy dir-adv/sales promo/public affairs.

U.S. ARMY RESERVE: Office of the Deputy Chief of Staff Personnel/Marketing & Advertising/Washington, D.C. 20310/Phone: (703) 695-1144. Maj. Gen. Roger W. Sandler, chief-U.S. Army Reserve; Joseph G. Hanely, dir-public affairs & adv, office of chief-Army Reserve; Albert W. Schilf, deputy dir-public affairs & adv office.

U.S. ARMY ROTC CADET COMMAND: Office of the Deputy Chief of Staff Personnel/Marketing & Advertising/Washington, D.C. 20310/Phone: (703) 695-1144. Maj. Gen. Wallace C. Arnold, commanding general-U.S. Army ROTC Cadet Command; Col. Michael V. Sullivan, dir-mktg/adv/public affairs directorate; Lt. Col. John B. Gately, adv mgr.

U.S. Army, Army Reserve, Army ROTC: Young & Rubicam, New York. John Glorieux, exec vp-mg dir.

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There are two kinds of heart attack victims.

The quick and the dead.

A heart attack doesn't have to be fatal. Getting to a hospital quickly can make the difference between life and death.

New life-saving therapies are now available to treat heart attack victims. But they have to be given early.

You know the symptoms: An uncomfortable pressure, squeezing or pain in the center of the chest. Pain spreading to the shoulders, neck, jaw, arms or back. Shortness of breath. Lightheadedness, fainting, sweating or nausea.

When you feel these symptoms, don't delay. Get to a hospital quickly. It could save your life. For more information write or call your nearest American Heart Association.

You can help prevent heart disease. We can tell you how.

American Heart Association

100 Leading National Advertisers

Rank 1991	Rank 1990	Advertiser, U.S. headquarters	Total U.S. ad spending 1991	Total U.S. ad spending 1990	Total U.S. ad spending % chg	Unmeasured spending 1991	Unmeasured spending 1990	Total measured media 1991	Total measured media 1990	Measured print 1991	Measured print 1990	Measured print % chg	Measured broadcast 1991	Measured broadcast 1990	Measured broadcast % chg
1	1	**Procter & Gamble Co.**, Cincinnati	$2,149.0	$2,277.3	-5.6	$982.5	$1,041.2	$1,166.5	$1,236.1	$150.9	$167.4	-9.8	$1,015.0	$1,068.2	-5.0
2	2	**Philip Morris Cos.**, New York	2,045.6	2,217.5	-7.8	935.2	1,013.8	1,110.4	1,203.7	245.3	295.4	-17.0	795.4	831.2	-4.3
3	4	**General Motors Corp.**, Detroit	1,442.1	1,503.1	-4.1	385.6	401.9	1,056.5	1,101.2	301.9	262.9	14.9	748.2	834.3	-10.3
4	3	**Sears, Roebuck & Co.**, Chicago	1,179.4	1,507.9	-21.8	717.1	916.8	462.3	591.1	112.0	174.0	-35.6	350.0	416.1	-15.9
5	6	**PepsiCo**, Purchase, N.Y.	903.4	855.0	5.7	361.4	307.8	542.0	547.2	10.3	14.1	-26.8	528.9	528.3	0.1
6	5	**Grand Metropolitan**, London	744.7	883.2	-15.7	417.0	480.8	327.7	402.4	89.3	87.2	2.4	230.7	306.7	-24.8
7	15	**Johnson & Johnson**, New Brunswick, N.J.	733.0	603.3	21.5	361.9	297.9	371.1	305.4	59.4	30.3	96.1	311.7	275.0	13.4
8	8	**McDonald's Corp.**, Oak Brook, Ill.	694.8	764.6	-9.2	307.4	338.4	387.4	426.4	6.6	3.9	69.8	373.9	417.4	-10.4
9	14	**Ford Motor Co.**, Dearborn, Mich.	676.6	615.1	10.0	158.9	144.5	517.7	470.6	180.2	175.1	2.9	335.8	293.0	14.6
10	13	**Eastman Kodak Co.**, Rochester, N.Y.	661.4	625.2	5.8	444.3	406.4	217.1	218.8	44.6	50.3	-11.3	171.6	166.7	3.0
11	12	**Warner-Lambert Co.**, Morris Plains, N.J.	656.5	633.2	3.7	432.0	416.6	224.5	216.6	18.2	21.9	-17.1	206.1	193.6	6.4
12	16	**Toyota Motor Corp.**, Toyota City, Japan	632.2	580.7	8.9	189.7	174.2	442.5	406.5	118.3	92.6	27.8	322.4	312.7	3.1
13	7	**AT&T Co.**, New York	617.3	798.7	-22.7	225.6	291.9	391.7	506.8	82.4	116.5	-29.3	308.8	390.0	-20.8
14	10	**Nestle SA**, Vevey, Switzerland	600.5	639.1	-6.0	292.9	311.7	307.6	327.4	85.7	78.5	9.1	221.6	248.0	-10.6
15	18	**Unilever NV**, London/Rotterdam	593.7	568.9	4.4	222.3	213.0	371.4	355.9	82.0	74.2	10.4	288.9	281.0	2.8
16	9	**Time Warner**, New York	587.5	680.7	-13.7	276.2	320.0	311.3	360.7	106.1	118.4	-10.4	204.7	241.8	-15.4
17	17	**Kellogg Co.**, Battle Creek, Mich.	577.7	577.7	-0.0	196.4	173.3	381.3	404.4	5.1	9.1	-43.4	376.1	395.3	-4.8
18	11	**RJR Nabisco**, New York	571.0	636.1	-10.2	285.5	286.8	285.5	349.3	71.2	98.9	-27.9	162.6	198.1	-17.9
19	20	**General Mills**, Minneapolis	555.6	539.0	3.1	136.5	132.4	419.1	406.6	18.2	21.7	-16.1	400.3	384.4	4.1
20	21	**Chrysler Corp.**, Highland Park, Mich.	531.1	528.5	0.5	116.3	115.7	414.8	412.8	126.2	119.1	6.0	287.5	292.7	-1.8
21	19	**Kmart Corp.**, Troy, Mich.	527.2	563.8	-6.5	337.4	332.6	189.8	231.2	73.7	142.6	-48.3	115.9	88.5	31.0
22	22	**Anheuser-Busch Cos.**, St. Louis	508.4	458.9	10.8	180.5	157.8	327.9	301.1	26.9	12.0	124.0	289.4	283.1	2.2
23	23	**Walt Disney Co.**, Burbank, Calif.	489.1	436.1	12.1	231.8	206.7	257.3	229.4	55.5	55.3	0.5	201.4	173.5	16.1
24	25	**American Home Products Corp.**, New York	447.1	415.4	7.6	156.5	181.1	290.6	234.3	15.8	15.2	4.4	274.7	219.2	25.4
25	26	**Sony Corp.**, Tokyo	438.6	412.1	6.4	175.8	165.2	262.8	246.9	123.6	116.1	6.4	138.9	130.5	6.5
26	36	**H.J. Heinz Co.**, Pittsburgh	403.1	308.1	30.8	326.0	173.8	77.1	134.3	13.7	25.2	-45.7	63.2	109.1	-42.0
27	31	**Ralston Purina Co.**, St. Louis	393.5	354.5	11.0	251.9	226.9	141.6	127.6	26.9	30.5	-11.9	114.6	97.0	18.2
28	29	**Coca-Cola Co.**, Atlanta	367.4	377.4	-2.7	148.6	152.7	218.8	224.7	11.9	12.0	-0.6	204.7	210.6	-2.8
29	28	**J.C. Penney Co.**, Dallas	362.6	393.9	-8.0	257.4	240.3	105.2	153.6	42.2	86.3	-51.1	62.9	67.3	-6.5
30	24	**Bristol-Myers Squibb Co.**, New York	352.5	428.8	-17.8	168.5	205.0	184.0	223.8	34.2	42.0	-18.6	149.3	181.7	-17.8
31	34	**Honda Motor Co.**, Tokyo	333.1	318.1	4.7	90.6	86.5	242.5	231.6	70.7	72.7	-2.7	170.5	158.0	7.9
32	38	**Hershey Foods Corp.**, Hershey, Pa.	298.9	302.0	-1.0	224.9	193.3	74.0	108.7	6.1	9.3	-33.8	67.8	99.4	-31.8
33	32	**Matsushita Electric Industrial Co.**, Osaka, Japan	292.3	332.2	-12.0	146.2	166.2	146.1	166.0	42.7	60.5	-29.4	100.1	101.5	-1.4
34	41	**R.H. Macy & Co.**, New York	289.4	272.2	6.3	100.7	94.7	188.7	177.5	143.9	163.7	-12.1	44.5	13.6	226.6
35	30	**May Department Stores Co.**, St. Louis	277.3	371.6	-25.4	83.2	111.5	194.1	260.1	162.6	226.7	-28.3	31.5	33.3	-5.3
36	35	**Sara Lee Corp.**, Chicago	273.0	308.7	-11.5	143.5	162.2	129.5	146.5	33.7	35.5	-5.1	95.3	110.8	-14.0
37	27	**Nissan Motor Co.**, Tokyo	268.9	410.2	-34.5	56.9	86.8	212.0	323.4	41.4	63.6	-34.8	169.2	258.1	-34.4
38	40	**Mars Inc.**, McLean, Va.	253.9	272.4	-6.8	125.7	123.6	128.2	148.8	13.3	4.4	204.7	114.7	144.2	-20.4
39	37	**U.S. Government**, Washington	253.0	305.0	-17.1	102.3	123.3	150.7	181.7	58.6	66.4	-11.8	91.3	114.4	-20.2
40	45	**ConAgra**, Omaha, Neb.	249.7	246.6	1.3	137.8	136.1	111.9	110.5	21.9	19.2	14.2	89.8	91.3	-1.6
41	42	**Quaker Oats Co.**, Chicago	237.7	268.2	-11.4	126.0	133.8	111.7	134.4	27.4	26.2	4.6	84.0	107.7	-22.0
42	39	**Colgate-Palmolive Co.**, New York	227.5	287.2	-20.8	157.1	198.4	70.4	88.8	10.8	10.6	2.6	58.6	76.8	-23.8
43	33	**Dayton Hudson Corp.**, Minneapolis	226.5	319.0	-29.0	117.8	151.2	108.7	167.8	48.0	112.3	-57.3	59.8	55.5	7.8
44	49	**American Express Co.**, New York	226.4	217.7	4.0	70.2	63.6	156.2	154.1	52.3	54.0	-3.0	103.1	99.6	3.5
45	57	**Nike Inc.**, Beaverton, Ore.	223.3	178.8	24.9	113.8	91.1	109.5	87.7	32.0	25.3	26.3	77.4	62.2	24.6
46	43	**Federated Department Stores**, Cincinnati	222.8	251.6	-11.4	111.4	95.6	111.4	156.0	94.3	137.0	-31.2	17.1	19.0	-9.9
47	48	**American Brands**, Old Greenwich, Conn.	217.5	227.4	-4.4	120.9	126.4	96.6	101.0	76.8	81.1	-5.3	7.6	8.8	-14.7
48	44	**Mazda Motor Corp.**, Hiroshima, Japan	215.0	247.9	-13.3	57.8	66.7	157.2	181.2	49.3	54.7	-9.9	107.3	124.3	-13.7
49	70	**Circuit City Stores**, Richmond, Va.	213.7	153.0	39.7	85.5	61.2	128.2	91.8	73.8	41.3	78.9	54.3	50.5	7.5
50	47	**Tandy Corp.**, Fort Worth, Texas	213.3	232.7	-8.3	134.3	146.5	79.0	86.2	42.0	53.8	-21.8	36.9	32.4	14.0
51	55	**SmithKline Beecham**, London	208.3	191.2	9.0	125.0	88.9	83.3	102.3	2.0	3.1	-34.1	81.3	99.2	-18.1
52	54	**Adolph Coors Co.**, Golden, Colo.	206.9	194.7	6.3	76.6	72.1	130.3	122.6	4.3	4.5	-2.5	122.8	115.1	6.7
53	51	**American Stores Co.**, Salt Lake City	201.6	205.4	-1.9	74.6	76.0	127.0	129.4	57.4	70.0	-18.0	68.9	58.7	17.4
54	53	**Hasbro Inc.**, Pawtucket, R.I.	201.4	195.2	3.2	40.3	36.4	161.1	158.8	7.7	5.3	44.5	153.4	153.5	-0.0
55	46	**General Electric Co.**, Fairfield, Conn.	198.8	235.8	-15.7	108.0	128.1	90.8	107.7	51.8	55.2	-6.3	37.8	51.3	-26.3
56	52	**Schering-Plough Corp.**, Madison, N.J.	198.4	201.2	-1.4	102.5	140.8	95.9	60.4	16.6	21.3	-22.4	79.3	38.8	104.4
57	71	**Wal-Mart Stores**, Bentonville, Ark.	189.8	151.9	25.0	113.1	90.5	76.7	61.4	20.8	18.6	12.1	55.8	42.6	30.9
58	62	**Clorox Co.**, Oakland, Calif.	182.6	173.4	5.3	54.8	44.3	127.8	129.1	10.7	14.8	-27.7	117.1	114.3	2.5
59	68	**Gillette Co.**, Boston	182.5	155.4	17.4	89.4	73.3	93.1	82.1	10.3	18.9	-45.5	82.8	63.2	31.0
60	65	**Paramount Communications**, New York	179.4	160.9	11.5	70.9	63.6	108.5	97.3	28.8	30.8	-6.5	78.7	65.0	21.1
61	63	**S.C. Johnson & Son**, Racine, Wis.	174.0	169.3	2.8	80.9	76.6	93.1	92.7	13.8	11.9	15.9	78.9	80.1	-1.5
62	60	**U.S. dairy farmers**, Arlington, Va.	167.9	176.6	-5.0	77.2	81.2	90.7	95.4	15.1	15.0	1.1	74.3	79.2	-6.2
63	89	**Delta Air Lines**, Atlanta	164.5	126.7	29.8	41.1	31.7	123.4	95.0	63.9	40.6	57.4	57.3	52.6	9.0
64	61	**Campbell Soup Co.**, Camden, N.J.	164.1	175.3	-6.4	54.6	58.4	109.5	116.9	26.9	18.5	45.5	82.6	98.4	-16.1
65	73	**Helene Curtis Industries**, Chicago	157.4	145.4	8.2	66.1	49.2	91.3	96.2	19.5	23.2	-15.7	71.8	72.7	-1.3
66	67	**Carter Hawley Hale Stores**, Los Angeles	151.9	157.4	-3.5	69.0	71.5	82.9	85.9	72.5	74.1	-2.1	10.4	11.8	-12.4
67	76	**AMR Corp.**, Dallas	150.1	142.5	5.3	40.2	38.2	109.9	104.3	77.4	76.4	1.3	32.1	27.5	16.7
68	64	**ITT Corp.**, New York	141.5	161.2	-12.2	104.0	118.5	37.5	42.7	15.0	18.7	-19.6	21.9	23.2	-5.2
69	78	**Marriott Corp.**, Washington	139.7	139.6	0.1	90.8	88.4	48.9	51.2	25.0	25.1	-0.4	22.8	24.6	-7.4
70	130	**MCI Communications Corp.**, Washington	139.5	82.6	68.9	45.4	26.9	94.1	55.7	3.2	10.5	-69.6	90.4	45.2	100.3
71	84	**Thompson Medical/Slim-Fast Food Cos.**, New York	137.5	133.2	3.3	34.4	23.2	103.1	110.0	10.3	18.4	-44.0	92.8	91.5	1.4
72	88	**News Corp.**, Sydney	135.8	127.9	6.1	5.9	5.6	129.9	122.3	41.1	43.9	-6.3	88.2	77.8	13.3
73	59	**Philips NV**, Eindhoven, Netherlands	133.1	177.7	-25.1	66.4	88.6	66.7	89.1	15.7	21.1	-25.3	51.0	68.0	-25.1
74	102	**Dr Pepper/Seven-Up Cos.**, Dallas	131.4	110.5	18.9	46.5	39.1	84.9	71.4	0.4	0.2	103.6	84.0	70.9	18.5
75	80	**CPC International**, Englewood Cliffs, N.J.	131.4	137.0	-4.1	92.0	86.8	39.4	50.2	3.7	3.6	2.5	35.8	46.6	-23.3
76	69	**Sprint Corp.**, Shawnee Mission, Kan.	131.4	155.3	-15.4	62.6	74.0	68.8	81.3	3.7	2.8	29.5	65.0	78.3	-17.0
77	58	**Goodyear Tire & Rubber Co.**, Akron, Ohio	130.7	178.7	-26.9	75.8	107.8	54.9	70.9	14.9	20.8	-28.4	39.9	50.1	-20.4
78	66	**Levi Strauss & Co.**, San Francisco	129.4	158.9	-18.5	75.6	92.8	53.8	66.1	7.0	8.4	-17.1	44.2	57.5	-23.1
79	56	**Loews Corp.**, New York	129.0	186.4	-30.8	57.0	82.4	72.0	104.0	30.1	54.0	-44.2	6.8	11.0	-37.7
80	74	**Revlon Group**, New York	128.0	143.4	-10.8	64.1	71.8	63.9	71.6	32.4	46.1	-29.6	31.4	25.5	23.1
81	83	**Bell Atlantic Corp.**, Philadelphia	127.5	134.7	-5.3	82.9	76.9	44.6	57.8	5.9	7.4	-21.0	38.1	50.1	-23.8
82	75	**Dow Chemical Co.**, Midland, Mich.	127.1	142.7	-10.9	32.5	36.5	94.6	106.2	26.8	27.8	-3.7	67.8	78.4	-13.5
83	50	**Montgomery Ward & Co.**, Chicago	126.7	205.6	-38.4	63.1	102.4	63.6	103.2	44.1	82.7	-46.7	19.5	20.5	-4.6
84	133	**Reebok International**, Stoughton, Mass.	126.5	81.0	56.2	50.8	32.5	75.7	48.5	24.7	18.0	37.1	50.8	29.5	71.9
85	82	**Seagram Co.**, Montreal	126.3	135.2	-6.6	32.3	34.6	94.0	100.6	36.8	35.4	3.8	49.4	56.3	-12.2
86	87	**Wm. Wrigley Jr. Co.**, Chicago	125.4	129.1	-2.8	13.8	10.8	111.6	118.3	7.6	6.1	24.4	103.1	111.2	-7.3
87	95	**Wendy's International**, Dublin, Ohio	124.1	119.8	3.6	29.7	28.7	94.4	91.1	0.0	0.1	-92.3	92.5	89.5	3.4
88	91	**Daimler-Benz AG**, Stuttgart, Germany	122.2	124.7	-2.0	31.6	32.3	90.6	92.4	44.7	40.4	10.4	45.2	51.8	-12.8
89	72	**Hallmark Cards**, Kansas City, Mo.	121.8	146.8	-17.0	49.6	59.8	72.2	87.0	21.4	12.9	65.6	50.4	74.1	-31.9
90	77	**Mobil Corp.**, New York	120.0	140.3	-14.4	83.2	97.2	36.8	43.1	6.4	9.8	-35.4	30.5	33.2	-8.3
91	81	**Hyundai Group**, Seoul	119.5	135.3	-11.6	34.2	38.7	85.3	96.6	23.2	19.2	20.7	61.6	76.9	-19.8
92	97	**Upjohn Co.**, Kalamazoo, Mich.	119.3	119.2	0.1	50.1	41.7	69.2	77.5	3.9	11.6	-66.8	65.3	65.8	-0.8
93	92	**UAL Corp.**, Elk Grove Village, Ill.	119.2	124.2	-4.0	47.7	39.9	71.5	84.3	28.0	27.5	2.1	43.4	56.8	-23.6
94	96	**Canon Inc.**, Tokyo	117.6	119.5	-1.6	52.9	53.8	64.7	65.7	27.5	34.6	-20.5	36.6	30.5	19.9
95	103	**Ciba-Geigy**, Basel, Switzerland	115.4	109.8	5.0	66.6	63.4	48.8	46.4	22.8	13.8	64.7	26.0	32.6	-20.4
96	94	**U.S. Shoe Corp.**, Cincinnati	113.3	120.7	-6.1	62.3	64.3	51.0	56.4	10.3	10.7	-4.0	40.3	45.4	-11.2
97	129	**B.A.T Industries**, London	113.0	82.7	36.6	50.7	37.1	62.3	45.6	30.5	28.5	7.0	7.4	7.7	-3.0
98	104	**Kimberly-Clark Corp.**, Irving, Texas	107.7	104.1	3.4	22.3	21.5	85.4	82.6	20.8	23.1	-9.7	64.5	59.6	8.3
99	156	**American Cyanamid Co.**, Wayne, N.J.	105.2	64.4	63.3	52.6	32.2	52.6	32.2	6.3	4.7	34.0	46.3	27.5	68.5
100	99	**Monsanto Co.**, St. Louis	100.8	114.8	-12.2	37.3	41.7	63.5	73.1	17.2	12.8	33.9	46.3	60.3	-23.2

Notes: Dollars are in millions. All figures are AA estimates. 1990 rankings are adjusted to reflect figures shown. Print includes magazines and newspapers. Broadcast includes TV, radio and cable. See Page 72 for sources and methodology.

AA Chart: Kevin Brown

reau/DPRA/Washington, D.C. 20310-2500/Phone: (301) 981-8408. Lt. Col. David B. Sanfavon, chief-Army National Guard recruiting & retention div; Lt. Col. William Illing, chief-Air National Guard recruiting and retention div.

Bozell, Alexandria, Va.; Ron Owens, vp-mgmt rep.

TRANSPORTATION DEPARTMENT-COAST GUARD: U.S. Coast Guard Recruit Advertising/Commandant G-PRJ-4/2100 Second St. SW/Washington, D.C. 20593-0001/Phone: (202) 267-1742. Capt. L.S. Rumley, chief-recruiting and job entry div; Lt. Cmdr Steve Hein, dir natl adv.

No agency—in review.

U.S. POSTAL SERVICE: Office of Advertising/475 L'Enfant Plaza SW Room 5410/Washington, D.C. 20710-2011/Phone: (202) 268-3373. Edward Horgan Jr., vp-mktg and sales; Rod DeVar, dir-adv & promo.

Young & Rubicam, New York. David Sable, grp dir.

AMTRAK: 60 Massachusetts Ave. NE/Washington, D.C. 20002/Phone: (202) 906-2030. William S. Norman, exec vp; Robert Gall, vp-passenger mktg and sales; Joan E. Wheatley, dir-adv/sales promo.

DDB Needham Worldwide, New York. Kent DeFelice, exec vp-bus unit dir.

U.S. MINT: 633 Third St. NW/Marketing - Seventh Floor/Washington, D.C. 20220/Phone: (202) 874-6468. Kevin Cullinane, acting assoc dir-mktg; Mrs. Michael Burke, adv mgr.

American Eagle Coin, Columbus Quincentenary Coin: Grey Advertising, New York. Robert Ravitz, exec vp-mgmt rep.

Olympic Coins: The Special Projects Group, Englewood Cliffs, N.J. David Willis, pres.

White House Anniversary Coin: Henry J. Kaufman & Associates, Washington, D.C. Joy Stephenson, vp-mgmt super.

HOUSING AND URBAN DEVELOPMENT: 451 Seventh St. SW Room 9170/Washington, D.C. 20410/Phone: (202) 708-1832. Richard Bradley, govt technical rep (responsible for adv and mktg program).

J. Walter Thompson, Atlanta: Brent Katzmann, acct dir.

RANK: 96

U.S. Shoe Corp.

Cincinnati

Ad spending: **$113.3** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	8,120	6,881	18.0
Sunday magazine	1,181	1,004	17.7
Newspaper	972	2,815	-65.5
Outdoor	366	233	57.1
Network TV	12,156	9,196	32.2
Spot TV	26,743	34,747	-23.0
Syndicated TV	19	4	416.7
Cable TV networks	665	870	-23.6
Spot radio	742	616	20.5
Measured media	50,963	56,364	-9.6
Unmeasured	62,300	64,300	-3.1
Total	113,263	120,664	-6.1
By top brands	**1991**	**1990**	**% chg**
LensCrafters opticians store	31,595	37,654	-16.1
Easy Spirit sporting footwear	13,603	11,572	17.6

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	2,726	2,719	0.3
Earnings	31	(31)	NA
Division sales	**1991**	**1990**	**% chg**
Women's apparel	1,364	1,336	2.1
LensCrafters Optical	625	580	7.7
Footwear	737	803	-8.3

CORPORATE PROFILE

Specialty retailer U.S. Shoe Corp. marked its 60th anniversary in 1991 by continuing a restructuring program that has eliminated more than 10% of its retail stores since 1990.

Media spending also declined by 9.6% as sales grew only marginally. Earnings returned to the plus column after an after-tax restructuring charge of $57.6 million was levied against earnings in 1990.

Weak consumer spending held sales growth to 2%, both actual and same-store, in the women's apparel retailing group, which accounts for about half the company's net sales. However, in first quarter 1992 total sales were down 11.1% from the prior-year period.

Media spending for Casual Corner, which accounts for 87% of media spending by the women's apparel group, was down nearly 40% to only $918,000 in the quarter.

Poor performance from Casual Corner stores has led the company to eliminate the "Work hard, play hard, shop easy" campaign, which was launched in 1991 to emphasize expanded sportswear offerings. The agency that created the campaign, Advertising to Women, New York, was dropped and the advertising taken in-house. Casual Corner is now refocusing its marketing efforts on clothing for working women, always a strong part of its business.

U.S. Shoe is increasing its number of special-size apparel stores, adding 36 Petite Sophisticate and August Max Woman stores, with more planned for 1992. It's also testing Capezio women's apparel stores, featuring moderately priced casual and active wear; remaining Ups 'N Downs stores will convert to Capezio over the next two years.

The Three Career Image Company Store was created to target the factory outlet segment; five more are planned for 1992.

Sales of the optical retailing group grew 8% in actual terms in 1991, though they declined 2% for comparable stores. Revenues grew 6.5% in the first quarter 1992. LensCrafters accounts for about a third of optical superstores in the U.S., giving it about 6% of the $10 billion retail eyewear market.

During 1991, operating earnings in the optical group were offset by expenses incurred in start-up costs for LensCrafters operations in the U.K. Media spending for the optical group was off 15.7% to $32.3 million for 1991.

LensCrafters shifted its focus from new store growth in 1991 to creating a more profitable cost structure and better positioning in the eyewear market. The latter was reflected in its marketing and advertising, which were refined to focus on providing eyewear with superior comfort and fit, rather than just 1-hour service.

The number of Sight & Save stores, the company's value optical retailing test, increased to 10 in 1991, with more planned for the coming year. Sight & Save outlets are located in a number of Kmart Corp. stores.

Despite sales increases from the Easy Spirit line, sales of the footwear group fell 8% as operating income dropped 10% from 1990. Part of the income decline was attributed to start-up costs of the Easy Spirit men's line, which hit the market earlier this year. In the first quarter 1992, footwear sales were off 1.1%.

Easy Spirit earlier this month awarded the creative on its $15 million-plus account to Fallon McElligott, Minneapolis, from McElligott Wright Morrison White, Minneapolis. Fallon beat out a bid by DDB Needham Worldwide, New York, whose effort was pitched by former McElligott Wright principals.

Media spending for all footwear brands increased 14.9% to $17.6 million in 1991, according to LNA/Arbitron Multi-Media Service. Ad support for women's Easy Spirit shoes rose 24.1% to $15.3 million, mostly in spot TV, a commitment second only to ad backing for LensCrafters among U.S. Shoe operations.

HEADQUARTERS

U.S. Shoe Corp./One Eastwood Drive/Cincinnati, Ohio 45227/Phone: (513) 527-7000.

PERSONNEL, BRANDS, AGENCIES

FOOTWEAR MANUFACTURING, WHOLESALING AND RETAILING GROUP: One Eastwood Drive/Cincinnati, Ohio 45227/Phone: (513) 527-7000. Claire Brinker, vp-mktg, Easy Spirit; Jeanie Messer, mktg/sales promo dir-Cobbie Shoes; Ellen Harris, mktg/adv dir-Selby Shoes; Sue Blaney, adv/sales dir-Joyce Shoes; Melissa Swett, mktg dir-corp concept stores.

Easy Spirit Shoes (men & women): Fallon McElligott, Minneapolis. Steve Sjoblad, president. Media buying: Media That Works, Cincinnati. Ann Laun, acct mgr, women; Brian McHale, acct mgr, men.

Selby Shoes: Creative: In-house. Media: Customized Media, New York. Geri Powers.

Capezio, Cobbie, Joyce, Pappagallo: Creative: In-house. Media buying: Media That Works, Cincinnati. Lyn Jarc, acct super—Capezio, Joyce, Pappagallo; Andrea Hounshell, acct mgr-Cobbie.

Retailing: Bandolier/Capezio Factory Direct, The Cobbie Shop, Cincinnati Shoe Company, Easy Spirit Shoe Stores, Joyce-Selby Shoes, Shop for Pappagallo: Creative: In-house. Media: Media That Works, Cincinnati. Lyn Jarc, acct super.

LENSCRAFTERS OPTICAL GROUP: 8650 Governor's Hill Dr./Cincinnati, Ohio 45249/Phone: (513) 583-6000. Kerry Bradley, mktg dir. Creative: In-house. Media buying: Media That Works, Cincinnati. Susan Buckley, acct super.

WOMEN'S APPAREL RETAILING GROUP: 107 Phoenix Ave./Enfield, Conn. 06082/Phone: (203) 741-0771. Greg Lechner, mktg dir.

August Max Woman, Caren Charles, Career Image Company Store, Casual Corner, Petite Sophisticate, Ups 'N Downs: Creative and media are both in-house.

RANK: 57

Wal-Mart Stores

Bentonville, Ark.

Ad spending: **$189.8** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	3,839	3,597	6.7
Sunday magazine	14,971	11,722	27.7
Newspaper	2,006	3,253	-38.3
Outdoor	151	190	-20.4
Network TV	17,745	2,505	608.4
Spot TV	35,976	39,408	-8.7
Syndicated TV	103	0	NA
Cable TV networks	1,870	639	192.7
Spot radio	81	61	32.4
Measured media	76,742	61,374	25.0
Unmeasured	113,100	90,500	25.0
Total	189,842	151,874	25.0
By top brands	**1991**	**1990**	**% chg**
Wal-Mart misc. mdse	50,080	30,203	65.8
Wal-Mart apparel	6,986	10,957	-36.2
Wal-Mart sport, toy & hobby	5,082	5,826	-12.8

SALES & EARNINGS ($ in millions)

Worldwide	1992	1991	% chg
Sales	43,887	32,602	34.6
Earnings	1,608	1,291	24.6

CORPORATE PROFILE

Wal-Mart Stores, the nation's top retailer, continues on its aggressive growth strategy with plans to be a $125 billion company by the year 2000.

Expansion in fiscal 1993, ending Jan. 31, calls for opening 160 Wal-Mart stores, 45 Sam's Clubs and 15 Supercenters. Such growth is largely the reason for the company's 25% boost in advertising.

The company has inspired its employees to carry on in the tradition of Sam Walton, founder and chairman, who died in April. S. Robson Walton, 47, succeeded his father as chairman. David Glass remains president-ceo.

Wal-Mart last spring put a new twist on its everyday low price positioning with a major ad campaign themed "Rollback America." Upbeat TV commercials and in-store signage told consumers that Wal-Mart is rolling up its sleeves and rolling back prices. Bernstein-Rein, Kansas City, Mo., is the agency.

At the same time, the company launched a co-operative ad effort with suppliers, Valvoline Inc. and Dial Corp. GSD&M, Austin, Texas, created the campaign.

Wal-Mart encountered negative feedback when Mr. Glass said the retailer would only deal directly with manufacturers bypassing sales reps to streamline the distribution process. That policy appears still to be in effect.

Though Wal-Mart still relies on selling branded merchandise at low prices, the company last fall initiated a private-label program under the Sam's American Choice name. The line consists of more than 20 products, including cookies, soft drinks, tortilla chips, picante sauce, non-dairy creamer, popcorn and fruit drinks.

Tools sold under the *Popular Mechanics* logo also have been added.

HEADQUARTERS

Wal-Mart Stores/702 S.W. Eighth St./Bentonville, Ark. 72716/Phone: (501) 273-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Paul Higham, vp-mktg; Barbara Brown, dir-sales promo; Randy Parker, dir-print media; Mike Baron, dir-print prodn; Bob McCurry, dir-store signing; Jim Scibetta, dir-package design.

Wal-Mart Stores: Bernstein-Rein Advertising, Kansas City, Mo. Skip Rein, exec vp. GSD&M, Austin, Texas. Betsy Martin, acct exec.

RANK: 11

Warner-Lambert Co.

Morris Plains, N.J.

Ad spending: **$656.5** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	18,047	21,646	-16.6
Sunday magazine	0	28	NA
Newspaper	141	269	-47.6
Outdoor	265	995	-73.4
Network TV	84,059	91,115	-7.7
Spot TV	37,678	37,403	0.7
Syndicated TV	65,073	48,434	34.4
Cable TV networks	4,120	4,739	-13.1
Network radio	14,564	11,582	25.7
Spot radio	600	348	72.4
Measured media	224,546	216,559	3.7
Unmeasured	432,000	416,600	3.7
Total	656,546	633,159	3.7
By top brands	**1991**	**1990**	**% chg**
Benadryl allergy relief products	24,138	26,954	-10.4
Listerine mouthwash	23,236	20,328	14.3
Trident gum & mints	19,338	20,048	-3.5
Rolaids antacid	19,311	16,887	14.3
Schick shaving products	17,384	7,770	123.7
Medi-Flu medicine	14,542	7,918	83.7
Halls	13,473	8,560	57.4
Dentyne gum & mints	13,037	11,084	17.6
Certs mints	11,754	18,236	-35.5
Lubriderm lotions	11,687	10,298	13.5

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	5,059	4,687	7.9
Earnings	35	485	-92.8
U.S.	**1991**	**1990**	**% chg**
Sales	2,615	2,445	7.0
Operating profit	723	734	-1.5
Division sales	**1991**	**1990**	**% chg**
Pharmaceutical	2,014	1,717	17.3
Consumer healthcare	1,960	1,916	2.3
Confectionery	1,085	1,054	2.9

CORPORATE PROFILE

Warner-Lambert Co. fortified its consumer healthcare business this year by introducing Nicotrol in the burgeoning smoking-cessation market.

The patch accompanies four other new-product introductions within the past year by Warner-Lambert—Soothers throat drops, the Schick Tracer razor system, new skincare products under the Lubriderm name and Dentyne Cinn-A-burst gum—that should boost lagging sales.

Warner-Lambert's consumer healthcare products are its most heavily advertised, and they contributed 39% of the company's total revenues in 1991, second only to pharmaceuticals at 40%. The segment's sales, however, have been sluggish, growing only 2.3% in 1991 vs. 17.3% on the pharmaceutical side.

The Nicotrol patch from Warner-Lambert's Parke-Davis division enters the most rapidly growing market category in the U.S. Annual category sales could reach $1.2 billion by yearend when the ad spending tally of the major category players could reach a collective $100 million in media.

Nicotrol didn't enter the market until midyear, losing out on the early frenzy. Its distinctiveness may make up for the belated entry. Unlike other patches it is designed for 16-hour rather than 24-hour use. This provides temporary relief of symptoms often associated with the patches—insomnia, bad dreams and nausea.

Warner-Lambert should carve out a 10% share in the market this year, according to Arvaid Desai, senior analyst at Mehta & Isaly, New York, who places Ciba-Geigy's Habitrol as the big winner likely to claim up to 55% of market for the full year. Marion Merrell Dow's Nicoderm will grab about 38%.

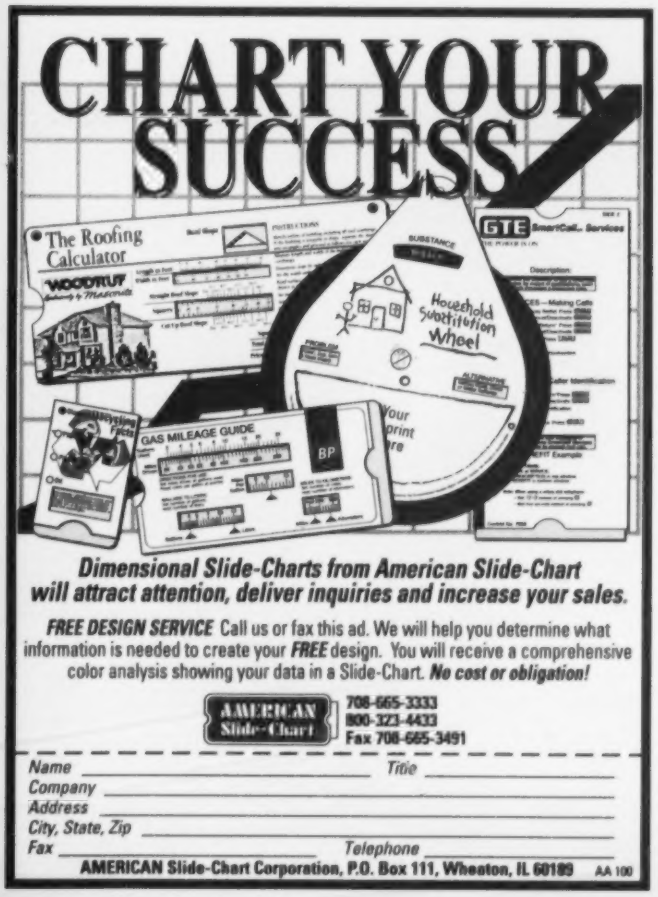
Benadryl, one of Warner-Lambert's stronger performers, drew media support in 1991 of $24.1 million, down 10.4%, according to LNA/Arbitron Multi-Media Service. Last July, the company began running print ads for Benadryl that tried to capitalize on a controversy affecting Seldane, a competing allergy remedy. The FDA reported that Seldane, marketed by Marion Merrell Dow, can cause life-threatening side effects when used in combination with certain antibiotics. Benadryl touted its position as being the "dependable" remedy for allergies.

Warner-Lambert in 1992 introduced an allergy/sinus extension of the brand. Benadryl commands 5.6% of the $2.02 billion cough-cold-allergy-sinus category; the company overall has an 8.4% share of category, ranking it fifth.

Warner-Lambert late last year rolled national with Cool Mint Listerine, a formula that couples the therapeutic, anti-gingivitis benefits of regular Listerine with a mint taste. Listerine, the No. 1 mouthwash with a 30% share of the $800 million category, was backed with $23.5 million in media, LNA noted.

In early 1991, the company introduced Tracer, its answer to Gillette Co.'s Sensor, which got a year's head start. It was supported with $15 million in measured media.

The company entered the $3.1 billion facial skincare market in 1992 with Lubriderm One Step, an extension of its Lubriderm moisturizer. Both Lubriderm



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100 Leaders by most-advertised segment

Most-advertised segment	Rank	Advertiser	U.S. ad spending 1991	U.S. ad spending 1990	U.S. sales 1991	U.S. sales 1990	Sales per ad dollar 1991	Sales per ad dollar 1990	Worldwide (1991) Sales	Worldwide (1991) Earnings	% return on sales
AIRLINE	67	AMR Corp.	$150	$143	$10,187	$10,020	$67.88	$70.29	$12,887	($240)	-1.9
	63	Delta Air Lines	164	127	10,837	9,171	65.89	72.39	10,837	(506)	-4.7
	93	UAL Corp.	119	124	7,793	8,028	65.39	64.65	11,663	(332)	-2.8
APPAREL	78	Levi Strauss & Co.	129	159	2,982	NA	23.05	NA	4,900	348	7.1
	45	Nike Inc.	223	179	2,271	2,142	10.17	11.98	3,405	329	9.7
	84	Reebok International	126	81	1,883	1,655	14.88	20.43	2,734	235	8.6
AUTOMOTIVE	20	Chrysler Corp.	531	529	24,537	26,887	46.20	50.87	29,370	(795)	-2.7
	88	Daimler-Benz AG	122	125	7,274	7,432	59.63	59.46	57,639	1,178	2.0
	9	Ford Motor Co.	677	615	61,149	69,912	90.38	113.66	88,286	(2,258)	-2.6
	3	General Motors Corp.	1,442	1,503	83,973	86,967	58.23	57.86	123,056	4,453	3.6
	31	Honda Motor Co.	333	318	15,144	13,964	45.47	43.91	33,059	488	1.5
	91	Hyundai Group	120	135	NA	NA	NA	NA	38,500	NA	NA
	48	Mazda Motor Corp.	215	248	NA	NA	NA	NA	NA	NA	NA
	37	Nissan Motor Co.	269	410	NA	NA	NA	NA	48,263	762	1.6
	12	Toyota Motor Corp.	632	581	NA	NA	NA	NA	81,307	1,903	2.3
BEER, WINE & LIQUOR	22	Anheuser-Busch Cos.	508	459	12,634	11,612	24.85	25.30	12,634	940	7.4
	52	Adolph Coors Co.	207	195	1,917	1,839	9.27	9.44	1,917	26	1.3
	85	Seagram Co.	126	135	2,876	2,779	22.77	20.55	6,345	727	11.5
CANDY & GUM	32	Hershey Foods Corp.	299	302	2,566	2,509	8.59	8.31	2,899	220	7.6
	38	Mars Inc.	254	272	5,000	NA	19.69	NA	11,000	NA	NA
	86	Wm. Wrigley Jr. Co.	125	129	718	715	5.73	5.53	1,149	129	11.2
CIGARETTES	47	American Brands	218	227	5,077	4,686	23.34	20.61	14,064	806	5.7
	97	B.A.T Industries	113	83	8,155	7,452	72.19	90.14	29,285	732	2.5
	79	Loews Corp.	129	186	13,620	12,637	105.62	67.80	13,620	904	6.6
	18	RJR Nabisco	571	636	12,548	12,125	21.97	19.06	14,989	368	2.5
ELECTRONICS & APPLIANCES	94	Canon Inc.	118	119	4,349	3,820	36.99	31.97	14,951	417	2.8
	33	Matsushita Electric Industrial Co.	292	332	NA	5,400	NA	16.26	56,015	999	1.8
	73	Philips NV	133	178	7,443	6,973	55.90	39.24	33,052	697	2.1
	25	Sony Corp.	439	412	8,337	7,475	19.01	18.14	28,734	903	3.1
ENTERTAINMENT & MEDIA	23	Walt Disney Co.	489	436	4,882	4,792	9.98	10.99	6,182	637	10.3
	55	General Electric Co.	199	236	52,812	51,270	265.64	217.43	60,236	2,636	4.4
	72	News Corp.	136	128	4,964	5,143	36.57	40.20	7,810	385	4.9
	60	Paramount Communications	179	161	3,505	3,260	19.53	20.25	3,895	122	3.1
	16	Time Warner	588	681	8,862	8,550	15.08	12.56	12,021	(99)	-0.8
FOOD	64	Campbell Soup Co.	164	175	4,678	4,484	28.52	25.58	6,263	491	7.8
	40	ConAgra	250	247	21,219	20,177	84.96	81.81	21,219	372	1.8
	75	CPC International	131	137	2,309	2,322	17.57	16.95	6,189	373	6.0
	19	General Mills	556	539	7,040	6,377	12.67	11.83	7,778	496	6.4
	26	H.J. Heinz Co.	403	308	3,848	3,863	9.55	12.54	6,562	638	9.7
	17	Kellogg Co.	578	578	3,411	3,044	5.90	5.27	5,787	606	10.5
	100	Monsanto Co.	101	115	5,636	5,685	55.92	49.50	8,864	296	3.3
	14	Nestle SA	601	639	8,098	7,533	13.48	11.79	36,321	1,777	4.9
	2	Philip Morris Cos.	2,046	2,218	37,890	36,014	18.52	16.24	56,458	3,006	5.3
	41	Quaker Oats Co.	238	268	3,842	3,860	16.16	14.39	5,576	248	4.4
	27	Ralston Purina Co.	394	355	5,210	5,084	13.24	14.34	7,376	392	5.3
	36	Sara Lee Corp.	273	309	NA	NA	NA	NA	13,243	761	5.7
	62	U.S. dairy farmers	168	177	NA	NA	NA	NA	NA	NA	NA
HOTELS	68	ITT Corp.	141	161	14,111	14,106	99.74	87.51	20,421	817	4.0
	69	Marriott Corp.	140	140	8,331	7,646	59.63	54.77	8,331	82	1.0
HOUSEHOLD PRODUCTS	58	Clorox Co.	183	173	NA	NA	NA	NA	1,717	99	5.7
	82	Dow Chemical Co.	127	143	9,079	9,494	71.45	66.54	18,807	935	5.0
	61	S.C. Johnson & Son	174	169	NA	NA	NA	NA	3,300	NA	NA
MISCELLANEOUS	44	American Express Co.	226	218	21,024	19,459	92.85	89.40	25,763	789	3.1
	10	Eastman Kodak Co.	661	625	10,882	10,663	16.45	17.05	19,419	17	0.1
	77	Goodyear Tire & Rubber Co.	131	179	6,231	6,460	47.69	36.15	10,907	97	0.9
	89	Hallmark Cards	122	147	2,500	2,500	20.52	17.03	2,500	NA	NA
	54	Hasbro Inc.	201	195	1,273	939	6.32	4.81	2,141	82	3.8
	90	Mobil Corp.	120	140	20,006	21,006	166.66	149.77	63,227	1,920	3.0
	39	U.S. Government	253	305	NA	NA	NA	NA	NA	NA	NA
PERSONAL CARE	42	Colgate-Palmolive Co.	227	287	2,196	2,059	9.65	7.17	6,061	125	2.1
	59	Gillette Co.	182	155	1,496	1,433	8.20	9.22	4,684	427	9.1
	65	Helene Curtis Industries	157	145	733	640	4.65	4.40	1,020	19	1.9
	98	Kimberly-Clark Corp.	108	104	5,422	5,094	50.33	48.91	5,777	508	8.8
	1	Procter & Gamble Co.	2,149	2,277	15,600	15,276	7.26	6.71	29,400	1,870	6.4
	80	Revlon Group	128	143	928	921	7.25	6.42	1,476	(414)	-28.1
	15	Unilever NV	594	569	8,475	8,195	14.27	14.40	41,161	2,049	5.0
PHARMACEUTICALS, REMEDIES & DIETS	99	American Cyanamid Co.	105	64	3,057	2,762	29.07	42.88	4,986	359	7.2
	24	American Home Products Corp.	447	415	4,878	4,608	10.91	11.09	7,079	1,375	19.4
	30	Bristol-Myers Squibb Co.	352	429	7,686	7,017	21.81	16.37	11,159	2,056	18.4
	95	Ciba-Geigy	115	110	4,247	4,044	36.81	36.82	15,903	386	2.4
	7	Johnson & Johnson	733	603	6,248	5,427	8.52	9.00	12,447	1,461	11.7
	56	Schering-Plough Corp.	198	201	2,118	1,890	10.67	9.40	3,616	646	17.9
	51	SmithKline Beecham	208	191	4,859	5,013	23.32	26.22	8,325	711	8.5
	71	Thompson Medical/Slim-Fast Food Cos.	137	133	NA	NA	NA	NA	NA	NA	NA
	92	Upjohn Co.	119	119	2,609	2,248	21.88	18.86	3,402	537	15.8
	11	Warner-Lambert Co.	657	633	2,615	2,445	3.98	3.86	5,059	35	0.7
RESTAURANTS	6	Grand Metropolitan	745	883	7,878	8,025	10.58	9.09	15,545	1,711	11.0
	8	McDonald's Corp.	695	765	3,710	3,871	5.34	5.06	6,695	860	12.8
	5	PepsiCo	903	855	15,168	14,047	16.79	16.43	19,608	1,080	5.5
	87	Wendy's International	124	120	1,060	1,011	8.54	8.44	1,060	51	4.8
RETAILERS	53	American Stores Co.	202	205	20,823	22,156	103.29	107.86	20,823	199	1.0
	66	Carter Hawley Hale Stores	152	157	2,128	2,533	14.01	16.09	2,128	(217)	-10.2
	49	Circuit City Stores	214	153	2,790	2,367	13.06	15.47	2,790	78	2.8
	43	Dayton Hudson Corp.	226	319	16,115	14,739	71.15	46.20	16,115	301	1.9
	46	Federated Department Stores	223	252	6,932	7,142	31.12	28.39	6,932	836	12.1
	21	Kmart Corp.	527	564	33,520	30,971	63.58	54.94	34,580	859	2.5
	34	R.H. Macy & Co.	289	272	6,762	7,267	23.36	26.70	6,762	(150)	-2.2
	35	May Department Stores Co.	277	372	10,402	9,857	37.51	26.52	10,402	515	5.0
	83	Montgomery Ward & Co.	127	206	5,600	5,500	44.19	26.75	5,600	NA	NA
	29	J.C. Penney Co.	363	394	17,295	17,410	47.70	44.20	17,295	80	0.5
	4	Sears, Roebuck & Co.	1,179	1,508	57,242	55,972	48.53	37.12	57,242	1,279	2.2
	50	Tandy Corp.	213	233	4,680	4,562	21.94	19.61	4,680	184	3.9
	96	U.S. Shoe Corp.	113	121	2,726	2,719	24.07	22.53	2,726	31	1.1
	57	Wal-Mart Stores	190	152	43,887	32,602	231.18	214.66	43,887	1,608	3.7
SOFT DRINKS	28	Coca-Cola Co.	367	377	4,125	3,931	11.23	10.42	11,572	1,618	14.0
	74	Dr Pepper/Seven-Up Cos.	131	111	601	540	4.57	4.89	601	(20)	-3.3
TELEPHONE	13	AT&T Co.	617	799	63,089	62,191	102.20	77.87	63,089	522	0.8
	81	Bell Atlantic Corp.	128	135	12,280	12,298	96.27	91.28	12,280	(223)	-1.8
	70	MCI Communications Corp.	139	83	8,433	7,680	60.47	93.00	8,433	551	6.5
	76	Sprint Corp.	131	155	8,780	8,345	66.82	53.72	8,780	368	4.2

Notes: Dollars are in millions, except sales per ad dollar, which are as shown. Advertising figures are AA estimates. Sales and earnings from public documents. See Page 72 for sources and methodology.

AA Chart: Kevin Brown

National ad spending by media

100 Leading National Advertisers

Category	Advertising expenditures 1991	1990	% chg	Media as % of total 1991	1990
Magazine	$2,794.3	$2,884.2	-3.1	8.3	8.2
Sunday magazines	245.2	247.1	-0.8	0.7	0.7
Newspaper	1,511.3	1,938.1	-22.0	4.5	5.5
Outdoor	284.2	276.1	2.9	0.8	0.8
Network TV	7,162.7	7,826.8	-8.5	21.3	22.4
Spot TV	3,774.5	3,861.1	-2.2	11.2	11.0
Syndicated TV	1,440.4	1,269.5	13.5	4.3	3.6
Cable TV	708.5	623.5	13.6	2.1	1.8
Network radio	303.1	375.9	-19.4	0.9	1.1
Spot radio	391.2	391.1	0.0	1.2	1.1
Measured media subtotal	18,615.4	19,693.5	-5.5	55.3	56.2
Estimated unmeasured	15,036.7	15,318.6	-1.8	44.7	43.8
Total U.S. advertising	33,652.1	35,012.1	-3.9	100.0	100.0

All U.S. advertising expenditures

Category	Advertising expenditures 1991	1990	% chg	Media as % of total 1991	1990	Coen's U.S. totals 1991	1990
Magazine	$6,515.2	$6,737.7	-3.3	5.2	5.2	$6,739.0	$7,018.0
Sunday magazines	794.0	777.1	2.2	0.6	0.6	NA	NA
Newspaper	6,837.3	8,901.9	-23.2	5.4	6.9	30,409.0	32,281.0
Outdoor	684.0	688.8	-0.7	0.5	0.5	1,077.0	1,084.0
Network TV	9,456.2	10,132.3	-6.7	7.5	7.9	8,933.0	9,383.0
Spot TV	8,751.2	9,293.3	-5.8	6.9	7.2	14,675.0	15,644.0
Syndicated TV	1,850.4	1,587.6	16.6	1.5	1.2	1,853.0	1,589.0
Cable TV	1,211.6	1,110.2	9.1	1.0	0.9	1,941.0	1,789.0
Network radio	578.7	766.4	-24.5	0.5	0.6	490.0	482.0
Spot radio	1,141.6	1,168.4	-2.3	0.9	0.9	7,986.0	8,244.0
Measured media subtotal	37,820.2	41,136.6	-8.1	29.9	32.0	74,103.0	77,514.0
Estimated unmeasured	88,579.8	87,503.4	1.2	70.1	68.0	52,297.0	51,126.0
Total U.S. advertising	126,400.0	128,640.0	-1.7	100.0	100.0	126,400.0	128,640.0

Notes: Dollars are in millions. **Sources:** LNA/Arbitron, Robert J. Coen, McCann-Erickson Worldwide (AA, May 4). See Page 72 for methodology.

products are backed with a combined $35 million media budget in 1992. Lubriderm is No. 4 in the $488.6 million hand and body moisturizer market with a 9.9% share, versus 21.1% for Unilever's leading Vaseline Intensive Care, 13.5% for Andrew Jergens Co.'s Jergens, and 12.7% for Beiersdorf's Nivea, according to Towne-Oller & Associates.

Lubriderm is the first of the rivals to enter the mass-market facial cleansing and moisturizing categories. Facial moisturizers are a $520 million category, led by Procter & Gamble Co.'s Oil of Olay with a 20% share, and L'Oreal's Plenitude with an 11.5% share. The $300 million facial cleansing category is led by P&G's Noxzema with a 28% share and No. 2 Pond's from Unilever with a 13% share.

The company's American Chicle Group, hurt by too few line extensions and a slowdown in ad spending, particularly behind Dentyne, saw dollar sales drop 1%, to $310.7 million, on a 7% decrease in unit sales in 1991, Nielsen Marketing Research reported. The No. 2 gum marketer backed Dentyne with $12 million in media advertising, but dollar volume slipped 1% to $67.6 million as unit volume fell 6%, according to Nielsen. Chicle's rebuilding plan includes new-product rollouts, starting with the Dentyne line extension Cinn-A-Burst introduced nationally in 1991.

The product is designed to appeal to teens and is supported by network TV and radio campaign themed, "May not be suitable for adults."

Chicle also is said to be planning a national launch of Cristal, a sugarless gum that won't stick to dentures, and is competitive with Wm. Wrigley Jr. Co.'s sugarless Freedent.

Trident, Chicle's best seller, posted 1991 sales of $143.3 million, up 3.4%, though unit sales fell 2.9%. Trident was backed with close to $20 million in measured spending, unchanged from 1990.

Warner-Lambert's 92.8% decline in net income was largely the result of a one-time, after-tax charge of $524 million against earnings in the fourth quarter relating to restructuring worldwide operations. Plant consolidation and staff reductions were included in the restructuring. Excluding the onetime charge, earnings per share rose 15%.

HEADQUARTERS

Warner-Lambert Co./201 Tabor Road/Morris Plains, N.J. 07950/Phone: (201) 540-2000.

PERSONNEL, BRANDS, AGENCIES

AMERICAN CHICLE GROUP DIV: 201 Tabor Road/Morris Plains, N.J. 07950/Phone: (201) 540-2000. Keith Buchanan, vp-sales; Michael Soriano, vp-mkgt/sales svcs.

Trident, Clorets, Bubblicious, Halls, Halls Plus, Soothers: J. Walter Thompson USA, New York. Jack Morrissey, sr vp-mgmt dir.

Rolaids, Certs, Sugar-Certs, Sugar-Free Certs Mini-Mints, Dentyne, Sugar-Free Dentyne, Junior Mints, Cinn-A-Burst, Fazer Mints: Young & Rubicam, New York. Arlene Brickner, sr vp-grp dir.

CONSUMER HEALTH PRODUCTS GROUP: 201 Tabor Road/Morris Plains, N.J. 07950/Phone: (201) 540-2000. Joseph W. Masse, vp-sales; Russ Moran, vp-prod mgmt.

Listerine, Listermint With Fluoride, Cool Mint Listerine, Lubriderm, Lubriderm Body Bar, Lubriderm One Step Cleansers, Sinutab, o.p.t. Anusol, Personal Touch shaving products, Schick shaving products, Medi-Flu: J. Walter Thompson USA, New York. Jack Morrissey, sr vp-mgmt dir.

Effersdent: Young & Rubicam, New York. Arlene Brickner, sr vp-grp dir.

Consumer & professional adv: Benylin, Benadryl oral, Benadryl topical, Tucks, Caladryl, Nicotrol, new products. Anusol-professional adv: Sudler & Hennessey, New York. Arthur M. Rosen, exec vp-mg dir, consumer adv; Donald Masterson, exec vp-grp dir, professional adv.

RANK: 87

Wendy's International

Dublin, Ohio

Ad spending: **$124.1** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	5	15	-69.2
Sunday magazine	0	17	NA
Newspaper	0	27	NA
Outdoor	1,915	1,570	22.0
Network TV	41,954	40,305	4.1
Spot TV	39,518	37,069	6.6
Syndicated TV	8,424	8,342	1.0
Cable TV networks	2,386	3,361	-29.0
Spot radio	215	388	-44.7
Measured media	94,416	91,093	3.6
Unmeasured	29,700	28,700	3.5
Total	124,116	119,793	3.6

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	1,060	1,011	4.9
Earnings	51	39	30.6
Division sales	**1991**	**1990**	**% chg**
Retail sales	963	922	4.4
Royalties	86	80	6.9
Other	12	9	38.7
Systemwide results	**1991**	**1990**	**% chg**
Company-operated restaurants	963	922	4.4
Franchisees	2,261	2,148	5.3
Total systemwide sales	3,224	3,070	5.0

CORPORATE PROFILE

Wendy's International has bounced back from a late 1980s slump.

While other quick-service restaurant chains struggled to stay above the recessionary waters, Wendy's reported a remarkable year. Average store sales last year rose 5% to $852,000, nearly double the 2.8% increase logged in 1990.

Wendy's has surged while its rivals faltered, in part because it didn't panic. It hasn't fired its ad agency, changed its ad theme or spokesman, hasn't tested pineapple pizza or chicken on a stick. It identified its strengths and has stayed true to them.

Chief among its strengths is founder and Senior Chairman R. David Thomas, brought back from retirement in 1989 to be ad spokesman. Three years and 100 commercials later, he's still going strong. Wendy's consumer tracking shows the Dave Thomas ad campaign to have an 80% awareness ranking, surpassing its previous high of 75% with the earlier Clara Peller "Where's the beef?" ads.

Wendy's other strength has been its core menu of hamburgers and chicken. New items were added, some as limited-time promotions and some permanently, in 1991, but Wendy's kept its balance: a Chicken Cordon Bleu sandwich was followed by a Bacon Mushroom Melt burger in the first half of the year; a Grilled Chicken sandwich was followed by the return of the Dave's Deluxe burger in the second.

The company didn't respond to consumer price-sensitivity by returning to the couponing it had largely abandoned in 1990, but Wendy's did feature more prominently its Super Value Menu, a selection of items priced at 99¢.

Wendy's raised media spending only slightly, to $94.4 million, up 3.6%, and didn't significantly alter its ad mix. Outdoor and network, spot, cable and syndicated TV continued to share the budgets with the same shares as in 1990.

Wendy's one major change in both menu and marketing came in May 1992 when it launched its first line of packaged salads, called Wendy's Fresh Salads. In addition to using network and spot TV to support the introduction, Wendy's made its first major magazine buy in five years.

One area Wendy's has downplayed in recent years has been overseas expansion. Only 316 of its 3,804 stores are outside the U.S., and 148 of those are in Canada. Wendy's plans to open 75 stores outside the U.S. in 1992 and give more attention through the decade to becoming a global brand.

HEADQUARTERS

Wendy's International/4288 W. Dublin/Granville Road/P.O. Box 256/Dublin, Ohio 43017-0256/Phone: (614) 764-3100.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Charles Rath, exec vp-mktg; Emil Brolick, vp-strategic planning/rsch; Don Calhoon, vp-corp mktg; Denny Lynch, vp-comms; Tom Hescamp, Tom Krouse, Bill Long, Bob Stowe, brand mktg dirs.

Advertising: Backer Spielvogel Bates Worldwide, New York. Gary Steele, exec vp-acct dir.

Sales promo: Impact, Chicago. Tom Smart, acct dir.

Public relations: Ketchum Public Relations, Chicago. Keith Burton, acct dir.

RANK: 86

Wm. Wrigley Jr. Co.

Chicago

Ad spending: **$125.4** million

U.S. AD SPENDING ($ in thousands)

By media	1991	1990	% chg
Magazine	7,605	4,879	55.9
Sunday magazine	37	1,266	-97.1
Outdoor	901	1,010	-10.7
Network TV	35,765	42,394	-15.6
Spot TV	22,998	31,498	-27.0
Syndicated TV	25,634	23,295	10.0
Cable TV networks	13,931	10,223	36.3
Network radio	3,807	3,713	2.5
Spot radio	971	43	NA
Measured media	111,649	118,321	-5.6
Unmeasured	13,800	10,800	27.8
Total	125,449	129,121	-2.8

SALES & EARNINGS ($ in millions)

Worldwide	1991	1990	% chg
Sales	1,149	1,111	3.4
Earnings	129	117	9.6

CORPORATE PROFILE

Wm. Wrigley Jr. Co. managed to boost its unit volume and dollar sales in the U.S. last year while spending less on advertising.

Wrigley's growth strengthened its leading position in the $1.3 billion U.S. gum market to a 48% share compared to 23.4% for Warner-Lambert Co.'s American Chicle Group, according to Nielsen Marketing Research.

Wrigley's total U.S. advertising/marketing expenditures dropped 2.8% to $125.4 million, representing about 75% of the company's worldwide total. Although ad exposure was down on the company's two top-spending brands, Extra and Doublemint, it wasn't for Spearmint, which is riding a new "smoker's alternative" ad campaign.

Extra claimed $27.6 million, down slightly from 1990; Doublemint drew $24.3 million, down 11.6%; Spearmint got $22.6 million, up 9.2%, according to LNA/Arbitron Multi-Media Service.

Sugar-free gums were big contributors to the company's 3.4% growth in worldwide sales, particularly outside the U.S. as Wrigley actively marketed in Europe.

Sugar-free Extra, which has become the company's No. 1 brand, joined Orbit sugar-free gum as a top seller overseas. Wrigley's non-U.S. sales volume outgrew U.S. sales 3% to 2%.

Domestic sales growth of Extra slowed in 1991, Wrigley said, primarily because there was no new flavor to promote.

Sugared gums got a sales boost from the 25¢, five-stick packs and the 10-unit multipacks. The company credits that "value pricing" with producing U.S. volume increases of 2% in sugared brands.

Among other brands, Juicy Fruit and Big Red gums saw decreased spending; Freedent was up 23% to $10.1 million.

HEADQUARTERS

Wm. Wrigley Jr. Co./410 N. Michigan Ave./Chicago, Ill. 60611/Phone: (312) 644-2121.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Douglas S. Barrie, grp vp-intl; Ronald O. Cox, grp vp-mktg; Anthony Cipollina, vp-sales; Gary Beebe, Susan Fox, asst vps-mktg.

Wrigley's gum: BBDO, Chicago. Tonise Paul, sr vp-mgmt super.

AMUROL PRODUCTS CO.: Amurol Products Co./1100 E. Chicago Ave./Naperville, Ill. 60540/P.O. Box 3026/Naperville, Ill. 60566/Phone: (708) 355-3000. A.G. Atwater, pres.

Amurol products: Leo Burnett USA, Chicago. John Kovas, acct dir.

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Top 100 take it on the chin

(Continued from Page 1)

losing steam as the favored method of hyping sales.

In the first quarter, both P&G and the Kraft General Foods unit of PM moved to provide everyday low pricing by cutting prices they charged grocers on some products and lowering spending on promotional efforts, including slotting allowances. Both trimmed their media outlays in the quarter, down 8.1% at P&G and 20% at PM.

Nevertheless, media are reviving somewhat from 1991's heavily depressed state. In the first quarter, media grew an aggregate 2.6% (newspapers not included due to new collecting procedures in '92).

Retailers bailed out of newspapers in 1991 as the top four spenders registered double-digit declines, paced by leader May Department Stores Co., No. 35, at $155.2 million, down 28.9%. The Top 100 contributed 22% of LNA/Arbitron's newspaper ad total of $6.84 billion, down 23.2%.

Food companies, major spenders in network and spot TV and feeling a certain coolness to their brands, sought relief by slashing spending in those two media by 13.2% and 5%, respectively, and shifting media dollars into promotion. Among the Top 100 food marketers, media dropped a collective 2.7% as unmeasured rose 2.8%.

Food sales growth was negligible. In U.S. and/or North American sales, CPC International, No. 75, dropped 0.6%; H.J. Heinz Co., No. 26, fell 3.9%; and No. 41 Quaker Oats dropped 0.5%. Philip Morris gained 0.9%. Sara Lee Corp., No. 36, plunged 6.2% in food sales worldwide.

New product growth, particularly among food companies, also was frustrated by the recession. Total new products for the group hit 1,251 for the year, down 4.5% from 1990, according to *New Product News*.

Most activity was in line extensions as marketers concocted new flavors and varieties from existing brands. Particularly adept at this gambit were No. 40 ConAgra and No. 64 Campbell Soup Co. ConAgra introduced 183 new products, up 20%, most of those extending the Healthy Choice brand to spaghetti sauces, lunch meats, cheeses, soups and even ground beef. Campbell Soup brought to market 114 new products, down 12% from 1990. It expanded its Healthy Request line of fat-free soups and extended the brand to spaghetti sauces with reduced sodium and fat.

Auto marketers fared much worse as consumers put off making big-ticket purchases. General Motors and No. 9 Ford Motor Co. suffered their biggest losses ever. In U.S. sales, GM was down 3.4% and Ford 12.5%. Chrysler Corp., No. 20, suffered an overall loss and a decline in U.S. sales of 8.7% as the company gave up the third spot in U.S. unit car sales to Toyota Motor Corp., No. 12.

U.S. sales of the Top 100 auto marketers reporting such a geographic breakout declined 6.4% as their ad expenditures remained flat. The category generated $60.51 in sales per ad dollar in 1991 vs. $65.00 in 1990, a decline of 6.9%.

The full-price side of the cigarette market took a beating in 1991 as the market's other sector, value-price brands (including generics), increased 27% in volume and 5.8 share points to a 25 share of the total market, according to John C. Maxwell Jr. of Wheat, First Securities. The full-price brands dropped 9.3% in unit volume and influenced a decline of 2.4% in the overall market.

Media spending declined 15% to $477.2 million in the cigarette category monitored by LNA/Arbitron. Virtually all category players are Top 100 companies. The decline reflects lower budgets across full-price and value-price lines and a lack of new products to stimulate category spending.

The hotel industry launched its own version of the airlines' special discount rockets. No. 68 ITT Corp.'s Sheraton unit introduced a Super-Saver campaign this spring that included non-refundable advance booking and frequency discounts. It followed a similar program at No. 69 Marriott Corp.

Both were responding to the increased air traffic that resulted from the rate-slashing programs No. 67 AMR Corp.'s American Airlines helped touch off this spring. The American message was aimed at bringing value back to the business.

During 1991, the two hoteliers slashed their ad spending by a collective 6.5%, perhaps relying on their airline cousins to generate traffic. Sales were up 5.9% among airlines in the Top 100, stimulated by a 10.3% growth in advertising. However, as each suffered deep losses and resorted to rate-slashing this year to generate traffic, they ended up, ironically, putting still more strain on the bottom line.

One of the few Top 100 media categories to register a year-to-year gain in advertising was pharmaceuticals, remedies and diets. There, ad spending rose 6% as sales rose 8%. The Rx-to-OTC movement of products, in particular, invigorated media spending, but so, too, did the advertising of ethical drugs—a brave new territory for pharmaceutical companies because of complexities in advertising prescription drugs.

Rogaine, the pharmaceutical product for pattern baldness, drew $33 million in advertising to keep No. 92 Upjohn Co. among the 100 Leaders for the second consecutive year. Most spending was on network TV where product name and indication cannot be mentioned in the same spot. In first quarter 1992, Upjohn introduced Rogaine for women with an estimated $20 million campaign.

Monistat 7, the vaginal yeast cream taken over-the-counter in 1991 by Johnson & Johnson, funneled $42.3 million into media in its first full year on the consumer market. Not far behind was Gyne-Lotrimin cream, an ethical-turned-OTC product from No. 56 Schering-Plough Corp., with $33 million behind it.

Brand-building promoted growth in the $2.02 billion cough/cold/allergy/sinus market where four product extensions were added each to No. 24 American Home Products Corp.'s Robitussin line and No. 7 Johnson & Johnson's Tylenol brand. Media outlays rose 71.4% to $36.1 million for Robitussin and 28.7% to $54.7 million for Tylenol, the two heaviest advertisers in a category that drew $473.9 million in total media, up 11.3%, according to LNA/Arbitron.

In the $2.3 billion pain-reliever market, where brands have been extended to the hilt, the top 10 advertised brands number 56 varieties. Tylenol, an acetaminophen, still dominates in media spending at $93.4 million and market share at 33.4%. Segment growth has swung from aspirins (38.4% of market) to acetaminophens (38.8%) and ibuprofens (22.8%). Most aspirin brands have crossed over to include either ibuprofen or acetaminophen extensions. Famous old Bayer aspirin, from the Sterling Winthrop unit of No. 10 Eastman Kodak Co., has been one of the last holdouts, but even it will add a non-aspirin line in 1993.

A battle *royale* is brewing in the antihistamine-decongestant market where last month Sandoz Pharmaceuticals Co.'s Tavist-1 and Tavist-D, both ethical drugs, got FDA approval to go OTC. FDA application of competitor Seldane from No. 82 Dow Chemical Co.'s Marion Merrell Dow was delayed when the FDA required new labeling for Seldane, the prescription antihistamine that controls 70% of that market. Sandoz is not wasting time; it is preparing a $45 million launch.

Spending levels in 1991 did not reflect a hot new market category that emerged the beginning of this year—smoking cessation patches. This market is expected to hit $1 billion to $1.2 billion by the close of the year, according to industry analyst Arvaid Desai, senior analyst with Mehta & Isaly.

Habitrol, market leader from No. 95 Ciba Geigy, is seen at a 50% to 55% share by yearend, or about $600 million in sales—the largest first-year sales of any pharmaceutical product, he said. Marion Merrell Dow's Nicoderm, first out of the blocks but unable to keep up with demand, is now second to Habitrol. No. 99 American Cyanamid's ProStep entered the market in March, and No. 11 Warner-Lambert's Nicotol came in at midyear. Both are expected to reach about 10% of market this year.

Spending in the category should climb to $100 million this year in consumer media, an ad channel for ethical drugs only approved this summer by the American Medical Association. □

Vietnam War era was last time Top 100 slid

The only previous year-to-year decline in ad spending by the 100 Leading National Advertisers was in 1970, when spending declined 0.6% to $4.62 billion, Richard Nixon was in the White House and the big news was the Vietnam conflict.

Procter & Gamble Co. was the No. 1 advertiser that year at $265 million, down 3.6% from 1969. Thirty of that year's Top 100 marketers cut spending, compared with 59 in 1991.

Prior to that year, the closest the Top 100 came to negative ad growth was in 1967 when spending totals reached $4.54 billion, up only 1.6% from 1966. □

Methodology for ranking the 100 top advertisers

The 100 Leading National Advertisers, selected from the 200 largest advertisers based on measured U.S. ad spending (see below) in calendar 1991, are ranked by the sum of their measured *and* unmeasured spending.

Media & monitoring services

Media in this report refers to ad expenditures in national consumer media monitored by LNA/Arbitron Multi-Media Service.

The media breakouts labeled "U.S. ad spending" at the beginning of each company profile were provided by LNA/Arbitron. References to media spending in virtually all cases refer to numbers from LNA/Arbitron.

Ten measured media

Newspaper: LNA Newspaper measures ad space in 88 cities using one-time open inch rates. Expenditures for general and automotive (which LNA considers national) are projected to 125 markets. Financial and retail spending are not projected.

Magazines/Sunday magazines: PIB/LNA Magazines applies gross one-time rates to all paid advertising in 177 consumer magazines and four Sunday magazines.

Outdoor: LNA Outdoor data include poster and paint outdoor board revenues in more than 200 plant operator markets.

Network TV: Arbitron's MediaWatch monitors every broadcast minute on ABC, CBS and NBC TV networks. Rates are assigned each program and then applied to each commercial.

Spot TV: Arbitron's MediaWatch daily monitors spot TV on major stations in the top 75 markets.

Syndicated TV: Arbitron National Syndicated TV uses program rates supplied by advertisers and agencies. Satellite-distributed syndicated TV and Fox Broadcasting Co. are part of syndicated spending.

Cable TV networks: Arbitron's MediaWatch monitors six cable networks: CNN, ESPN, Family Channel, MTV:Music Television, WTBS and USA Network.

Network radio: Arbitron's MediaWatch monitors 14 radio networks broadcast by four companies.

Spot radio: LNA National Spot Radio collects data from 3,500 stations in more than 200 markets.

Unmeasured spending

Unmeasured spending is *Ad Age* estimates and include direct mail, promotion, co-op, couponing, catalogs, business and farm publications and special events, to name a few.

Brand spending

Ad spending by top brands presented in tabular form in each profile includes LNA/Arbitron's 10 measured media only.

Brand expenditures represent total spending by an LNA-designated "tradename" within a PIB subclass. For example, "Kraft cheeses" and "Kraft salad dressings & mayonnaise" are listed as top brands in the Philip Morris Cos. profile because they are in separate PIB subclasses.

Sales and earnings

Financial data are taken from public documents and correspond to the company's latest reporting period.

Division sales, which are worldwide, may exceed worldwide sales because of intersegment sales and/or "eliminations" not shown.

Market share

Unless otherwise noted, market shares reflect consecutive 12-month periods for comparison.

Personnel, brands, agencies

Each profile includes a list of top marketing and agency executives. The agency listed includes the point person on that account. Corporate addresses may include both mailing and street addresses. □

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September 28, 1992

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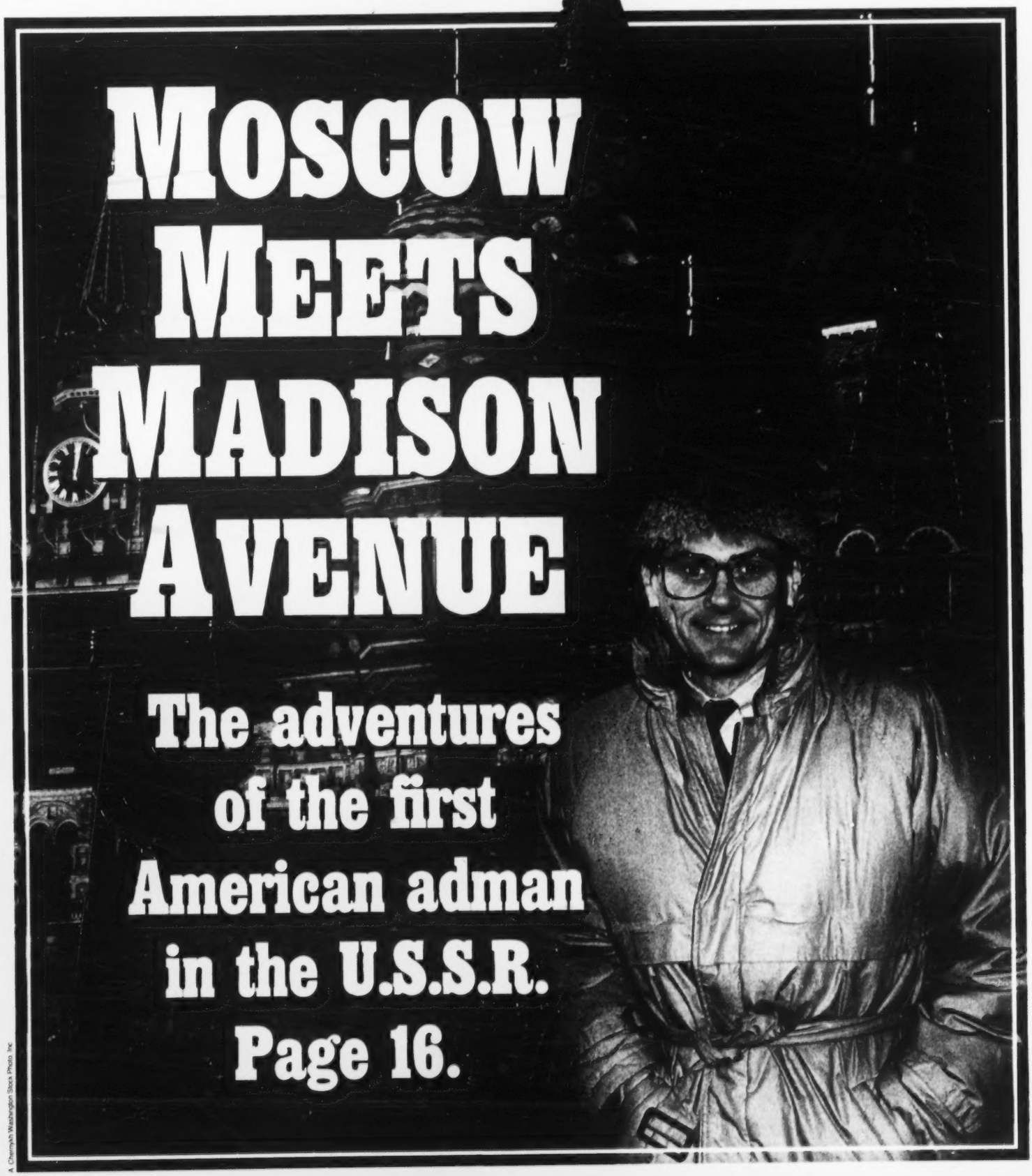

MOSCOW MEETS MADISON AVENUE

The adventures of the first American adman in the U.S.S.R.

Page 16.

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NEWS SUMMARY

■ **ConAgra** has begun a hard-hitting $50 million ad campaign for its Healthy Choice frozen foods. 1

■ **Unilever** will begin a commission-plus-incentive compensation system for its ad agencies worldwide in January. 1

■ **McCann-Erickson** dropped Rona Pashkin-Boyer as manager of its Los Angeles office; in the past 12 months, all four women who headed southern California offices of major agencies have left their jobs. 1

■ **Pepsi-Cola Co.** promoted two executives to marketing and new-product development posts as part of a restructuring at the company. 3

■ **Miller Brewing** named as president Jack McDonough, formerly a top executive at rival Anheuser-Busch. 3

■ **Outdoor Advertising** Association of America named Carmichael Lynch to promote the ad medium. 3

■ **'The New Yorker,'** now under the leadership of Tina Brown, will phase out advertorials. 3

■ **Colgate-Palmolive's** growth plan is on target, says Chief Operating Officer William S. Shanahan. 4

■ **'Reader's Digest'** signed a global advertising deal with Ford Motor Co. and expects to sign other advertisers. 12

■ **Newspaper** foldings are expected to increase as joint operating agreements expire. 32

■ **Home Depot** named Richard Sullivan as ad VP. 36

■ **Borland International** is offering a two-for-one software deal in ads designed to compete with Windows. 44

■ **Thomson Consumer Electronics** says it will spend $9 million this fall backing RCA TVs. 44

■ **Chevrolet's** new advertising keeps its "Heartbeat of America" positioning but drops the music. 45

■ **Bill Clinton** last week got the backing of some big names in the advertising world, including Jerry Della Femina. 48

■ **Chesebrough-Pond's** will extend the Pond's name to a line of moisturizers with a $30 million launch next year. 49

■ **Steve Burrows** was named exec VP-marketing for Anheuser-Busch International, and August Busch IV becomes VP-Budweiser brands. 52

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ABP MPA ABC

'Reader's Digest' inks global Ford, GM deals

By Scott Donaton

Reader's Digest signed a global advertising deal with Ford Motor Co. just days after inking a similar agreement with General Motors Corp.

The deals come as the monthly, published by Reader's Digest Association, steps up its global ad sales efforts. Gregory Coleman, U.S. publisher of *Reader's Digest*, said 10 more global deals could be announced in the next month.

The Ford deal's size couldn't be determined but is believed to be bigger than the estimated $15 million GM program. Both pacts allow the automakers to earn discounts and develop marketing programs involving any of *Reader's Digest's* 41 editions worldwide, with a total circulation of 28 million.

"What has been worked out are [agreements] to work together around the world," Mr. Coleman said. "Our ability to be truly global and to make centralized decisions has created a great deal of excitement in the ad community."

He said *Reader's Digest* is in serious discussions with marketers in the food, travel, import automotive and package-goods areas about similar global deals and has met recently with marketers including Procter & Gamble Co., Warner-Lambert Co. and Bristol-Myers Squibb Co.

To make marketers aware of *Reader's Digest's* global capabilities, Mr. Coleman has delivered oversize media kits, containing copies of various local-language editions and a cassette player with a customized, prerecorded message, to about a dozen key clients.

The GM deal was worked out directly between the magazine and the automaker, without the involvement of any GM ad agencies. The Ford deal, conversely, was spearheaded by J. Walter Thompson USA, Detroit.

Alan Gottesman, a media analyst with PaineWebber, said *Reader's Digest* has a strength outside the U.S. that few other publishing companies can match.

"It's the kind of thing that really only *Reader's Digest* can do," he said. "There's no other single magazine that has that kind of penetration in as many markets."

Hachette has signed global ad deals with a number of marketers, including GM and Ford. But those deals involve various Hachette media properties instead of focusing on one title.

The global ad deals will involve elements other than ad pages in *Reader's Digest*, Mr. Coleman said. In GM's case, he said, the association might publish a guide to the 1994 World Cup soccer championship, which GM is sponsoring. □

Mother Gert Boyle will start appearing in magazine ads and in TV spots in the U.S. and Europe for Columbia Sportwear.

Sportswear's stern matriarch heads for Europe

By Marcy Magiera

Meet Mother Gert Boyle, chairman and no-nonsense spokeswoman for Columbia Sportswear Co., a marketer of outdoor clothing.

She once put her son Tim, Columbia's president, through a carwash to demonstrate the waterproof properties of the company's outerwear.

This fall, she's up to new tricks.

Columbia in October will introduce the irascible Mother Boyle to Europeans with its first print, outdoor and cable TV advertising campaign overseas. At the same time, Columbia is broadening its U.S. marketing effort to include broadcast TV and mainstream magazines. U.S. media spending will be $2 million to $3 million.

In Columbia's first foray into general interest magazines like *Life*, *Sports Illustrated* and *Rolling Stone*, Mr. Boyle attests that his mother "snaps necks and hacks off arms" to ensure Columbia's garments meet her strict standards for design and construction.

The mother-son team will also appear in a new TV spot for Columbia, in which the two discuss Mr. Boyle's rain-drenched experiences growing up in Portland, Ore. It will run during NBC's late-night programming and the syndicated *The Arsenio Hall Show*, as well as on cable services ESPN and MTV: Music Television.

Columbia will rotate the new spot with the 2-year-old commercial in which Mother Boyle makes her son go through a carwash.

Columbia's claim to fame is the Interchange System jacket, made up of a warm lining and waterproof outer shell that can be worn separately or zipped together.

The jacket, its signature ski product, helped boost Columbia's sales to $130 million in 1991. That's a 591% increase from 1986, the first year the company marketed skiwear.

Before 1986, 54-year-old Columbia was known for its hunting and fishing togs, which it continues to market.

Columbia is betting its offbeat brand of humor will travel well to Europe.

"The mother-son relationship is universally understood," said Mike Smith, account manager at Columbia's agency, Borders, Perrin & Norrander, Portland, Ore.

The ads will run in the U.K. and will be translated to run in the other European countries where the Columbia brand is sold: Italy, Switzerland, Spain and Denmark.

The company's overseas expansion plan, which began in 1988, includes moving into Greece, Germany, France and Mexico next year.

To oversee its expansion, Columbia this month named Russ Lucas to the new post of director of international marketing. Mr. Lucas previously was president of Columbia competitor Patagonia International and before that served as director of international business development and international counsel for Nike. □

Just mention it—please

Consultancy tracks brands included in news stories

By Gary Levin

McDonald's beats Burger King, and Nike beats Reebok. But in the mass-media consciousness, No. 2 Colgate beats top-selling Crest.

That's the finding of the Delahaye Group, a marketing and public relations consultancy in Hampton Falls, N.H., that uses the Nexis data retrieval system to measure the number of mentions received by a variety of brand names in newspapers and magazines.

During the three-month period of May 1 to July 31, for instance, Burger King Corp. was outmentioned by the larger McDonald's Corp. 2,895 to 1,296.

And, as is true at the cash register, Nike won out over Reebok International, with 3,091 mentions to Reebok's 2,357. (Reebok's Olympic endorser duo also fared differently. Dave Johnson got 1,206 mentions, but Dan O'Brien, who failed to qualify for the Games, got 919).

Colgate, however, won out over Procter & Gamble Co.'s Crest, 654 to 300, perhaps because the toothpaste brand's name is part of its parent company's, Colgate-Palmolive Co.

Delahaye, which has tracked this name-dropping in the press for nearly two years, doesn't pretend the comparisons have much practical use. For starters, the company doesn't know whether the mentions are positive, negative or neutral.

"It started from our own personal curiosity," said President Katharine Delahaye Paine. "Instead of brand names, we were using concepts, like war vs. peace." Then the company tracked coverage of Democratic presidential primary candidates.

But increased competition among several top brands led to a shift in emphasis that Delahaye is now trying to leverage for new-business activity.

So far, the tool has helped the consultancy win business from IBM Corp.'s software division and other high-tech companies, Ms. Paine said.

"It's a marketing tool in the sense that for somebody who doesn't know it's time to wake up and smell the coffee, this is how your competition is being treated in the press," Ms. Paine said.

"I wouldn't call it a strategic marketing tool," she said. "It's a piece of information." □

Brand news

Number of mentions a brand received in newspapers and magazines from May 1 to July 31, 1992.

Cheerios	247	Chiquita	348
Frosted Flakes	54	Dole	229
McDonald's	2,895	Nike	3,091
Burger King	1,296	Reebok	2,357
Hallmark	324	Dave Johnson	1,206
American Greetings	150	Dan O'Brien	919
Toyota	10,638	AT&T	11,603
Nissan	8,136	MCI	3,185
Lexus	1,236	Sprint	1,738
Infiniti	1,037	Bush	40,192
Colgate	654	Perot	18,164
Crest	300	Clinton	36,296

Source: Delahaye Group

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BRIEFS

NEW YORK—McCaffery & Ratner recently picked up $4.8 million in account and project wins.

The agency succeeds Weiss, Whitten, Carroll, Stagliano on the WQXR-AM and FM business. The Philharmonia Virtuosi account moved to McCaffery from in-house, and the agency picked up a special project from the Italian Trade Commission. McCaffery has also been named agency for Jean Patou, a perfume marketer.

Other account moves

- **Southwick Clothing**, Boston, to **Suissa Miller**, Santa Monica, Calif., from in-house for its $2 million account.
- **Viva International Group**, Fairfield, N.J., to **Griffin Bacal**, New York, from Graf Bertel Dominique for the estimated $1.5 million eyewear account.
- **A&S Plaza**, New York, to **Dweck & Campbell** from McCaffrey & McCall for the mall's $1.5 million account.
- **First Colony Coffee & Tea Co.**, Norfolk, Va., to **Earle Palmer Brown Cos.**, Richmond, from Finnegan & Agee for its $1 million-plus account.
- **Ing. Loro Piana & C. S.P.A.**, New York, to **Geer, DuBois**, first agency for the weaver's $1 million U.S. account.
- **Miltons**, Boston, to **Pagano, Schenck & Kay**, Providence, R.I., from in-house for the retailer's $1 million account.
- **Taesa Airlines**, Mexico City, to the **Alden Group**, New York, first agency for an image campaign. □

Advertising Age International

September 28, 1992

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Fellini: Why he did Italian ads. **Page I-3.**

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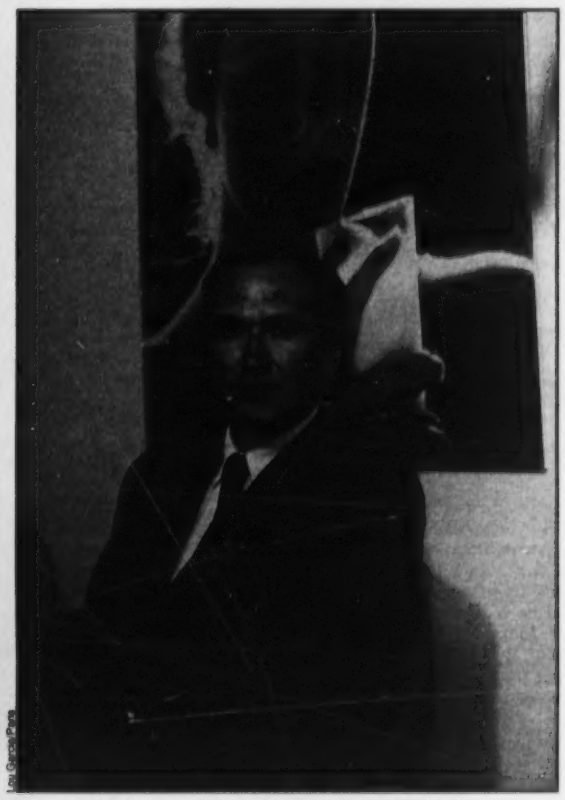


Jean-Paul Agon is reinvigorating L'Oreal's Biotherm line.

How L'Oreal plans to get Biotherm line back on track

Agon refocuses skincare line's support on natural qualities

By Laurel Wentz

PARIS—L'Oreal is putting the finishing touches on a three-year program to lift its Biotherm skincare line.

The brand was introduced in the 1960s, peaked in the mid-1980s, and then sales growth slowed because of poor advertising and distribution.

But L'Oreal, perhaps the most pure global marketer in the world, doesn't like to give up on brands it thinks have potential. And Biotherm illustrates how much time and patience the company is willing to give a brand.

Jean-Paul Agon, the dynamic young general manager of the Biotherm business, came on board three years ago after running other L'Oreal companies in France and Greece. His task was to head up the rescue effort, which will publicly unfold this month with a $15 million international ad campaign. In a few months, the line's outer packaging will be changed.

Eventually, Biotherm—now sold in Europe, the U.S. and Canada—will be expanded to Latin America and Asia. Like other L'Oreal lines, Biotherm will have the same agency, ad campaign, packaging and positioning everywhere in the world. Groupe FCA handles.

"When [a brand] works somewhere, it will work everywhere," Mr. Agon, 36, said. "Every launch is a demonstration of this principle."

Biotherm's sales were about $200 million when Mr. Agon was brought in. That was up from about $14 million in

(Continued on Page I-30)

New French law would hobble Carat

By Bruce Crumley

PARIS—The French Parliament next month will consider a law that could mean the end of the dominance of Carat, Europe's biggest media buying group.

It could also spell the end of the current agency commission system.

The bill, drawn up as a business anti-corruption measure, strikes at the heart of the unique French media buying system Carat invented and has been trying to export around Europe.

At the very least, advertisers expect to end up paying less for media because the system that encourages inflated rates will no longer exist if the proposed law passes.

The government wants to strike down media groups' practice of buying media in bulk and reselling it to advertisers. Advertisers aren't told how much the media they buy actually costs or how much of the discount is passed on to them. The practice of negotiating rates, with discounts based on huge volumes, renders rate cards meaningless.

The system is riddled with unofficial discounts, such as the notorious surcommission, a volume rebate media owners slip to media buyers.

The French government wants to standardize media buying, requiring

(Continued on Page I-30)

Worldwide ad spending won't rebound in '92

Latin America, Asia provide some bright spots amid gloom

By Julie Skur Hill

The long awaited return to double-digit growth in ad spending worldwide is not coming this year.

Many soothsayers predict the 1992 figures in several of the world's major markets won't even match those of 1991, when the Persian Gulf War disrupted ad spending, according to an *Advertising Age International* survey. Maturing markets and the recession are cited as factors.

Latin American nations and smaller Asian countries are bright spots, but total ad spending in these countries is so low it can't offset troubles elsewhere. All figures, except those indicated, are in real terms. The estimates are done in local currencies. The effects of this month's drastic currency fluctuations in Europe are unknown.

Saatchi & Saatchi Co.'s Zenith Media Worldwide, London, picks Colombia and Venezuela for the most growth this year, leaping 28.3% and 17.7%. France, Spain and Japan once could be relied on for healthy growth, but Zenith has downgraded its forecasts, excluding inflation, for all three.

"The much-predicted recovery on a global basis has not materialized and shows no signs of coming any time soon," said Steve Winram, Zenith media research and information director.

Zenith predicts worldwide growth of only 0.6% for this year. Meanwhile, Robert Coen, senior VP-

(Continued on Page I-25)

Electronics giants vie for consumers' ears

By Derek Suchard and Dagmar Mussey

The scene is set for a heated technology battle around the world as Philips Electronics, Matsushita Electric Industrial Co. and Sony Corp. launch the next generation of music systems.

Starting next month, Philips' digital compact cassette player/recorder line will roll out in Japan, the U.S., the Netherlands, France, Germany and the U.K.

Matsushita launched DCC equipment in Japan this month and plans to be in Europe and the U.S. by yearend. Sony's Mini-Disc compact disc player/recorder line will hit the shelves in Japan in November, followed by the U.S. and Europe in December.

Sony denies the products will go head-to-head.

"They are for different audiences. We don't intend to have any competition," a Sony Netherlands spokesman said.

But all the new products record sound digitally and offer sound closer to the quality of compact discs than analog cassettes. While DCC equipment will accept analog tapes, mini-disc machines won't accept standard-size compact discs.

"Consumers who once bought a CD will never switch to cassettes," one Sony executive said.

The audio technological battle is reminiscent of an earlier fight in the VCR market. Sony hasn't for-

(Continued on Page I-29)

WORLD NEWSWATCH

Y&R losses mount

MELBOURNE—The troubles at Young & Rubicam's office here continue as ANZ Banking Group pulled most of its $12 million business this month and consolidated it at the Campaign Palace. In the past 10 months, Y&R has lost major accounts including Kentucky Fried Chicken Corp. and NRMA Motorist Association, each worth about $10 million. In addition, the agency's chairman and creative director both have resigned.

South Korea sets TV ad rules

SEOUL—The Korean Broadcasting Commission adopted advertising regulations, including prohibiting ads for drinks containing more than 17% alcohol; requiring standard usage amounts in detergent ads; requiring instructions for safe disposal in ads for mercury batteries and vinyl; and barring commercials aired adjacent to chil-

(Continued on Page I-2)

Mark Anderson

Political maelstrom rocks Brazil shops

Gov't stops ads during impeachment crisis

By Maureen Meehan and Rik Turner

The Brazilian government, traditionally one of the country's biggest advertisers, has put nearly all its campaigns on hold because of the country's political crisis.

The move is hurting agencies already suffering because of Brazil's troubled economy.

By the end of this month, Brazil's Chamber of Deputies is expected to take up the issue of whether President Fernando Collor de Mello should be impeached for alleged wrongdoing. If the lower house votes for impeachment, the Senate will also vote. Two-thirds of each house must approve the move to impeach.

Congress is investigating allegations that the 43-year-old president and his former campaign fundraiser, Paolo Cesar Farias, misspent millions of dollars worth of government funds, set up illegal offshore companies, held phony bank accounts, racketeered, laundered money and engaged in influence peddling and extortion.

According to the National Federation of Advertising Agencies, 30% to 35% of the country's 4,000 agencies have government accounts.

The government's 1992 ad budget was $20 million, with 30% to 35% spent before its campaigns were put on hold, a government spokesman said.

Ad campaigns for advertisers, including a government-owned bank and oil company, have been suspended.

"The federal government is our biggest client, and the federal district government is our second," said Ricardo Rodrigues Pereira, regional director of Duailibi, Petit, Zaragoza Propaganda, Sao Paulo. "Many agencies have been at a standstill since the scandal broke in May."

"We are in a holding pattern. There is nothing we

(Continued on Page I-31)

Soviet collapse sparks upheaval in capitalist plans

Demise of centralized economy snarls carefully crafted ventures

By Betsy McKay

MOSCOW—Polaroid Corp. had an elegantly simple plan when it set up a joint venture in the Soviet Union in 1989: It would sell cameras and film to Soviet consumers while manufacturing products in the Soviet Union for export, thus turning its otherwise non-convertible rubles into dollars.

Polaroid and its Soviet partners began producing videocassette cases in Estonia at a state enterprise that made protective masks. Production costs were paid in rubles and the video cases exported for hard currency. Nice and neat.

Then came the breakup of the Soviet Union. Estonia cut off economic ties with Russia, and the two countries established stiff customs laws.

Shipments of polypropylene from the former Soviet Union's sole producer of the raw material, a plant in Tomsk in the Siberian region of Russia, were held up. The plant also had problems getting its own raw materials.

So the venture was forced to shell out hard currency to buy polypropylene from the West.

As if that wasn't enough, Estonia established its own currency, the krone; the venture paid wages in that currency. The krone was convertible into dollars but not into rubles.

So, much to its chagrin, Polaroid has ended up paying for its production in dollars after all—

(Continued on Page I-31)

Int'l publications gain among Europe's elite

By Laurel Wentz

LONDON—International publications have made major readership gains among prominent Europeans in the past four years, according to the Pan European Survey being unveiled this month to agencies and advertisers.

The study is a major media planning tool that surveys the international reading habits of the top 5% of Europeans every four years. Those surveyed are the 5% with the highest incomes, most prominent jobs and best education, among other criteria.

Findings showed 34.1% of prominent Europeans read at least one international publication, up from 32.9% in 1988.

Among individual publications, *National Geographic, Time, Financial Times, The Economist, Newsweek* and *The Wall Street*

Among prominent Europeans, 34.1% read at least one international publication.

Journal Europe scored the biggest readership increases.

"For 1993 planning, a lot of clients are waiting to have access to [the survey] for fine tuning and major revision of strategy," said Manfred Mareck, marketing director for *Newsweek's* Atlantic edition.

The fifth Pan European Survey measures readership among an estimated 5.7 million adults in 16 European countries.

National Geographic, with a readership of 592,000, up 28.1% since 1988, is by far the most widely read English-language publication among prominent Europeans. The next most widely read publication among survey respondents is the weekly *Time* at 313,000, up 19.9%, followed by the daily business newspaper *Financial Times*, with readership of 292,000, a 10.6% increase.

The *Financial Times* did particularly well among senior manag-

(Continued on Page I-29)

Nicole McCarter

Federico Fellini says running ads during movies on TV is "a very savage practice."

Fellini: Making ads 'is a fun experience'

Famed film director gets involved in Rome bank's TV campaign

Italian movie director Federico Fellini, an outspoken critic of commercial breaks, wrote and directed a TV campaign that began this month for Banca di Roma. The $25 million campaign was created by Saatchi & Saatchi Advertising, Rome. Mr. Fellini spoke with Ad Age International ***Correspondent Michelle McCarter in Rome about the campaign and TV commercials.***

Advertising Age: *Several years ago, you did the movie "Ginger & Fred," which was critical and satirical of commercial TV.*

Mr. Fellini: Of course it was. I had a precise target—[media mogul Silvio] Berlusconi. I don't have anything against advertising . . . everything is advertising. But I was mad at those who interrupt movies. And I can't be any other way.

I hate to see my work butchered by someone who has nothing to do with my movie—but who only bought it to make 10 times more money by butchering it. I find it a very savage practice. It is a crime. "Ginger & Fred" was about the stupidity of certain TV shows, of their delirious shows—nothing but containers for sponsors.

Berlusconi often says: "The harm Fellini did to me in France with 'Ginger & Fred.' He forced me to close shop [referring to Mr. Berlusconi's pullout from French TV station La Cinq]." This is very

(Continued on Page I-24)

New IAA president to continue battle for free expression

By Bruce Crumley

PARIS—Protecting freedom of expression in advertising and promoting the profession's image top the International Advertising Association's agenda at its 33rd world congress in Barcelona this week.

Mustapha Assad, who starts a two-year term as IAA president, said recent developments have made free expression a priority.

Mr. Assad, president-ceo at Publi-Graphics, will carry on the crusade that was also a main thrust of the outgoing president, Roger Neill, managing partner of Synectics International.

"We have seen of late in the EC, and now in France in particular, the introduction of legislation attacking advertising and limiting its freedom—be it in terms of marketing cigarettes, alcohol, children's products," Mr. Assad said.

"So long as these types of products are legally available to consumers, advertising must have the right to promote them responsibly . . . and must be trusted to exercise self-regulation," he said.

More than 700 ad executives are expected at the three-day congress, which starts today.

In Barcelona, the IAA will unveil a public service campaign explaining the benefits of advertising.

The campaign—created by volunteer creative director Barry Day, vice chairman-international of Lintas:Worldwide, and his agency—has two approaches. For developing markets, ads present straightforward information explaining the benefits of advertising, using the theme "Advertising—that's the way it works."

For developed markets, ads will debunk common consumer complaints such as "Why are there so many commercials?" "Oh, there's nothing in the paper but ads" and "We know all that," said Norman Vale, IAA director general. The tagline will be "Advertising—the right to choose."

The campaign is expected to run around the world, Mr. Vale said.

"In markets where we're under attack, we need to turn it around," Mr. Vale said. "It should have been done 20 years ago."

Mr. Vale said he has commitments from a number of newsweeklies to begin running the ads this week, as well as from monthlies and TV stations.

"Advertising must have the right to promote [legal products] responsibly."

Mustapha Assad

"We need to explain the role of advertising [in business] and demonstrate that it is an essential part of any healthy economy and one that serves an irreplaceable function," Mr. Assad said.

"At the same time, we want to raise public awareness to the part the IAA plays as a defender of the freedom of choice, advocate of self-regulation, provider of services and leading spokesman of international marketing," he added.

Mr. Vale acknowledged that the campaign, which the IAA decided to pursue at its last meeting two years ago, took much longer to complete than he expected and that he had been unable to get an advertiser to oversee the effort. Now, he said, the IAA will go back to advertisers and seek money to do an ongoing tracking study of attitudes as well as pay for producing more advertising. □

Nancy Giges contributed to this story.

Trade treaty boon to Mexico shops

New advertisers will seek place in market

By Elisabeth Malkin

MEXICO CITY—The North American Free Trade Agreement is nearly complete, and Mexican ad agencies are awaiting an onslaught of products from companies entering the market.

The agreement with the U.S. and Canada should lock into place many of the economic reforms already instituted by President Carlos Salinas de Gortari. Once a protected market, Mexico is gradually opening up to a variety of goods and services from abroad.

For ad agencies, the agreement means a growing number of new clients will test the waters of Mexico's booming consumer market of 86 million inhabitants and annual gross national product of an estimated $270 billion.

"The new companies that have no commitment with the big agencies will look at the local agencies," said Carlos Alazraki, president of Alazraki & Asociados Publicidad, a $12 million local shop and a private-sector adviser to Mexico's trade agreement negotiating team.

"The market is going to demand more quality and more productivity," he said. Local agencies may have to merge to become strong enough to meet the higher standards set by international product competition. They may also pick up business representing clients of U.S. agencies, Mr. Alazraki said.

Local industry executives don't expect a flood of new foreign agencies entering Mexico. Large international agencies accounted for some 44% of the $1.2 billion market in 1991 and already hold nearly all of the major multinational accounts. The agreement means these agencies could pick up more business from current clients adding products as well as new advertisers coming in, Mr. Alazraki said.

Mr. Alazraki hopes the agreement will motivate local agencies to improve creativity, which has so far been hampered by conservative clients.

"The problem is that we've been protected for too many years," he said. "This is a fantastic opportunity."

Certainly, one winner will be the Mexican consumer. With increased choice, consumers are going to become increasingly cost and quality conscious, said Sergio Lopez, general director of the Mexican Association of Advertising Agencies. And advertisers and their agencies are going to have to respond.

But there probably won't be any immediate explosion in ad spending or industry growth as a result of the free trade agreement, Mr. Alazraki warns. Instead, he said, the changes will evolve gradually over the next two years.

With the agreement still needing legislative approval in the U.S., Mexico and Canada, all these changes are long term. If the legislatures approve the agreement, it would take effect in January 1994.

"We are getting lots of letters" from U.S. agencies scouting for their clients [thinking about entering the market], but so far most of the clients are window-shopping, Mr. Alazraki said. "It's not that easy to open 15 Taco Bells right away."

Another concern is that media outlets are limited in Mexico, since some two-thirds of spending goes to TV, dominated by the Televisa media empire.

While most of the attention generated by the continental accord turns on U.S. interest in Mexican markets, Mr. Alazraki believes the pact could also open the way for Mexicans to head north.

Shops here "have to build a little network and go up to the States and buy a couple of agencies," he said. "We believe that we do better advertising than U.S. Hispanic agencies. We believe we definitely should get the Hispanic market." □

INTERNATIONAL ACCOUNTS IN REVIEW

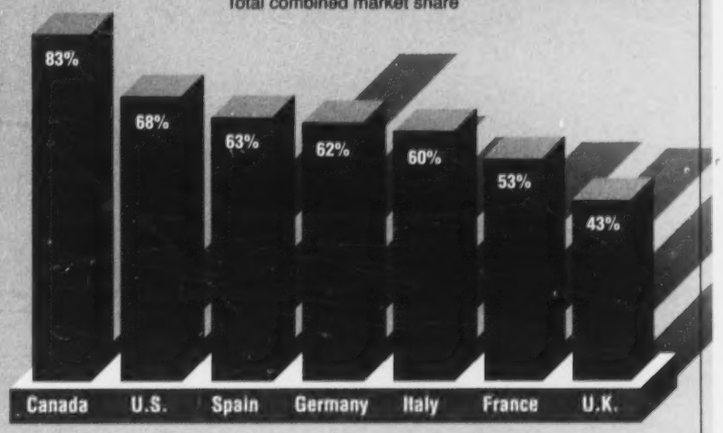
COUNTRY/BUDGET	CLIENT/BRANDS	CONTENDERS	INCUMBENT	DECISION DATE
Spain: $140 million	**SEAT autos**	BBDO Espana; others	TAPSA/N W Ayer	December
Europe: $40 million+	**Cadbury Schweppes Beverages**	DDB Needham; Young & Rubicam; Grey Ltd.	Saatchi & Saatchi Advertising; Foote, Cone & Belding; DDB Needham; others	November or later
Australia: $15 million	**Westpac Banking Corp.**	Magnus Nankervis & Curl; Lintas:Sydney; DMB&B/Weekes Morris Osborn	Chiat/Day/Mojo; Magnus Nankervis & Curl	Late September
Indonesia: $15 million	**Garuda Airlines**	Lintas:Singapore; GWD; Saatchi & Saatchi Advertising; Fortune Advertising; McCann-Erickson; AMC-Melewar-Zecha	Foote, Cone & Belding	Unknown
Canada: $15 million+ for three years	**Greater Montreal Convention & Tourist Bureau**	Marketel; PNMD/Publitel; Young & Rubicam	Unknown	October
Austria: $14 million	**Swarovski (crystal glassware)**	GGK; DDB Needham Heye & Partner; Springer & Jacoby	Several local shops	Unknown
Australia: $10 million	**NRMA, motorists service organization**	Incumbent; Saatchi & Saatchi Advertising; McCarthy Watson & Spencer; DMB&B/Weekes Morris Osborn; Foster Nunn Loveder; Doorley Buchanan	Young & Rubicam	October
Australia: $10 million	**Department of Defense**	Incumbents; George Patterson Pty.; Wunderman Cato Johnson with Young & Rubicam	Silver Partnership; Mattingly & Partners	December
Germany: $9 million	**Hyundai Motor Deutschland**	Knopf, Naegeli, Schnakenberg; Tostmann, Domann, Holzwarth; Braunschweiger & Goll; Damm, Koblenz; Alexander Demuth	Grey	Unknown
Germany: $7 million	**German Defense Ministry**	Lintas:Hamburg; ABC Eurocom; others	Krakow-McCann-Erickson	Unknown
Poland: $6 million	**LOT Airlines**	13 international agencies	In-house	Late November
Canada: $5 million+	**Canada Trust**	Unknown	In-house	Unknown
Australia: $5 million	**Sterling Health (analgesics)**	Leo Burnett Co.; Clemenger/BBDO; Campaign Palace	Lintas:Sydney	October
Germany: $4 million	**Bayer AG unit Drugofa's Dolial suncare line**	Lintas:Frankfurt; DMB&B; and an unknown Frankfurt agency	Wensauer DDB Needham	December
Puerto Rico: $2.5 million	**R.J. Reynolds Tobacco Co.**	Foote, Cone & Belding; McCann-Erickson Puerto Rico; eight others	Marti, Flores, Prieto & Wachtel	Late November
U.K.: $1.8 million	**The Financial Times**	BMP DDB Needham; Grey Ltd.; Delaney Fletcher Slaymaker Delaney & Bozell; Hoare Wilkins; Laing Henry	Ogilvy & Mather	October
Canada: $1.3 million	**Societe des Alcools du Quebec (government-owned retail outlets)**	Incumbent; NAT-COM Publicite Promotion; Blitz; Groupe Everest	Groupaction Marketing	Unknown

DATAWATCH

Ad Age International and A.C. Nielsen Co. examine trends in the global soft-drink and dog food markets in an exclusive study.

Coca-Cola, Pepsi-Cola and Cadbury Schweppes control the world soft-drink markets

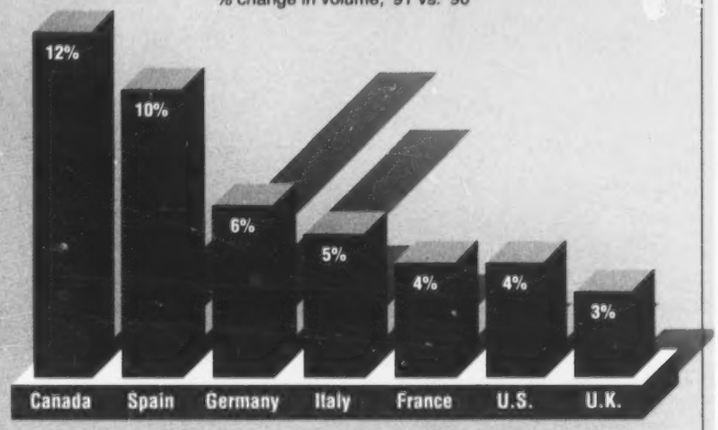
Total combined market share



Source: Nielsen Global Strategic Market Planner

Canada's soft-drink growth outpaces other countries'

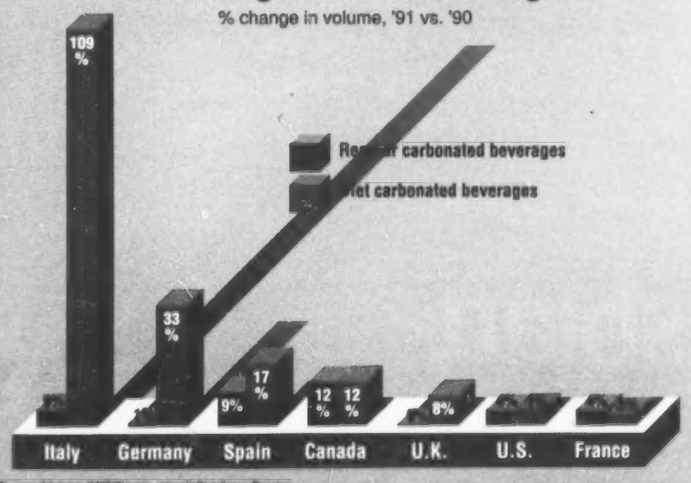
% change in volume, '91 vs. '90



Source: Nielsen Global Strategic Market Planner

Diet drinks grow faster than regular

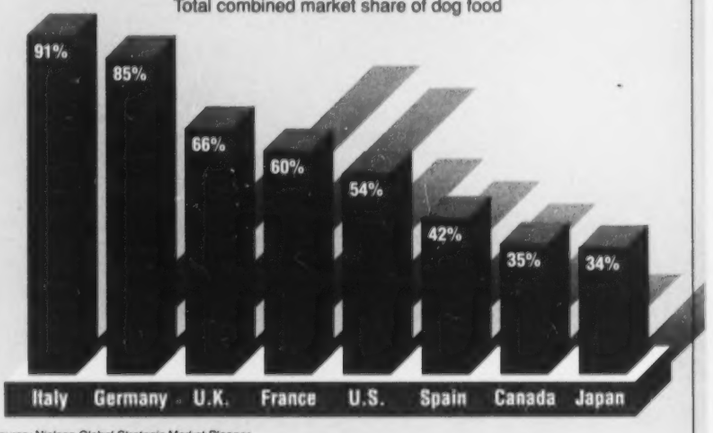
% change in volume, '91 vs. '90



Source: Nielsen ORBIT International Database Service

Mars, Purina, Quaker dominate world dog food markets

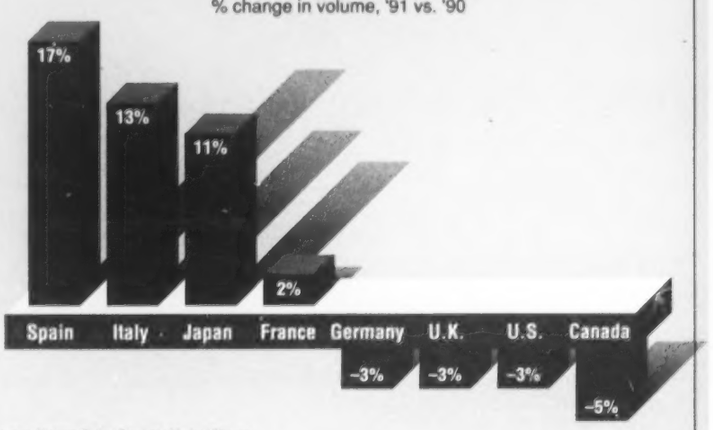
Total combined market share of dog food



Source: Nielsen Global Strategic Market Planner

Spanish dog food market outpaces other countries

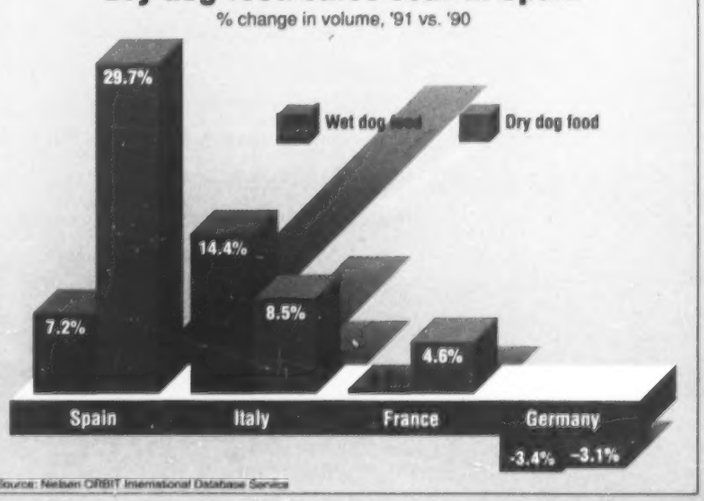
% change in volume, '91 vs. '90



Source: Nielsen Global Strategic Market Planner

Dry dog food sales soar in Spain

% change in volume, '91 vs. '90



Source: Nielsen ORBIT International Database Service

Rates double for airtime in Hungary

While ad execs rap poor service at country's most popular channel

By Ken Kasriel

BUDAPEST—Multinational advertisers and agencies are seething over the doubling of ad rates on Hungary's most-watched national TV channel, Magyar Television 1.

While prices soar, the station's service is poor, industry executives complain.

Magyar TV 1 announced in May that it would raise its rates July 1, but that produced such an outcry the channel postponed the effective date until Sept. 1 after a meeting with the Hungarian Advertising Association.

"A 40% increase followed by a 100% increase is an extreme kind of action that, in a more competitive TV market, might never have taken place," said Patrick Knight, general manager for Colgate-Palmolive Hungary.

Before the latest round of increases, rates had risen about 40% this year. This month the cost of a 60-second prime-time spot reached $8,750, a 98.1% hike from current rates. The same spot costs $4,167 on state-owned Magyar TV 2, the only other national channel.

Magyar TV 1 gets more than twice the number of requests for prime-time spots than are available, said Finance Director Laszlo Nagy.

A survey last fall by research company Gfk Budapest showed Magyar TV 1 with 71.6% share of the prime-time audience compared with 28.3% for Magyar TV 2. Magyar TV 1 attracts higher ratings because it carries popular programming, such as "Dallas," and most widely viewed Hungarian soap operas.

Even with the new rates, partly due to inflation and state budget cuts, Magyar TV 1's $1.44 prime-time cost per thousand is lower than Magyar TV 2's $1.79, said Thomas Oehler, director of Information Publicite, the station's ad representative.

GLOBAL MEDIA WORKS

Colgate's Mr. Knight also has had bad experiences with ad placement.

"Quite often, we see our spots back-to-back with Blend-a-Med, which is an absolute no-no in any other market," he said.

Procter & Gamble Co.'s Blend-a-Med is a direct competitor to Colgate toothpaste.

Mr. Oehler, noting that he couldn't confirm whether the two spots ran back-to-back, said, "Such things shouldn't happen, though it can have happened in the exceptional case."

Another common complaint is that Magyar TV 1 rarely confirms ad bookings within the eight days specified in its contract. At least three agencies—Leo Burnett Co., TopReklam/BBDO and RSCG Havasi & Varga—said Magyar TV 1 routinely waits weeks or months to confirm.

On May 20, Schwarzkopf Cosmetics withdrew orders made in late March for 17 prime-time spots for Taft hair spray after getting no response, said Winfried Haberland, Hungarian manager for the marketer.

Mr. Oehler said the Schwarzkopf case wasn't typical.

"Normally, the confirmation is going out within two weeks at the latest," he said.

Other complaints center on last-minute rescheduling of programming, which delays airing of spots until after prime time. Mr. Oehler conceded Magyar TV 1's schedule is often changed but said advertisers get refunds if their spots are pushed out of prime time.

Many advertisers are hoping for relief when the state monopoly on TV ends, but a media bill before Parliament has been repeatedly delayed since first being scheduled for passage in 1990.

However, on June 9, Hungary's Constitutional Court ordered Parliament to pass the media bill by Nov. 30. The Institute for Frequency Allocation expects the frequency moratorium will end shortly thereafter.

"If we had more channels, nobody would go to" Information Publicite, said Janos Sopronyi, managing director, Grey Budapest.

Fourteen applications have been received for licenses, eight of them foreign joint ventures, according to the institute. He wouldn't disclose their names. □

Japan shops tie to satellite TV

Though cable audiences are small now, channels will proliferate

By David Kilburn

TOKYO—Dentsu, Tokyu Agency and Hakuhodo are developing financial ties to satellite TV channels making their debuts.

Though cable audiences are small, they still provide value, said Hisahi Matsudaira, associate manager of Dentsu's New Electronic Media Division.

To get in on the ground floor, Japanese agencies are taking small stakes in cable TV companies that were licensed to launch satellite TV channels.

Research by Dentsu and Video Research Co. shows cable households have higher than average incomes and that the head of household has higher than average education and is also more likely to hold a senior managerial job or run his own company.

Shareholders in Japan Cable Television include Tokyu Agency with 9.1% and Dentsu with 1.8%. Dentsu is also an investor in Japan Sports Channel, holding 1.56%, while Tokyu Agency holds 10% of Music Channel. Satellite Film Theatre's shareholders include a 1% holding by Hakuhodo. Star Channel investors include Dentsu, Hakuhodo and Tokyu Agency, each with 2%.

NHK, Japan's public broadcasting corporation, already operates two noncommercial satellite channels, NHK-1 and NHK-2, as well as Japan Satellite Broadcasting Co.'s WOWOW channel.

The difference between communications satellites and broadcast satellites is important because many more channels are available via a communications satellite.

All the new communications satellite channels are expected to accept advertising. Although none of the current broadcast satellite channels takes ads, agency executives expect WOWOW to start selling a limited amount of ad time between programs next year.

"Non-satellite ad rates will eventually go down as the new media spread."

Dentsu research last August found that 29.6% of multichannel households watched cable during prime time, while 16.4% watched broadcast satellite. This suggests rates will fall for advertisers on terrestrial channels as they attract fewer viewers but involve more media buying work for ad agencies from the proliferation of channels.

"The rates for the existing terrestrial channels are unchanged now because the influence of [broadcast and communications satellite] TV and cable is very small. But the rates will eventually go down as the new media spread, since total viewing hours are unlikely to increase," said Akira Miyazawa, exec VP, McCann-Erickson Hakuhodo.

Many industry executives are pessimistic about audience growth because consumers would have to buy three sets of dishes and decoders to view all channels.

"It's unrealistic to expect consumers to make such an investment. For this reason, we do not think communications satellites will be big in terms of audience. The suppliers will probably survive as cable suppliers," said Moronae Ikeda, manager of Development Section 1 of Hakuhodo's New Media Division.

Even more channels are coming. In 1997, following the launch of another broadcast satellite, four more channels will start up. Projected launches of another four communications satellite channels could increase the number to 15 or more by the mid-1990s. The new stations are expected to give additional broadcasting opportunities to current terrestrial and cable broadcasters, as well as to companies new to the TV industry.

Agencies are optimistic about broadcast satellite services. NHK already has 5.5 million subscribers to its two satellite channels, while WOWOW has 850,000 subscribers. Japan Satellite Broadcasting has 801,000 subscribers. □

CHRIS ROY

Belgian homes receive the highest average number of cable channels—21.5—in Europe, according to Nielsen's Petar report.

For the report, only the Flanders region of Belgium was surveyed.

Germany and the Netherlands follow, averaging 18.2 and 17.5 channels, respectively.

While Denmark ranks fourth, having access to 15.4 channels, the Nordic countries bring up the rear.

The study found that Norwegian homes pick up 12 channels while Swedish households only receive 11.5.

The Nielsen Petar results are based on a sample of 2,341 individuals ages 4 and older who kept diaries for four weeks during November 1991. □

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Worldwide forecast

(Continued from Page I-1)
director of forecasting at McCann-Erickson Worldwide, New York, predicts 5.4% growth before excluding inflation.

Europe

On the brink of becoming a single market Jan. 1, Europe is expected to experience ad spending growth of only 0.7% this year, down from 2.4% earlier predicted by Zenith.

Spain has traded in its double-digit growth of the go-go '80s for low to no growth.

Local agency executives expect only 2% to 4% growth for this year, even though Spain hosted the Summer Olympics and Expo '92. Last year, ad spending grew 3.9%.

Zenith sees even harder times for Spain, predicting a fall of 2.8%.

"Spain is peaking out, plateauing" after a surge following its entry into the European Community, McCann's Mr. Coen said.

The outlook for 1993, the year after the Olympics, government budget cuts and tax hikes, is even bleaker.

Neighboring France is in a similar situation.

"Part of what Spain and France are going through is that they've succumbed to what the U.S. and U.K. have been going through," Zenith's Mr. Winram said.

This year, French ad spending should grow only 1% after falling 3% in 1991, local executives say. While Zenith expects a 0.6% decline, Mr. Coen sees 3% growth.

The worldwide recession has hit France later than, and not as severely as, the U.S., but advertisers' continuing wait-and-see mentality about the economy has stalled spending, even though the country hosted the Winter Olympics.

"We saw a light upturn in the first quarter of the year of 1%," said Jacques Bille, VP of France's Association of Advertising Agencies. "But at that point, we had no way of knowing whether this was the first step to real recovery or just a slight increase in activity."

Germany's growth is expected to slow to 3.5% this year from 7% in 1991, according to Bonn-based ZAW, the nation's tripartite ad association. Zenith predicts a 2.1% increase, down from 5.5%.

"The unification played a major part in the rise of the ad spending, and at exactly the same time the enormous rise of the private TV stations RTL Plus and SAT.1 occurred. If both had not happened, then the German ad climate would be similar to those of the neighboring countries," said Volker Nickel, ZAW manager.

The U.K., however, seems to be digging out after spending fell 10.4% in 1991.

"The pit of the [ad spending] recession in the U.K. was reached in the first quarter of 1991. Everything has been getting better since then, although people don't notice it," said Mike Waterson, research adviser to the U.K.'s Advertising Association.

While the ad association expects 4.6% growth this year in the U.K., Zenith predicts 1%.

Asia/Pacific

Zenith is predicting a relatively meager 4% growth for the region this year.

"The Japanese stock market and economy aren't looking too cheery," Mr. Winram said.

Partly to blame is the troubled Japanese economy, forcing local executives to predict a decline after years of uninterrupted growth.

"The business is getting much more competitive and clients are both reassessing how they use advertising and striving for more value for money," said Don Dillon, president-ceo of McCann-Erickson Hakuhodo, Tokyo.

CHRIS ROY

Dentsu is forecasting total ad spending will fall 1%, compared with last year's 0.9% gain.

Meanwhile, the Australian market continues to stumble. Total ad spending fell 4.5% last year, with the severe two-year recession blamed by most forecasters.

They now suggest media advertising may show a slight improvement in 1992 as Australia starts a slow recovery, and may register a flat year.

"This is another indication of the long-term trend toward increased below-the-line spending by advertisers, which has increased 50% in the past five years," said Kate Henley, Australian Association of National Advertisers executive director.

Alex Hamill, chairman-ceo of George Patterson Pty., Sydney, predicts spending will grow by about 4% in 1993.

South Africa

Ad spending in South Africa, once again hit by political instability, experienced an alarming downturn in May, dousing any hopes of real ad growth.

"People right now are running scared," said Peter de Klerck, Association of Advertising Agencies executive director. "They're uncertain what's going to happen politically, socially, economically. This has put a lot of plans on ice."

Americas

In the Americas, Canadian ad spending is shrinking. Sherland Forde, senior VP-media director at D'Arcy Masius Benton & Bowles, Toronto, estimates spending will shrink by 1.5% in 1992 following a flat 1991. However, a national referendum to approve constitutional reform this fall may boost spending slightly.

"People started out more optimistic," Mr. Forde said. "Now, they're realizing the turnaround hasn't happened, so they're cutting back."

Mexico serves as a bright spot, offering hopes of 15% to 20% growth this year after 1991's 24.5%, local executives say. McCann's Mr. Coen says growth could reach 4% to 5% while Zenith's Mr. Winram forecasts 9.5%.

Sergio Lopez, Mexican Association of Advertising Agencies director, attributed the rise to new clients entering the market.

"Inflation is rapidly coming under control, the free trade agreement has been completed and the presidential elections are coming," Zenith's Mr. Winram said.

The Brazilian economy, plagued by unpredictable surges in inflation, continues to cloud the picture so much that there are no forecasts available in real terms.

Ivan Pinto, president of MPM:Lintas Propaganda, Sao Paulo, said "1991 was perhaps the worst year we've ever had."

A spokesman for Unilever unit Ronald Rodrigues, spokesman for Industrias Gessy Lever said even if spending in Brazil does grow this year, "last year was such a bad one that the growth won't represent any great progress." □

Written from correspondent reports.

CALENDAR

October

■ **U.K.:** Oct. 15, **"The Outlook for Advertising & Media in 1993,"** conference, *Admap* in conjunction with the Advertising Association and James Capel & Co., London Press Center, 76 Shoe Lane, London, 44-71-828-2771.

■ **Japan:** Oct. 21, **National Association of Commercial Broadcasters in Japan,** Akita Cultural Center, Akita City, 81-3-3265-7481.

■ **Colombia:** Oct. 21-23, **Seventh Colombian Advertising Congress, "Creativity: Seduction & Leadership,"** Gethsemani Convention Center, sponsored by Advertising Agencies' Association of Colombia, Cartagena, 57-1-661-0011.

■ **Belgium:** Oct. 28-30, **"The Challenge of Branding Today & in the Future?"** European Society for Opinion & Marketing Research, Brussels Hilton Hotel, call Amsterdam, 31-20-664-2141.

November

■ **Czechoslovakia:** Nov. 11-13, **"Business-to-Business Marketing: Better Decisions From Added Value Research,"** European Society for Opinion & Marketing Research, Hotel Atrium Praha, Prague, call Amsterdam, 31-20-664-2141.

■ **Australia:** Nov. 13-15, **Broadcasting Association of Australia's 1992 Expo,** Albury Convention & Performing Arts Center, New South Wales, 61-2-310-2999.

■ **U.K.:** Nov. 16-18, **Olympiad Conference & Exhibition,** Centaur Conferences, London, with the Advertising Association, Olympia exhibition center, London, 44-71-434-3711.

■ **France:** Nov. 25-26, **"How to Endure in the Durables Industry,"** European Society for Opinion & Marketing Research, Paris Hilton Hotel, call Amsterdam, 31-20-664-2141.

■ **Greece:** Nov. 26-29, **Fifth Education Conference,** International Advertising Association, Athens Ledra Marriott Hotel, call Amsterdam, 31-20-659-4556.

December

■ **Monaco:** Dec. 2-4, **"Sponsorship Europe '92,"** European Society for Opinion & Marketing Research, Hotel Hermitage, Monte Carlo, call Maarssen, Netherlands, 31-3465-73777.

Send Calendar items to Ilse Cermak, Advertising Age International, *740 Rush St., Chicago 60611.*

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Renault has named a sporty compact, marketed only in Spain, after the popular rock group Mecano.

Renault rocking in Spain

Automaker names sporty compact after Mecano group

By John Pollack

MADRID—Renault has come up with a new way to establish a brand identity: name the car after a rock group.

The French automaker's newest entry in the Spanish market is Renault Clio Mecano, a sporty compact named after No. 1 pop group Mecano.

Mecano's three members—Jose Maria Cano, Ana Torroja and Nacho Cano—star in three different 30-second, 45-second and 120-second spots for the car. And Renault's Spanish dealer network is sponsoring the group's current tour in Spain.

Last year, Spaniards bought 60,265 Clios at just more than $10,000 each, a company spokesman said. But now "Mecano as a brand is much better known than the Clio," said Pedro Vilarrubi, account director at Saatchi & Saatchi Advertising, which handles the $15 million campaign. "The idea was to marry the two."

TV spots that broke Sept. 10 combine techniques of traditional car ads and trendy rock videos. Featuring the group's hit song "A Rose Is a Rose," the three musicians are shown composing music, practicing, driving to a concert in their Clio Mecano and striding onto the stage to the delight of screaming fans.

The 2-minute commercial is also being shown on large video screens at all Mecano concerts, where fans have a chance to win a limited-edition vehicle. Print ads, designed to look like album covers, carry the tagline "Dedicated to you."

Renault markets the Clio line throughout Europe. The Mecano version, sold only in Spain, is different because of the package of options it features, including a pullout radio and electric windows. Despite the additional options, the cars are similarly priced.

There are no plans to take the Mecano to other countries, and it's unknown whether the auto marketer will name other cars after different groups.

Renault held the No. 1 spot in Spain's 886,059-vehicle passenger car market last year with an 18.5% share. □

Readers

(Continued from Page I-3)

ers, where its readership of 123,000 is far higher than any other publication, said Keith Donaldson, market research executive at the daily.

The Economist ranked just below the *Financial Times* in readership at 262,000, a 25.2% gain since 1988 for the weekly.

The Pan European Survey's measure of growth for international publications in general may help persuade leading advertisers in Europe who spend their budgets on national media to create an international ad budget, said Hugh McCahey, *The Economist's* director of marketing.

Newsweek's readership among the survey audience increased by 33% to 236,000 in the new survey.

"One of our main competitors is *Time*," said *Newsweek's* Mr. Mareck. "In the last [Pan European Survey] we had about two-thirds of *Time's* audience. We now have about three-quarters of *Time's* audience."

He said PES enables publishers to do computer runs targeting specific reader groups at agencies' requests.

Survey readership for *The Wall Street Journal Europe*, soared by 82.4% for the daily to 62,000.

Three publications surveyed lost readership. *Fortune* fell by 11.8% to 90,000, possibly because some French respondents who named *Fortune* in 1988 referred to the every-other-weekly magazine's now-defunct French-language edition. *Scientific American's* readership fell 11.9% to 199,000 for the monthly, and the daily *International Herald Tribune* dropped by 2.7% to 72,000.

Europe's nine main in-flight magazines boosted readership by 64.3% to 1.135 million this year.

A mix of in-flight magazines allows advertisers flexibility to advertise more heavily in their biggest markets, said Christophe Mayer, marketing manager of the in-flight magazines representative RCI, Paris.

The Pan European Survey was carried out by Research Services, London. Almost 8,000 1-hour personal interviews were conducted between September 1991 and July 1992.

The $3 million project was sponsored by *The Economist, Financial Times, International Herald Tribune, Newsweek International, Scientific American, Time* and RCI. Margin of error is estimated at plus or minus 0.5 percentage points. □

'Time' tops Euro readership

Average readership per issue of daily, weekly and fortnightly publications, based on Pan European Survey universe.

Publication	Readership 1988	1992
Time	261,000	313,000
Financial Times	264,000	292,000
Economist	210,000	262,000
Newsweek	177,000	236,000
Business Week	99,000	121,000
The European	0	112,000
Fortune	102,000	90,000
International Herald Tribune	74,000	72,000
Wall Street Journal Europe	34,000	62,000
USA Today	10,000	15,000

Source: Pan European Survey

Audio

(Continued from Page I-1)

gotten its Beta format lost out to the more popular VHS from rival Matsushita.

Sony's new line offers four models—two for use in the home, and two hand-size personal models, one that records and plays back and one that only plays back. An automobile model is also planned.

Philips, concentrating first on the home component market, isn't offering a personal model. Matsushita, taking the opposite approach, is only offering a personal model at first.

The Sony products will start at about $875, Philips' at about $800 and Matsushita's at $1,100.

A survey of 332 Japanese consumers by Brain Child, a Tokyo market research company, found 61.1% preferred mini-disc players while 19% felt DCC equipment was superior. The remainder said they had no intention of buying either. The survey was conducted in May.

Analysts say marketing is a key element.

Philips' German launch budget alone is several million dollars, said Bernd Karau, ad manager of Philips Consumer Electronics, Hamburg.

For the next 14 months, more than half of Philips Audio's communications budget—including advertising, direct marketing and other efforts—will be for DCC, said Nikko Brokkind, marketing director for the unit.

According to Adtrack, a U.K. research company, Philips' consumer electronics division, to which the audio unit belongs, in 1991 spent $59.4 million on advertising in the 14 European markets where Adtrack measures print spending and the six European markets where TV is tracked.

Philips' advertising is themed "Your music will never be the same," developed by Propoganda, Los Angeles.

The campaign, adapted for each local market, will promote both the equipment as well as new recordings for use on the equipment, Mr. Brokkind said. Philips uses Euro Advertising, Duesseldorf, in Germany and Ogilvy & Mather in the rest of Europe.

The theme will be tailored to each market. In Germany, for instance, ads that broke this month show prominent musicians such as former Chicago Symphony Orchestra conductor Sir Georg Solti praising the new system.

Media will also vary from market to market, with a mix of print, TV and direct marketing.

The Sony campaigns are still in development. In Germany, Ernst & Partner, Duesseldorf, handles, while in Japan, Tokyu Agency International, Tokyo, handles.

One of Sony's prime target groups will be teen-agers because that age group is more accustomed to discs than adults are, an agency executive said. Sony's Mini-Disc will be marketed under the Walkman label.

Matsushita broke trade ads, via Dentsu, last week in Japan. Consumer ads are expected to break this week.

Philips is targeting its products to families who already have an extensive cassette library.

"DCC allows you to maintain your existing collection of cassettes," Mr. Brokkind said. "The actual music listening family in the Western world has 3.2 cassette functions [portable, car and in-house] and an average library of 60 cassettes. We've learned that people start to hate that industry that tells them to throw [their existing collection] away to accommodate new technology."

That's a challenge Sony will face since the Mini-Disc system can't use existing compact discs. □

David Kilburn contributed to this story.

VOLVO
Pehr Gyllenhammar
Chairman,
Volvo
People at the top read the Trib.
No local bias. No national slant. No partisan viewpoint.
Simply a balanced editing of the news
for people with a stake in international affairs.
Herald Tribune

JOAs face grim future

More dailies likely to disappear as agreements expire

By Christy Fisher

R.I.P., JOA.

The Newspaper Preservation Act of 1970 was supposed to preserve competition within a market by allowing dailies to merge business operations but keep separate editorial voices.

Instead, the number of U.S. dailies fell to 1,586 at the start of this year from 1,748 at the beginning of 1970, the Newspaper Association of America says. Nineteen joint operating agreements were in place at the start of 1992, but industry observers expect more JOAs—and more newspapers—to disappear in the next decade as those agreements are renegotiated or expire.

Newspapers have always had to vie for ad dollars. But more and more often, that competition is coming from outside sources with the explosion of other media.

MEDIA WORKS

The latest casualty is *The Tulsa* (Okla.) *Tribune*, which on Sept. 30 will publish its final edition. The afternoon paper's JOA with the morning *Tulsa World* was set to expire March 31, 1996, but the *Tribune* opted out early after it became apparent the agreement wouldn't be renewed. The *World's* weekday circulation for the six months ended March 31 was 131,199; the *Tribune's* was 66,647.

"I think we'll see a lot of buyouts, shutdowns and renegotiations of JOAs in the next 10 years or so," said Robert Picard, editor of the *Journal of Media Economics*. "We'll see many go the way of Tulsa."

"What JOAs do is delay the inevitable," said John Morton, newspaper analyst with Lynch, Jones & Ryan. "At some point, one newspaper becomes so weak it becomes a drag on the other. Then, they reach some type of agreement to end the thing."

The Tulsa daily's demise follows the disbanding last year of JOAs in Knoxville, Tenn., and Shreveport, La. JOA papers went out of business in Miami in 1988 and St. Louis in 1985.

"It will be increasingly difficult for two newspapers to survive in one city," said Edward Atorino, an analyst with Salomon Bros. "There are not enough ad dollars to go around, and readership numbers are discouraging" especially for afternoon papers.

Among remaining JOAs considered at risk is Pittsburgh, Mr. Picard said. The *Pittsburgh Post-Gazette* hasn't published since May 17 due to a strike by the Teamsters union.

"The newspaper strike puts the livelihood of the second paper in even more jeopardy," he said. "The longer the strike goes on, the longer advertisers will get used to putting their money elsewhere. The *Post-Gazette* has the most to lose."

The other, dominant paper in the JOA, *The Pittsburgh Press (see chart)*, is owned by E.W. Scripps Co. Scripps is involved in six JOAs, and Rich Boehne, the company's director of investor relations, said it's too early to say what will happen in each case.

"We have four JOAs where we are the junior partner—El Paso, Albuquerque, Cincinnati and Birmingham—and we have two JOAs where we are the senior partner—Pittsburgh and Evansville," he said. "Those four [junior JOA] newspapers are pretty darned good newspapers. We would argue that they are contributors. The purpose of JOAs is to maintain separate and competitive editorial voices, and from that point of view they work."

In Mr. Picard's view, "Cincinnati looks like a good candidate for a renegotiation or closure. Detroit has been a financial disaster but is [improving]. The Evansville, Ind., JOA ends in 1998, and there is a strong likelihood something will happen in San Francisco."

There's little incentive to set up a JOA in any of the 18 markets where competing newspapers under separate ownership remain, Mr. Picard said. "If the dominant paper knows it can hang on for another three or four years and then the other will die, then why should it split its profits for 20 to 30 years in a JOA when it can have full profits if it just hangs on for a few more years?" □

Markets where JOAs remain

Newspapers in joint operating agreements.

Paper	Circulation	Year JOA expires
San Francisco Chronicle (M) Examiner (E)	567,644 130,146	1995
The Evansville (Ind.) Courier (M) The Evansville Press (E)	63,063 32,739	1998
Pittsburgh Post-Gazette (M) The Pittsburgh Press (E)	153,832 208,554	1999
The Chattanooga (Tenn.) Times (M) Chattanooga News-Free Press (E)	43,169 48,398	2006
The Cincinnati Inquirer (M) The Cincinnati Post (E)	199,196 100,925	2007
The Salt Lake City Tribune (M) The Deseret News (E)	116,289 62,335	2012
Birmingham (Ala.) Post-Herald (M) The Birmingham News (E)	63,720 165,676	2015
El Paso (Texas) Times (M) El Paso Herald-Post (E)	66,626 29,119	2015
The (Tucson) Arizona Daily Star (M) Tucson Citizen (E)	100,331 52,165	2015
The (Fort Wayne, Ind.) Journal-Gazette (M) The News-Sentinel (E)	62,220 55,416	2020
Albuquerque (N.M.) Journal (M) The Albuquerque Tribune (E)	115,565 36,016	2022
The Honolulu Advertiser (M) Honolulu Star-Bulletin (E)	105,670 88,460	2022
The (Nashville) Tennessean (M) Nashville Banner (E)	140,430 61,257	2022
Seattle Post-Intelligencer (M) The Seattle Times (E)	204,656 237,814	2032
The Charleston (W.Va.) Gazette (M) Charleston Daily Mail (E)	54,440 49,310	2036
Las Vegas (Nev.) Review-Journal (M) Las Vegas Review-Journal/Sun (E)	129,422 35,481	2049
Detroit Free Press (M) The Detroit News (E)	587,952 421,006	2086
York (Pa.) Daily Record (M) The York Dispatch (E)	40,841 39,821	2090

M=morning publication; E=evening publication.
Sources: Average Monday through Friday or Monday through Saturday circulation figures from Audit Bureau of Circulations for the six months ended March 31, 1992 (except for El Paso, which is for the three months ended March 31); JOA expiration dates from *Journal of Media Economics*

City, business books in Philly to join forces

By Laura Loro

Philadelphia Magazine and the *Philadelphia Business Journal* plan to jointly publish special sections that will run in both publications.

"It's a sign of the times when two print media in the same market join together. It is the '90s. We are all cooperating," said David Lipson, publisher of Metrocorp's *Philadelphia*.

The venture may mark the first time a business journal and a city magazine have teamed up, said Jack Roberts, editor of *Philadelphia Business Journal*.

The first section, set for February, will focus on personal finance. It will be 16 pages, including eight pages of ads, with a combined circulation of about 150,000. A second section is set for next September.

Editorial will be chiefly done by the *Philadelphia Business Journal* staff with *Philadelphia* staff handling photography, layout and design. Advertising will be sold jointly. The local ad rate is $12,000 for a color page.

"It's a chance for advertisers to be in two media, one a more consumer environment and one a more business environment," Mr. Lipson said. "It attracts an advertiser that may not have looked at *Philly Magazine* before."

Half the ads for the first section have been sold, he said, though he wouldn't name the marketers. Categories of targeted advertisers include banks, brokerage houses and financial services institutions.

"*Philadelphia Magazine* hasn't done much business coverage," Mr. Roberts said. "They get appealing business coverage and get business advertisers. We get the ability to sell to a much larger audience."

The publications have very different editorial approaches. There was some question whether *Philadelphia* readers would notice the different writing style, since most of the editorial will be generated by *Journal* staffers.

"We'll trumpet it in such a way, [readers will] realize it is a special section," said *Philadelphia* Editor Eliot Kaplan. "And it is along the lines of the service stories we do." □

Magazine cites 8 media companies

NEW YORK—Eight media companies were included on *Working Mother's* annual list of the 100 best companies for mothers employed outside the home.

Media companies that made the grade included Time Warner and its Home Box Office subsidiary; Gannett Co.; *The Seattle Times; St. Petersburg* (Fla.) *Times;* Quad/-Graphics, a Pewaukee, Wis.-based printer and parent of *Milwaukee Magazine;* LucasArts Entertainment; and the Bureau of National Affairs, the Washington-based publisher of public policy newsletters.

Quad/Graphics and the *St. Petersburg Times* were newcomers to the top 100.

The Lang Communications monthly ranks the companies based on such factors as pay, opportunities for advancement, support for childcare and family-friendly benefits such as job sharing, maternity leave and leave to care for elderly relatives. This is *Working Mother's* seventh such survey. □

Joe Mandese coordinates MediaWorks.

Way to go Elle! An 11% increase in August ad pages.

Now that's the power of print.

We're proud to be the first and only printer of Elle Magazine,

and salute you on this admirable achievement.

Ringier America.

The power of printing.

Catalogs • Consumer & Special Interest Magazines • Books

CONSUMER MAGAZINE AD LINAGE

	August		Year-to-date	
	1992	1991	1992	1991
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	131.5	113.8	1,087.8	1,025.9
Automobile Magazine C.	62.3	66.8	551.1	536.1
Car & Driver C.	98.9	98.6	815.5	846.2
Car Collector & Car Classics	46.0	27.0	297.0	172.0
Car Craft	51.6	58.7	460.9	485.4
Circle Track	82.5	73.6	707.0	661.3
Cycle World	57.8	45.2	504.3	380.0
Dirt Rider	38.0	31.0	374.4	326.8
Dune Buggies & Hot VWs	76.6	80.9	619.5	563.7
Easyriders	39.7	37.1	342.1	314.6
Family Motor Coaching	164.7	153.2	1,399.0	1,304.7
Four Wheeler C.	71.9	76.0	573.7	617.1
Hot Rod C.	48.5	56.1	459.9	513.0
Motorcyclist	47.9	47.4	411.5	385.1
Motor Trend C.	53.3	47.8	507.3	565.9
Motorhome	75.6	86.1	572.1	654.6
Petersen's 4 Wheel	92.5	84.3	588.1	567.9
Rider	30.9	27.9	333.9	315.8
Road & Track C.	87.4	88.7	764.8	713.3
Trailer Life	61.7	79.8	571.6	644.9
Total Group	**1,419.1**	**1,379.8**	**11,941.5**	**11,594.3**
% change	**2.8%**		**3.0%**	
■ Boating & yachting				
Boating	83.7	70.6	1,008.4	760.4
Chesapeake Bay	28.6	23.5	242.2	232.6
Cruising World	74.4	89.9	645.4	805.4
Lakeland Boating (11X)	65.2	51.9	578.0	514.4
Motor Boating & Sailing	61.2	66.1	831.3	766.8
Sail	85.4	92.8	818.4	792.8
Sailing World	30.5	41.7	292.8	385.8
Trailer Boats (11X)	31.9	27.8	433.7	438.5
Yachting C.	88.0	85.4	925.0	888.2
Total Group	**548.9**	**549.6**	**5,775.3**	**5,584.8**
% change	**-0.1%**		**3.4%**	
■ Civic/fraternal				
Elk (10X)	17.0	16.5	120.4	111.9
Kiwanis (10X)	19.9	26.5	129.0	128.6
Lion (10X)	—	—	44.1	56.2
Rotarian	12.1	10.2	117.6	120.1
V.F.W. (11X)	23.7	27.7	174.6	197.4
Total Group	**72.7**	**80.9**	**585.7**	**614.2**
% change	**-10.1%**		**-4.6%**	
■ General				
American Health (10X) C.	—	—	285.7	197.0
American Heritage (8X) C.	—	—	145.5	202.6
American Legion	23.0	25.0	237.7	256.1
Archaeology (6X)	—	—	100.0	121.4
Art & Antiques (10X) C.	—	—	236.6	343.5
ARTnews (10X)	—	—	410.7	533.5
The Atlantic C.	39.4	38.9	415.8	382.5
Bon Appetit C.	60.0	55.3	554.8	560.3
Buena Salud	14.1	24.3	140.8	209.9
Cable Guide Plus Total TV C.	26.4	27.2	202.6	198.5
Caribbean Travel & Life (6X) A.	52.7	37.8	219.0	222.9
Conde Nast Traveler C.	52.6	45.5	590.0	617.9
Consumers Digest (6X) C.	20.5	—	109.2	86.4
Cooking Light (7X) C.	—	—	269.5	230.7
Country America (10X) C.	58.1	—	308.7	271.5
Departures N. America (6X)	23.2	42.5	130.7	214.9
Ebony C.	73.9	66.4	592.2	620.9
Endless Vacation (8X) C.	—	—	174.8	127.8
Food & Wine C.	31.4	36.3	356.6	335.5
Golden Years (6X)	26.8	24.0	125.5	112.4
Gourmet C.	52.8	50.1	620.1	665.3
Harper's Magazine C.	18.2	25.5	207.1	237.1
Islands (6X) C.	—	—	325.8	331.5
Kiplingers Personal Finance C.	35.6	34.7	433.8	355.0
Let's Live	37.0	33.0	313.0	328.0
Life C.	40.3	31.3	318.2	319.5
Longevity C.	46.3	40.8	404.5	349.5
Mature Outlook (6X) C.	—	—	176.6	163.1
Modern Maturity (6X) C.	31.3	30.4	132.8	128.1
Money C.	100.8	80.7	805.5	731.9
National Geographic C.	17.4	20.9	176.4	183.3
National Geographic Traveler (6X) C.	—	—	200.5	168.7
Natural History C.	15.7	23.2	188.0	244.2
New Choices for Retired Living (10X) C.	—	—	195.0	200.3
Prevention C.	39.1	29.8	359.6	310.4
Reader's Digest C.	51.1	41.9	572.2	546.5
Sat. Evening Post (9X) C.	—	—	138.2	168.3
Smithsonian C.	47.4	46.6	475.8	527.9
Town & Country C.	25.3	61.3	372.6	569.5
Travel-Holiday (10X) C.	—	—	291.8	306.3
Travel & Leisure C.	75.0	50.4	739.0	805.8
Travelhost	116.1	123.1	953.0	973.2
US Magazine C.	39.7	32.6	275.1	291.8
Utne Reader (6X)	44.0	42.0	207.8	180.7
Vanity Fair C.	93.2	75.6	791.8	715.5
The Walking Mag. (6X) C.	36.4	28.9	151.7	133.6
Yankee C.	40.4	41.3	411.6	427.1
Total Group	**1,504.8**	**1,367.1**	**15,843.6**	**16,208.0**
% change	**10.1%**		**-2.2%**	
■ Home				
Architectural Digest C.	65.7	116.5	717.5	815.9
Better Homes & Gardens C.	93.3	81.3	853.4	797.5
Colonial Homes (6X) C.	28.1	34.7	184.6	187.0
Columbus Monthly-Homes (4X)	—	—	54.7	64.4
Country Home (6X) C.	54.5	49.2	248.8	233.7
Country Life (6X)	20.3	35.8	124.7	195.0
Country Living C.	69.0	73.2	664.1	596.7
Decorating Remodeling (8X) C.	—	54.0	226.8	246.3
Family Handyman (10X) C.	—	—	279.1	299.3
Flower & Garden (6X)	42.0	33.6	187.8	163.8
HG C.	43.5	45.6	424.4	522.6
Home C.	—	27.4	389.2	348.9
Home Mechanix (10X) C.	—	—	235.9	275.2
Horticulture (10X)	46.3	50.8	332.3	342.0
House Beautiful C.	67.4	46.8	482.7	435.7
Metropolis (10X)	—	—	306.2	316.7
Metropolitan Home C.	55.5	45.7	467.3	509.9
Midwest Living (6X) C.	70.0	56.0	322.6	275.9
Organic Gardening (9X) C.	—	—	266.9	292.9
Phoenix Home/Garden	46.8	34.8	396.4	374.2
Practical Home-owner (9X) C.	44.5	47.9	147.8	299.2
San Diego Home/Garden	58.1	44.2	450.3	495.5
Southern Accents (10X) C.	—	—	298.9	275.4
Southern Living C.	101.6	59.4	885.0	738.3
Sunset Magazine C.	79.3	65.3	816.8	907.3
Traditional Home (6X) C.	—	26.4	147.7	107.2
Workbench (6X)	49.6	31.4	201.6	149.5
Total Group	**1,035.5**	**1,059.9**	**10,113.2**	**10,265.7**
% change	**-2.3%**		**-1.5%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	151.7	150.3
Alaska Airlines	55.8	42.3	410.4	412.0
America West Airlines	48.3	48.2	428.5	510.0
American Way (24X) C.	136.8	101.5	1,098.0	922.5
Delta Sky C.	69.0	54.4	600.4	498.4
Northwest Air World Traveler C.	76.2	45.0	491.5	324.0
Spirit of Aloha	35.3	38.3	302.9	281.3
TWA Ambassador A.	38.2	26.7	303.4	208.5
United Vis 'A Vis	75.0	62.9	569.3	531.7
US Air Magazine	73.2	63.8	578.4	515.4
Total Group	**607.9**	**483.1**	**4,934.5**	**4,354.1**
% change	**25.8%**		**13.3%**	
■ Men's				
Details	35.7	22.7	302.1	189.0
Esquire C.	60.8	53.2	525.6	491.5
Firehouse Magazine	35.3	29.0	336.0	316.8
Gentlemen's Quarterly C.	106.9	105.3	777.9	877.0
M Magazine C.	51.0	53.3	377.5	343.7
Men's Fitness	43.8	36.0	310.9	278.7
Men's Health (6X)	23.9	16.3	91.0	86.8
Muscle & Fitness C.	110.0	113.6	957.2	944.6
Penthouse C.	64.1	63.1	494.3	482.0
Playboy C.	40.9	48.0	392.3	476.2
Popular Mechanics C.	48.5	44.2	455.6	456.0
Total Group	**620.7**	**584.8**	**5,020.4**	**4,942.1**
% change	**6.1%**		**1.6%**	
■ Metropolitan				
Aloha (6X)	—	—	125.8	138.0
Annapolitan (10X) A.	24.9	35.7	242.7	328.1
Atlanta	61.0	72.3	476.4	543.8
Baltimore	33.5	39.9	258.8	359.5
Boston	84.4	93.7	575.9	604.6
Chicago	56.5	50.7	524.2	551.5
Chicago's North Shore	82.4	79.5	627.5	598.1
Cincinnati	55.3	21.7	294.7	245.5
Cleveland	42.5	55.4	437.5	367.2
Columbus Monthly	32.8	29.3	321.9	342.2
Connecticut	55.0	58.2	451.5	467.0
D/Magazine	40.2	55.4	340.5	385.8
Detroit Monthly	36.9	38.0	410.0	342.6
Diablo	48.6	43.6	467.2	432.5
Grand Rapids	16.0	16.7	157.7	197.7
Honolulu	61.3	89.1	307.5	391.9
Houston Metropolitan Magazine	71.3	66.6	499.5	492.3
L.A. Style	53.9	67.5	369.3	561.3
Los Angeles	106.9	124.9	687.3	749.6
Louisville	35.2	34.5	303.2	337.7
Madison	40.0	28.0	320.0	265.0
Memphis	74.4	101.0	298.0	420.3
Mid Atlantic Country	65.9	59.3	468.2	421.0
Milwaukee	37.7	57.8	323.6	446.0
Minneapolis/St. Paul	134.7	104.3	757.2	655.6
Minnesota Monthly Mag	65.3	61.9	463.4	407.0
New Jersey Monthly	39.6	55.9	368.8	356.2
New Mexico	54.8	51.4	346.6	344.6
Ohio	58.8	62.2	370.7	374.7
Orlando	53.4	67.1	433.3	682.6
Pacific Northwest (9X) A.	—	59.8	223.6	258.3
Palm Springs Life	50.3	38.4	768.0	797.3
Philadelphia	128.8	142.3	715.4	833.2
Phoenix	25.5	24.2	248.1	215.6
Pittsburgh	63.2	57.2	507.2	494.7
Rhode Island Monthly	31.7	35.6	243.6	293.7
Sacramento Magazine	54.1	37.0	354.7	383.3
San Diego	89.0	117.3	625.2	687.3
San Francisco Focus C.	67.5	87.0	537.5	551.5
Sarasota (10X)	—	—	462.8	458.2
South Florida Magazine	45.5	31.6	443.1	358.5
Texas Monthly C.	110.0	91.8	837.9	838.4
The Washingtonian	95.5	95.0	655.5	745.0
Total Group	**2,384.1**	**2,538.7**	**18,651.2**	**19,724.5**
% change	**-6.1%**		**-5.4%**	
■ Music/entertainment				
Audio	54.2	52.5	513.3	567.6
Dance Magazine	43.0	36.9	445.0	434.5
Entertainment Weekly (52X) C.	73.8	60.3	609.7	521.8
Premiere C.	44.4	47.3	418.4	432.2
Rolling Stone (25X) C.	91.0	113.5	916.7	963.7
Spin C.	50.9	56.5	383.6	348.8
Video Magazine	59.0	68.4	539.0	538.5
Total Group	**416.4**	**435.4**	**3,825.7**	**3,807.0**
% change	**-4.4%**		**0.5%**	
■ Outdoor & sport				
Alaska	27.9	31.3	284.2	326.9
The American Handgunner (6X)	75.0	60.0	276.0	220.0
American Hunter	23.1	20.7	131.2	144.3
American Rifleman	23.9	26.5	169.6	164.7
Audubon (6X) C.	—	—	175.3	171.4
Backpacker (8X) C.	37.1	32.8	224.3	190.2
B.A.S.S. Times	20.2	19.5	169.3	116.1
Bassmaster (10X) C.	—	—	438.5	445.8
Bicycling (10X) C.	61.7	73.6	639.2	733.4
Ducks Unlimited (6X)	34.5	19.2	120.0	98.0
Field & Stream C.	28.8	38.2	437.5	476.3
Fishing World (6X)	13.1	19.4	117.6	117.5
Flex	96.8	82.8	751.4	626.8
Florida Sportsman	74.2	61.8	841.6	842.1
Golf Digest C.	64.4	76.3	783.2	758.0
Golf Magazine C.	84.5	74.9	963.4	827.1
Guns	50.0	40.0	361.0	292.0
Guns & Ammo	32.1	34.9	294.8	283.7
In-Fisherman (7X)	—	—	368.0	356.0
Outdoor Life C.	28.7	38.9	392.7	476.1
Outside Magazine C.	65.0	49.7	631.5	546.9
Petersen's Hunting	44.5	48.9	287.1	273.3
Runner's World C.	45.5	44.5	402.3	379.9
Salt Water Sportsman C.	61.1	51.7	646.1	672.8
Shooting Times	31.5	40.2	272.7	234.6
Sierra (6X) C.	—	—	184.8	163.8
Ski (8X) C.	—	—	283.0	301.6
Skiing (7X) C.	—	—	268.0	229.6
Skin Diver C.	112.0	118.2	917.9	983.6
Southern Outdoors (9X)	46.3	37.7	291.9	247.2
Southern/Western Links (6X)	52.2	26.2	215.0	138.6
Sport Magazine C.	28.1	31.7	196.1	252.4
Sports Afield C.	55.2	46.9	467.2	477.6
Surfing	67.8	60.3	408.1	457.2
Tennis C.	54.5	54.8	517.8	469.2
Volleyball A.	64.8	41.2	279.9	171.7
Waterski (10X)	47.7	48.0	519.8	476.0
Western Outdoors (9X)	17.3	22.2	145.8	134.2
Wind Surfing (8X)	41.3	41.6	363.6	340.3
Total Group	**1,610.5**	**1,514.7**	**15,237.4**	**14,616.9**
% change	**6.3%**		**4.2%**	
■ Photography				
American Photo (6X) C.	—	—	180.5	202.9
Outdoor Photographer (10X)	34.6	29.5	210.7	186.2
Petersen's Photographic	47.1	30.4	440.7	276.3
Popular Photography C.	111.2	102.9	871.7	842.3
Shutterbug	173.0	182.0	1,390.0	1,391.0
Total Group	**365.9**	**344.8**	**3,093.5**	**2,898.7**
% change	**6.1%**		**6.7%**	
■ Science/electronic/mech				
Compute C.	66.8	51.6	512.5	535.5
Discover A. C.	19.2	25.0	164.8	227.4
Home Office Computing C.	47.8	27.3	370.2	265.5
Omni C.	48.1	46.5	457.5	434.3
Popular Science C.	69.2	40.8	487.8	451.4
Scientific American C.	43.7	23.8	381.2	360.1
Spectrum C.	26.7	29.2	301.8	331.4
Total Group	**321.4**	**244.1**	**2,675.8**	**2,605.5**
% change	**31.7%**		**2.7%**	
■ Woman/fashion/service				
Allure C.	55.7	23.8	335.6	176.8
Bride's Magazine (6X) C.	589.0	525.5	2,249.7	2,220.1
Child (10X) C.	76.9	57.8	440.1	337.4
Cosmopolitan C.	151.3	131.0	1,249.9	1,258.2
Elegant Bride (6X)	180.7	193.1	976.6	693.0
Elle C.	116.9	104.9	881.2	955.8
Essence C.	75.2	75.2	547.0	502.9
Family Circle (17X) C.	105.0	76.7	1,036.3	901.5
Glamour C.	153.6	125.3	1,015.9	1,039.7
Good Housekeeping C.	124.6	102.9	1,051.0	979.9
Harper's Bazaar C.	56.3	67.2	469.7	624.8
Imagen	82.1	61.6	507.1	553.3
Ladies' Home Journal C.	98.9	74.6	859.5	906.6
Lear's C.	34.3	34.1	285.8	289.4
Mademoiselle C.	125.6	104.3	767.2	817.7
McCall's C.	96.0	68.0	707.5	618.5
Military Lifestyle A.	—	—	311.5	395.7
Mirabella C.	56.2	54.0	452.1	529.6
Modern Bride (6X) C.	524.3	508.2	1,893.8	1,927.8
New Woman C.	52.5	43.4	480.2	471.1
Parenting C.	97.5	69.2	645.4	485.8
Parents Magazine C.	106.3	92.7	893.7	838.5
Redbook C.	86.6	68.2	714.9	664.9
Sassy C.	69.0	63.3	343.4	304.4
Self C.	73.8	58.6	595.7	572.7
Seventeen C.	130.8	146.3	622.4	668.6
Shape C.	56.7	52.7	522.5	435.0
Soap Opera Digest (26X) C.	36.0	26.2	287.0	263.8
Teen Magazine	81.2	81.2	377.7	370.4
True Story C.	42.4	47.0	333.3	333.7
Victoria C.	40.2	33.7	293.0	307.0
Vogue C.	173.8	183.0	1,445.0	1,465.3
W Magazine (26X) C.	92.5	217.4	692.5	757.6
Weight Watchers C.	24.1	29.3	229.0	258.3
Woman's Day (15X) C.	97.6	81.8	915.1	742.5
Workbasket (6X)	39.5	25.5	155.7	126.7
Working Mother C.	68.5	39.4	414.8	418.8
Working Woman C.	45.6	43.2	432.2	509.3
YM-Young & Modern (10X)	64.9	59.5	272.6	279.1
Total Group	**4,161.8**	**3,849.6**	**27,025.4**	**26,044.2**
% change	**8.6%**		**3.8%**	
■ Youth				
Boys' Life C.	15.8	8.0	133.0	117.7
Campus Life (10X)	—	—	256.8	258.0
Total Group	**15.8**	**8.0**	**389.8**	**375.7**
% change	**98.0%**		**3.7%**	
■ Business/national				
Barron's	79.1	96.2	992.8	977.6
Black Enterprise C.	58.3	60.4	686.9	619.3
Business Week (52X) C.	161.0	175.4	2,136.9	1,971.9
Economist (52X) C.	141.2	158.9	1,764.1	1,463.3
Entrepreneur C.	129.5	135.5	1,364.5	1,311.6
Entrepreneurial Woman (7X) C.	—	—	267.0	238.2
Financial World (26X) C.	43.7	42.9	663.8	416.3
Forbes (26X) C.	221.5	310.6	2,015.5	2,011.3
Fortune (26X) C.	198.5	159.1	1,573.7	1,643.8
Frequent Flyer	24.2	27.3	215.5	269.6
Futures	23.8	25.7	297.4	293.7
Harvard Bus. Review (6X) C.	—	—	170.2	202.2
Inc. Magazine C.	53.4	59.2	684.9	555.3
Income Opportunities	72.4	71.0	447.1	504.2
Industry Week (23X)	71.7	57.3	540.1	569.0
Nation's Business C.	20.5	16.4	221.8	187.9
Success C.	34.1	43.0	221.1	273.5
Total Group	**1,332.9**	**1,438.9**	**14,263.2**	**13,508.8**
% change	**-7.4%**		**5.6%**	
■ Business/regional				
Bus. First-Columbus (52X)	123.4	74.2	859.2	723.7
Bus. Jrnl.-Milwaukee (52X)	108.1	100.8	858.1	903.2
Bus. Jrnl.-Sacramento (52X)	78.7	86.0	583.8	598.0
Bus. North Carolina	34.8	22.3	227.4	255.7
Capital Dist. Bus. Review (52X)	71.6	59.1	582.7	606.8
Caribbean Business	104.3	131.5	761.1	776.8
Corporate Rpt. Minnesota	31.5	48.8	311.4	395.9
Crain's Chicago Bus. (52X)	103.0	81.7	827.1	840.4
Crain's Cleveland Bus. (52X)	65.6	38.2	472.3	456.5
Crain's Detroit Bus. (52X)	56.9	50.1	496.8	500.2
Crain's New York Bus. (52X)	43.0	44.0	470.0	462.0
Florida Trend (12X)	56.0	35.4	336.7	295.0
Georgia Trend	30.8	26.2	238.0	272.8
Grand Rapids Bus. Jrnl.	68.5	47.9	424.2	412.1
Hawaii Business	119.3	118.2	427.0	436.0
Houston Bus. Jrnl. (52X)	150.5	101.0	1,111.4	913.6
Indianapolis Bus. Jrnl (52X)	111.4	120.3	921.3	1,021.7
Nashville Bus. & Lifestyle	17.5	21.9	120.8	161.4
New Orleans City Business (52X) A.	97.9	50.9	635.4	398.7
Pacific Bus. News (52X)	154.7	117.6	920.8	870.7
Philadelphia Bus. Jrnl (52X)	100.2	70.2	800.1	750.7
Providence Business News	62.8	57.7	569.4	545.9
St. Louis Bus. Jrnl. (52X)	145.2	101.2	967.0	976.6
Warfield's Business Record-Maryland (52X) B.	46.5	58.7	317.8	425.0
Total Group	**1,982.1**	**1,664.0**	**14,239.7**	**13,999.4**
% change	**19.1%**		**1.7%**	
■ National Sunday mags				
Parade (52X) C.	74.5	68.0	556.9	493.7
USA Weekend (52X) C.	62.7	61.6	499.7	433.6
Vista Magazine (12X)	19.8	13.3	122.1	114.9
Total Group	**156.9**	**142.8**	**1,178.7**	**1,042.2**
% change	**9.9%**		**13.1%**	
■ Newspaper Sunday magazine				
Boston Globe	100.3	111.7	912.0	890.2
Chicago Tribune	60.4	76.9	757.3	722.8
Cleveland Plain Dealer	50.4	47.8	342.4	332.2
The Dallas Morning News	58.2	40.0	418.2	344.0
Detroit Free Press	33.0	26.0	245.0	258.0
L.A. Times C.	123.4	99.8	729.2	555.0
New York Times Mag. C.	203.9	216.3	1,667.4	1,680.5
Philadelphia Inquirer	36.9	51.6	486.8	487.8
Seattle Times	56.0	70.0	463.0	528.0
St. Louis Post Dispatch	142.1	75.5	661.1	634.8
Washington Post	67.0	57.0	552.0	597.0
Total Group	**931.6**	**872.6**	**7,234.5**	**7,040.3**
% change	**6.8%**		**2.8%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	148.9	144.8	1,290.4	1,450.9
Army Times Military Group: Air Force Times (52X)	129.3	110.0	1,042.8	1,104.6
Army Times (52X)	125.8	107.5	1,021.3	1,079.6
Navy Times (52X)	133.8	116.4	1,095.0	1,154.9
Capper's (26X)	19.1	20.1	213.9	215.1
Commonweal (22X)	4.3	0.3	52.4	49.1
Golf World (41X) C.	143.8	139.9	1,308.9	1,141.5
Grit (52X)	33.5	19.6	217.5	244.3
Jet (52X) C.	93.0	97.5	681.0	693.0
National Journal (50X) C.	43.2	23.0	353.7	359.3
National Review (25X)	24.8	24.0	262.5	235.6
New Republic (48X)	46.3	21.1	372.1	296.7
New York Mag. (50X) C.	166.0	164.0	1,313.8	1,322.4
New Yorker C.	118.6	126.8	1,021.5	1,019.3
Newsweek (52X) C.	129.9	134.8	1,223.1	1,134.9
People (51X) C.	275.6	232.9	1,936.2	1,921.4
Sporting News (52X) C.	27.4	57.2	284.3	290.0
Sports Illustrated (52X) C.	174.0	209.5	1,458.6	1,387.9
Time (52X) C.	144.4	143.4	1,295.3	1,272.2
TV Guide (52X) C.	143.5	125.7	1,487.0	1,446.5
U.S. News & World Report (50X) C.	171.2	155.8	1,239.7	1,126.1
Total Group	**2,296.3**	**2,174.3**	**19,171.0**	**18,945.3**
% change	**5.6%**		**1.2%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. PIB adjusts 1991 figures to compare equivalent number of issues to 1992. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Jaime Trapp.

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NEWSPAPER

Advertising Age

October 5, 1992

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Dan Cortese (the guy in the shades) stars in Burger King's new spots.

Burger King takes a gamble with ads

By Scott Hume

Burger King targets the video generation with "BK TeeVee," its most important ad campaign since the ill-fated "Sometimes you gotta break the rules" three years ago.

The fast-paced, youth-oriented TV spots, which broke Oct. 1, are a departure in style for Burger King Corp., but what makes the gamble more significant is how much is riding on the success of this latest repositioning for the No. 2 hamburger chain.

Hanging in the balance are D'Arcy Masius Benton & Bowles' hold on the $150 million account; the credibility of Exec VP-Brand Strategy Sidney Feltenstein, who has been promising uneasy franchisees "breakthrough" ad creative this fall; and one of Burger King's most important new menu products ever, the Dinner Basket program that starts Oct. 18.

That's a lot of responsibility to place on the shoulders of one 25-year-old with an earring and backward baseball cap, but Dan Cortese, host of "MTV Sports," has been asked to carry it.

Mr. Cortese is the star and soul of the new campaign, featured in each of the 16 new spots presented to franchisees late last month.

But he should feel right at home

(Continued on Page 42)

Perot packs punch in return to race

Candidate has a new agency, cash and half-hour network TV commercials

By Steven W. Colford

Texas billionaire Ross Perot last week jumped back into the presidential race with a new agency, 30 ready-to-air TV spots and a budget big enough to buy as many half-hour commercials as the networks care to sell.

Ross Perot

The Perot campaign late last week scheduled half-hour network TV buys that will air Oct 6 at 8 p.m. (ET) on CBS, and Oct. 9 at 9:30 p.m. on ABC and at 10:30 p.m. on NBC.

The campaign was also negotiating for a half-hour of roadblock advertising that would simultaneously air on the Big 3 networks, said Murphy Martin, a former Dallas newsman heading Perot's agency, the 270 Group.

The 270 Group—which borrows its name from the number of electoral votes needed to win the presidential election—includes Dennis McClain, president of Temerlin McClain, the Bozell, Jacobs, Kenyon & Eckhardt-owned Dallas shop that handles American Airlines and J.C. Penney Co.

Several other Temerlin McClain employees are working for the 270 Group, along with freelancers and political consultants, Mr. Martin said.

The Perot campaign is ready to run 30-second, 5-minute and 30-minute spots, including footage shot by Hal Riney, the San Francisco adman

(Continued on Page 39)

Rivals hope to snatch Coke from Interpublic

By Melanie Wells

Interpublic Group of Cos.' longtime hold on Coca-Cola Co.'s ad business might be slipping, and a handful of competing agencies are gearing up to grab a piece of the business.

The agencies believe that accounts now handled by Interpublic shops are vulnerable and could open up as early as next year when longtime Coca-Cola USA President Donald Keough is scheduled to retire.

In recent weeks, Coca-Cola is known to have invited a New York shop that's not on its agency roster to informally discuss creative concepts for the company's brands.

At the same time, other agency executives are believed to be knocking on the soft-drink marketer's door, trying to squeeze their way in because they believe Coca-Cola is becoming more receptive to outsiders.

"Coke is going to re-examine [Interpublic's] position," said one executive who was encouraged by a friend close to the company to "get my card in there if I was interested."

Coca-Cola's $367.4 million in business is now locked up by Interpublic units McCann-Erickson Worldwide (Coca-Cola Classic and Coke II); Lintas:New York (Diet Coke and Tab); and Lowe & Partners (Sprite, Mello Yello, Minute Maid and Five Alive, among others).

But some ad executives are encouraged by several recent developments that they say indicate Coca-Cola is increasingly

(Continued on Page 41)

LAST MINUTE NEWS

D'Arcy may face trouble with Kraft Gen'l Foods

NEW YORK—D'Arcy Masius Benton & Bowles is facing increased pressure from longtime client Kraft General Foods, industry executives say. The scrutiny appears to center on four brands that represent about $36 million of D'Arcy's $85 million in 1991 Kraft General Foods billings: Louis Rich meat products, Lender's frozen bagels, Entenmann's baked goods and Boboli pizza shells. Headhunters last week reported being contacted by several D'Arcy account execs worried about a possible loss of the business. But a Kraft General Foods spokesman said "every indication I have is there are no accounts currently up for review,"

(Continued on Page 8)

INSIDE

Special Report looks at newspapers' future. **After P. 28.**

Brand Scorecard: A.C. Nielsen tracks winners and losers in 10 categories. **P. 16.**

Success, uncertainty mark IAA congress

By Nancy Giges and Dennis Chase

BARCELONA—In a time when ad industry conferences are shrinking, 1,040 delegates from 54 countries attended last week's International Advertising Association World Congress, illustrating the organization's growth and power.

But as new leadership takes control, there are concerns about the IAA's future direction.

Since the last meeting two years ago, the IAA has developed into an increasingly powerful pressure group fighting for freedom of commercial speech worldwide.

Outgoing IAA World President Roger Neill said the group has successfully "beat back the most radical proposals," such as a total tobacco ad ban faced in the European Community in 1990. The association has also battled ad bans and restrictions in other countries.

IAA MEETING

■ More IAA stories on Page 40.

Last week, the IAA launched its first-ever global pro-advertising commercial *(see Ad Review on Page 44)*.

Mr. Neill and Norman Vale, the IAA's New York-based director general, formed an effective team, some of those at the conference said.

But some key IAA officials are concerned that the organization's progress may stall. Last week, Mr. Neill turned over the presidency to Mustapha Assad, Paris-based president-ceo of Publi-Graphics Group, a Middle Eastern ad agency network.

Privately, some key advertising officials question Mr. Assad's commitment to aggressively pushing commercial speech goals rather than allowing the association to revert to its social club history.

There were signs that could happen even before the congress.

At a business meeting several days before the congress opened,

(Continued on Page 40)

SMART, SUCCESSFUL, SOPHISTICATED AND WORLDLY, THE LEAR'S READER HAS COME A LONG WAY FROM HER DAYS OF YOUTH HOSTELS AND BUDGET ACCOMMODATIONS. *TODAY SHE'S 70% MORE LIKELY TO TRAVEL ON BUSINESS THAN THE AVERAGE AFFLUENT WOMAN!* SHE MAY NEVER SEE IT ALL, BUT WITH HER TRAVEL HABITS, SHE'S GETTING AS CLOSE AS SHE CAN.

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NEWS SUMMARY

- **International Advertising** Association's World Congress in Barcelona drew delegates from 54 countries. 1
- **Burger King's** new youth-oriented "BK TeeVee" ad campaign stars Dan Cortese, host of "MTV Sports." 1
- **Nissan's** introduction of its Altima model includes a cross-media deal with Capital Cities/ABC. 3
- **Trans World Airlines** is reviewing its estimated $45 million account, now at Avrett, Free & Ginsberg. 3
- **Procter & Gamble** is using an interactive product-sampling hot line for two of its soap and laundry products. 3
- **Coupon redemptions** hit 4.1 billion in 1992's first half, a record pace, according to NCH Promotional Services. 3
- **British Airways** will introduce the theme "Feeling good" in its first integrated global ad campaign this week. 4
- **Sears' plan** to divest much of its financial services business may not be enough to revitalize its merchandise group. 4
- **Pay raises** for midlevel agency executives will be small next year, an informal survey suggests. 10
- **Heinz** is pushing non-traditional uses for vinegar, a trend among household product marketers. 12
- **Hollywood** is bringing out some potential blockbusters in the traditionally slow early fall season. 20
- **Import beer** sales are rebounding. 38
- **Unilever** Chairman Michael Perry urged the ad industry to nurture and invest in brands and defend brand equities. 40
- **Ad agencies** must change before they become irrelevant to clients, several speakers at the IAA congress warned. 40
- **CBS** has cut ad rates on its TV coverage of Major League Baseball's post-season games. 44

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"The Baltimore Sun"	S-1	"Los Angeles Times"	S-8, S-10
"The Boston Globe"	S-10	Metro-Goldwyn-Mayer	20
"Bride's & Your New Home"	31	"The Miami Herald"	S-8
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Exclusive Ad Age A.C. Nielsen market shares

BRAND SCORECARD

This report ranks 10 hot brands in 10 supermarket beverage categories.

Ground coffee

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Folgers	$569.6	-4.2	28.8	26.6
2	2	Maxwell House	349.3	-23.9	17.6	20.5
3	3	Hills Bros.	144.7	-1.4	7.3	6.6
4	4	Master Blend	130.1	-3.7	6.6	6.0
5	5	private label	102.2	-14.8	5.2	5.4
6	6	Eight O'Clock	74.9	-6.2	3.8	3.6
7	7	Chock Full O' Nuts	64.4	-11.7	3.3	3.3
8	8	MJB	58.6	-17.2	3.0	3.2
9	9	Yuban	54.6	-11.7	2.8	2.8
10	10	Chase & Sanborn	50.2	11.2	2.5	2.0
		Total ground coffee	1,979.4	-11.5	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992

While the ground coffee market continued to slide, Procter & Gamble Co.'s Folgers boosted its lead on Kraft General Foods' Maxwell House. Maxwell House also posted a 16% decline on an equivalized case basis. The only top 10 brand to show both dollar and unit volume growth was Nestle's value-price Chase & Sanborn.

Herbal tea

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Celestial Seasonings	$53.4	11.8	49.8	49.1
2	2	Lipton	23.1	2.7	21.6	23.1
3	3	Bigelow	15.5	9.4	14.5	14.6
4	4	Good Earth	6.0	13.6	5.6	5.4
5	7	Laci Le Beau	2.2	82.1	2.1	1.2
6	6	Traditionals	1.6	21.2	1.5	1.4
7	5	Stash	1.4	-8.4	1.4	1.6
8	8	Pompadour	0.6	-9.1	0.6	0.7
9	10	private label	0.5	34.4	0.5	0.4
10	9	Master Choice	0.4	9.0	0.4	0.4
		Total herbal tea	107.1	10.2	100.0	100.0

Dollars are in millions for 52 weeks ended July 11, 1992

Supermarket sales of herbal teas topped the $100 million mark this year. Despite its leadership position, Celestial Seasonings bagged a share increase, while chief rival Thomas J. Lipton Co. slipped and No. 3 Bigelow held steady. Beyond those three, regional and specialty teas populate the market, with mixed results.

Powdered soft drinks

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Kool-Aid (unsweetened)	$190.7	1.6	30.6	29.5
2	2	Kool-Aid (sugar sweetened)	100.8	-5.3	16.2	16.7
3	3	Crystal Light (sugar free)	92.1	-0.5	14.8	14.5
4	5	Country Time (sugar swtnd)	59.1	0.5	9.5	9.2
5	4	Kool-Aid (sugar free)	53.6	-11.4	8.6	9.5
6	6	Gatorade (sugar sweetened)	33.7	-4.8	5.4	5.6
7	7	private label (sugar swtnd)	28.4	9.4	4.5	4.1
8	8	Wyler's (unsweetened)	20.5	-2.4	3.3	3.3
9	9	Country Time (sugar free)	12.6	-15.9	2.0	2.4
10	10	Wyler's (sugar sweetened)	10.9	-15.3	1.8	2.0
		Total powdered soft drinks	623.7	-2.0	100.0	100.0

Dollars are in millions for 52 weeks ended July 11, 1992

Kraft General Foods dominates the market for powdered soft drinks, with its Kool-Aid, Crystal Light and Country Time brands. Though unsweetened Kool-Aid posted an increase, the Kool-Aid portfolio maintained a nearly identical 55.4% share. Outperforming the brand names, as they have in other categories, were private labels.

Frozen juices & drinks

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	private label	$536.0	-5.2	30.7	31.4
2	2	Minute Maid	387.8	-2.6	22.2	22.1
3	3	Welch's	168.6	10.7	9.7	8.5
4	4	Tropicana	121.8	-12.8	7.0	7.8
5	5	Dole	100.3	3.5	5.7	5.4
6	6	Citrus Hill	76.7	-16.3	4.4	5.1
7	7	Seneca	64.4	-5.7	3.7	3.8
8	8	Bacardi	48.1	2.4	2.8	2.6
9	9	Five Alive	21.5	-15.4	1.2	1.4
10	10	Florida Gold	20.8	-9.8	1.2	1.3
		Total frozen juices & drinks	1,744.2	-3.1	100.0	100.0

Dollars are in millions for 52 weeks ended July 11, 1992

Frozen juice sales have cooled off. In a category squeezed by recession, the only significant gains were posted by Welch's fruit juice line. Coke Foods' Minute Maid held its position as No. 1 brand, but its chief orange juice rival, Tropicana, lost share. Even the leading player in this category, private label, lost dollars and share.

Coolers*

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Bartles & Jaymes	$88.7	-4.7	45.0	43.8
2	2	Seagram's	75.5	-9.4	38.3	39.2
3	3	Bacardi Breezer	19.6	-2.4	9.9	9.4
4	4	Sun Country	3.3	-23.6	1.6	2.0
5	6	Franzia	2.2	-23.9	1.1	1.4
6	5	California Cooler	2.0	-44.0	1.0	1.7
7	7	White Mountain Cooler	1.8	-18.8	0.9	1.0
8	12	Everclear	1.1	247.5	0.6	0.2
9	8	Champale	0.9	9.1	0.5	0.4
10	9	Yago	0.6	-8.7	0.3	0.3
		Total coolers	197.3	-7.2	100.0	100.0

Dollars are in millions for 52 weeks ended July 11, 1992
*In grocery stores with annual sales greater than $4 million.

The once-trendy cooler category has not been able to support a boom in new products. Overall category sales fell last year. Suffering worst were smaller products, as well as the brand that invented the market, California Cooler. Newcomer Everclear, from David Sherman Corp., made a small splash with its "passion" products.

Soluble coffee

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	3	Taster's Choice	$156.3	0.4	18.6	17.8
2	1	Folgers	142.9	-11.0	17.0	18.4
3	4	General Foods International	141.4	23.3	16.8	13.1
4	2	Maxwell House (unflvrd)	139.2	-11.0	16.6	17.9
5	5	Nescafe	59.2	-5.9	7.0	7.2
6	6	Sanka	49.8	-14.9	5.9	6.7
7	7	private label (unflvrd)	23.5	-3.3	2.8	2.8
8	8	Folgers Special Roast	22.1	-6.5	2.6	2.7
9	9	Taster's Choice Gourmet Roast	16.2	-7.7	1.9	2.0
10	10	Hills Bros. (unflavored)	13.1	-24.4	1.6	2.0
		Total soluble coffee	840.3	-3.9	100.0	100.0

Dollars are in millions for 52 weeks ended July 18, 1992

Taster's Choice has been making waves with its serial-style ad campaign. But the real news may be that the Nestle brand last year leapfrogged Folgers and Maxwell House to become the leader in the instant coffee market. Spouting good news, too, is General Foods' International coffee line, which added new flavors.

Liquid tea

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Lipton	$19.9	-12.7	27.3	41.5
2	2	Snapple	18.0	245.9	24.8	9.5
3	4	Nestea	9.0	128.9	12.4	7.2
4	3	Ssips	5.6	16.2	7.7	8.8
5	5	private label	2.9	8.2	4.0	4.9
6	9	Sani Dairy	1.5	32.6	2.0	2.0
7	6	Clover Farms	1.4	0.7	1.9	2.4
8	18	Mistic	1.3	253.6	1.7	0.6
9	7	Tetley	1.1	-7.9	1.6	2.3
10	10	Turkey Hill	0.9	-3.9	1.3	1.7
		Total liquid tea	72.8	32.5	100.0	100.0

Dollars are in millions for 52 weeks ended July 18, 1992

With new products pouring onto the scene, the market for ready-to-drink iced tea is booming. Lipton's tea product continues to lead the category, but it is challenged by a refrigerated Nestea line from the Coca-Cola/Nestle joint venture, and by Snapple Beverage Co.'s flavored iced teas. And more competitors are coming.

Bottled water (sparkling & still)

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	private label	$106.2	7.9	12.8	12.9
2	7	Clearly Canadian	99.5	242.4	12.0	3.8
3	2	Arrowhead	70.5	3.6	8.5	8.9
4	3	Evian	55.5	-2.2	6.7	7.5
5	5	Poland Spring	43.4	-6.9	5.3	6.1
6	4	Sundance (regular)	39.7	-24.4	4.8	6.9
7	6	Calistoga	31.7	0.2	3.8	4.1
8	8	Perrier	27.8	-0.7	3.4	3.7
9	9	Deer Park	20.2	-2.6	2.4	2.7
10	11	Ozarka	16.0	-2.4	1.9	2.1
		Total bottled water	826.2	8.5	100.0	100.0

Dollars are in millions for 52 weeks ended June 13, 1992

It's no surprise both Pepsi-Cola Co. and Coca-Cola Co. are exploring the market for clear beverages: Largely on the strength of the Clearly Canadian line, the bottled water market is up $65 million in the last year. But although sweetened, flavored waters are hot, supermarket sales of Evian and Perrier have gone flat.

Refrigerated juices & drinks

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Tropicana	$687.8	2.3	23.2	25.1
2	2	Minute Maid	500.6	4.3	16.9	17.9
3	3	private label	443.6	11.4	15.0	14.9
4	5	Sunny Delight	216.0	31.6	7.3	6.1
5	4	Citrus Hill	145.8	-13.0	4.9	6.3
6	6	Dole	100.7	6.6	3.4	3.5
7	7	Florida's Natural	84.3	25.8	2.8	2.5
8	34	Hi-C	53.9	782.2	1.8	0.2
9	14	Hawaiian Punch	42.9	112.9	1.5	0.8
10	10	Chiquita	40.4	50.1	1.4	1.0
		Total refrigerated juices & drinks	2,961.2	10.7	100.0	100.0

Dollars are in millions for 52 weeks ended July 18, 1992

In announcing plans to kill the Citrus Hill brand, P&G said it wanted to focus on other brands like Sunny Delight and Hawaiian Punch, where it saw greater growth potential. The numbers offer a reason for that decision: Sunny Delight has passed Citrus Hill as the No. 3 brand. Other smaller brands also have helped expand this category.

Non-alcoholic beer

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	2	O'Doul's	$34.7	67.0	27.3	21.9
2	1	Sharp's	31.3	13.4	24.7	29.2
3	NA	Coors Cutter	12.7	NA	10.0	NA
4	3	Kingsbury	5.7	-25.9	4.5	8.1
5	30	Old Milwaukee N.A.	5.1	NA	4.0	0.2
6	5	Pabst malt beverage	3.8	-1.8	3.0	4.1
7	8	Clausthaler malt beverage	3.6	29.1	2.8	2.9
8	4	N A	3.5	-11.3	2.8	4.2
9	9	Malta Goya malt beverage	3.5	28.6	2.8	2.9
10	6	Kaliber	3.4	-10.3	2.7	4.0
		Total non-alcoholic beer	126.9	34.0	100.0	100.0

Dollars are in millions for 52 weeks ended July 18, 1992

Non-alcoholic beers have tapped into a hot consumer trend; though still small, the category's strong sales increases are in contrast to declines in the overall beer market. Anheuser-Busch's O'Doul's and Miller Brewing Co.'s Sharp's continue to lead, but Coors Brewing Co.'s 1991 entry, Cutter, now is the No. 3 brand.

Source: Data from A.C. Nielsen ScanTrack represent market share in supermarkets with annual revenues greater than $2 million. **AA analysis:** Julie Liesse. **AA chart:** Kevin Brown. **Notes:** Percent change is computed on previous year sales figures, not shown.

Supermarkets flock to 'in-ad' coupons

Distribution through circulars and in-store fliers leaps 700% in 2 years

By Jennifer Lawrence and Scott Hume

Trade allowances have a new face: the "in-ad" coupon.

The number of manufacturers' coupons distributed by supermarkets through their own ad inserts, or in-ads as they are called in the trade, has increased 700% in the past two years. That jump represents the largest increase in any coupon distribution method during that period, according to CMS, a coupon management and tracking company.

In-ad coupons most often appear in supermarkets' weekly newspaper circulars or in in-store fliers. While the coupons are paid in full or partially by the manufacturer, supermarkets pay for placing the coupons, which can only be redeemed at the store issuing them.

And despite marketers' constant determination to reduce couponing and cut back on trade promotion budgets, in-ad couponing is booming. In-ad coupons represented 5% of total coupon distribution in 1991, pushing that method to third place, ahead of run-of-press newspaper coupons (3%) and behind direct mail (6%) and free standing inserts (82%), according to CMS.

"We use them quite a bit because they are such a good value —often up to $1 off," said an advertising executive with a major Northwestern grocery chain. High-value coupons have an impact on consumers and draw in shoppers, he said.

Cereal marketers have taken on in-ad coupons "big time," said another retailer. He believes some manufacturers prefer to give trade money for retailer coupons rather than discounted prices.

Manufacturers "limit their liability and avoid forward buying," he said. "I'm working on [an in-ad coupon] now for Kellogg."

If executed responsibly, in-ad coupons can be a win-win-win for consumers, retailers and manufacturers, said Jeffrey M. Hill, cofounder of Meridian Consulting Group.

"From the manufacturer's perspective, in-ad coupons ensure that trade funds are spent directly against the consumer," Mr. Hill said. "From the retailer perspective, in-ad coupons offer a kind of proprietary price incentive to their consumers. For consumers, in-ad coupons are no different from other coupons and are just another way to get a reduced price."

JOHN HALL

Industry executives say in-ad couponing is cyclical—coming into favor about every 10 years. In-ad coupons are thought to gain in popularity as manufacturers focus more on trade deals and less on consumer promotions. But this time, their rise may be more permanent than cyclical.

"Increased activity in in-ads has been cyclical before, in part because they're a pain in the neck to control," said Kris Prasad, CMS marketing research manager. "A supermarket can run off circulars, print as many as it needs and stack them by the door, and those coupons become the manufacturer's liability.

"But we're not seeing that cyclicality this time. I think we'll be seeing a longer cycle this time or even a sustaining cycle. Manufacturers like them because their sales force likes them."

A CMS study shows that redemption of 139 million in-ad coupons represented a 73% rise in 1991 over 1990, though the overall redemption rate slipped to 2.5% from 2.9%.

An estimated 85% of retailers use or have used in-ad coupons in the past year, said Jane Perrin, senior VP for NCH Promotional Services, Dun & Bradstreet Corp.'s coupon processing division. And she points to Donnelley Marketing's report that 66% of manufacturers used in-ads, up from 60% in 1989.

"The in-ad numbers were certainly up in 1991, and we haven't seen anything to suggest usage is leveling off or declining," she said. "I think manufacturers feel better about in-ads than simply giving retailers allowance money with no performance."

In-ad coupons make a degree of sense, said Kevin Price, senior partner at Marketing Corp. of America, a marketing services consultancy.

"The trade is always demanding more, and you basically have two choices: throw more money at the trade with no guarantee of meaningful results or put money behind a program designed to move more product out the front door," Mr. Price said. "In the latter case, both the manufacturer and the retailer win—as is the case with in-ad coupons."

Said Mr. Prasad: "Trade spending is rising, and what is happening [with in-ads] is a reaction: If manufacturers are going to be giving more money to retailers, they are expecting to see more done with it."

Still, in-ad coupons have problems—namely difficulty in obtaining distribution and redemption numbers since retailers hold much of the control.

The rapid growth of in-ads has caused some problems for coupon processors, said NCH's Ms. Perrin, because of variations in how coupons are presented and handled.

"You'll have retailer coupons that say 'three cans of green beans for $1.69' but without" a savings amount for the consumer, she said. "Or a retailer will get his money upfront from the manufacturer and then destroy the [redeemed] coupons without processing them. There are variations in how coupons are designed and put through the system that need to be addressed."

In-ads' rise is expected to put increased pricing pressure on FSI distributors, which control 82% of coupon distribution.

"The FSI marketers are getting smart," said CMS' Mr. Prasad. "I've seen prices coming down substantially. Where they were maybe $7.50 per 1,000, I've heard of cases where prices are $5.50 per 1,000.

"But I think FSIs will remain dominant [because they] are more efficient and more effective." □

Crest, MLB link to help kids

CINCINNATI—Procter & Gamble Co. today breaks a page ad in *USA Today* to introduce the "Caring Team of Athletes" sponsored by Crest toothpaste.

The Major League Baseball Players Association last week announced formation of the team of 26 prominent players whose batting performance will trigger donations to the Caring Program for Children. The program provides free healthcare benefits to children whose families don't qualify for public assistance.

Hameroff/Milenthal/Spence, Columbus, Ohio, handles; D'Arcy Masius Benton & Bowles, New York, is Crest's main agency. □

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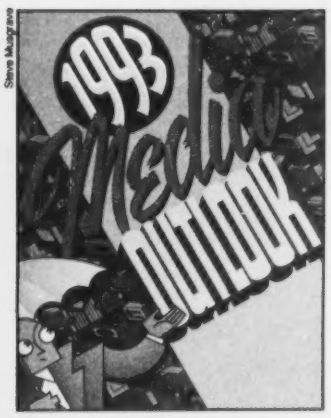


Steve Musgrave

Special Report on what's hot, what's not in media. **After Page 26.**

Bob Garfield tells George Bush what he needs to do to win. **Page 50.**

LAST MINUTE NEWS

'Love & War' lures pols

NEW YORK—Both the Clinton and Bush campaigns have bought election eve 30-second spots on CBS' "Love & War," the new sitcom produced by "Murphy Brown" creator Diane English. Both candidates and the Perot campaign also made major buys during CBS' post-season coverage of Major League Baseball.

AmEx exec departs

NEW YORK—Joan Bonnette, the longtime VP-advertising at American Express Travel Related Services Co., last week moved to a senior-level marketing communications post at Prodigy Services Co., White Plains, N.Y. Her unexpected departure from AmEx comes amid the continuing reorganization of its marketing department. An AmEx spokeswoman confirmed the move but said no successor's been named.

Discovery Zone taps shop

KANSAS CITY, Mo.—Discovery Zone awarded its new $2 million account to Griffin Bacal, New York. The Discovery Zone is a chain of fitness centers targeting children. Other contenders

(Continued on Page 8)

AmEx heads downscale

Revamped card unit goes after Sears, Kmart and Wal-Mart

By Scott Donaton and Gary Levin

NEW YORK—American Express Co. is reorganizing its establishment services division to aggressively go after national marketers that have never accepted the American Express card.

James Berrien, 40, an exec VP-group publisher in AmEx's publishing division, has been tapped to lead a new "megasales" team that will will go after Sears, Roebuck & Co., Kmart Corp. and Wal-Mart Stores and other retailers, travel companies, restaurants and entertainment marketers.

The downscale move threatens to tarnish AmEx's carefully cultivated prestigious image.

But AmEx's weakened performance provides a fresh incentive to expand its merchant base, which totaled 3.6 million worldwide at the end of 1991.

By contrast, Visa and MasterCard are each accepted by an estimated 10 million merchants worldwide.

The changes are "essentially [designed] to put some of the key players at American Express working directly with some of our biggest customers and prospects," said Thomas O. Ryder, exec VP-establishment services, who also remains president of the company's publishing group.

"Jim [Berrien] is going to play a key role in this," Mr. Ryder said. "He will head a super sales group of 20 to 30 people calling on the largest potential accounts—including Sears, Kmart and Wal-Mart—that don't currently accept the American Express card."

"One of the strategies is to make sure the card is accepted in

(Continued on Page 47)

Nielsen vs. IRI: Battle of the research titans

Rivals adjust as competition shifts to Europe

By Scott Hume

Nielsen Marketing Research and Information Resources Inc. are like IBM Corp. and Apple Computer but with one telling difference: They like each other even less.

They almost merged in 1987, but the deal was called off when it was clear the Federal Trade Commission would object.

Five years later, the two companies are at each other's throats, trying to divide the U.S. market for single-source research, which tracks consumer buying patterns and media exposure.

Their only serious competitor, Arbitron Co.'s ScanAmerica, collapsed last month leaving the two rivals to slug it out on their own.

The result is a competition IRI Chairman Gian Fulgoni calls "intense. Very intense."

And it appears IRI is about to turn up the heat another notch. The company is planning to borrow a tactic from Pepsi-Cola Co. by announcing an "IRI Challenge" to Nielsen, inviting users to compare the quality of the two companies' computer software for analyzing data.

For the past several years, IRI and Nielsen have been slashing prices, trying to steal clients from each other.

It has already had an effect.

Kraft General Foods consolidated its account at Nielsen in March, followed shortly by Procter & Gamble Co.'s announcement in June that it had consolidated at IRI. As the companies prepare to move their battle to Europe, more account shifts are likely as the competition spirals.

Who's winning?

Most call it a tie in the U.S., where each has amassed an impressive client list. Nielsen may

(Continued on Page 50)

Mary Hinchey

Michael A. Marcotte

Where clients stand

Nielsen	IRI
Kraft General Foods	Procter & Gamble
Coca-Cola Co.	Pepsi-Cola Co.
Quaker Oats Co.	ConAgra
Philip Morris USA	RJ Reynolds Tobacco
Colgate-Palmolive Co.	Lever Bros.

Nielsen President John Costello (L), and IRI Chairman Gian Fulgoni and President Jim Andress eye Europe.

Meredith, Hearst titles struggle as recession lingers on

By Scott Donaton

The future of two prominent upscale magazines—*Metropolitan Home* and *Town & Country*—is uncertain as the publishers struggle to redefine the monthlies' roles in a changed marketplace.

Meredith Corp. is taking a hard look at *Metropolitan Home* and appears to be considering every option, including shutting down the high-end home furnishings magazine.

Hearst Corp., in the wake of its *Harper's Bazaar* revamp, is closely scrutinizing *Town & Country* and is preparing to make significant changes on the editorial and business fronts.

Speculation about the fate of both magazines and the recent demise of *M* indicate that despite a slow but steady recovery in ad pages, weaker titles in every category still face an uphill climb.

And some observers say the shakeout that has claimed dozens of titles in the last three years may not be over yet.

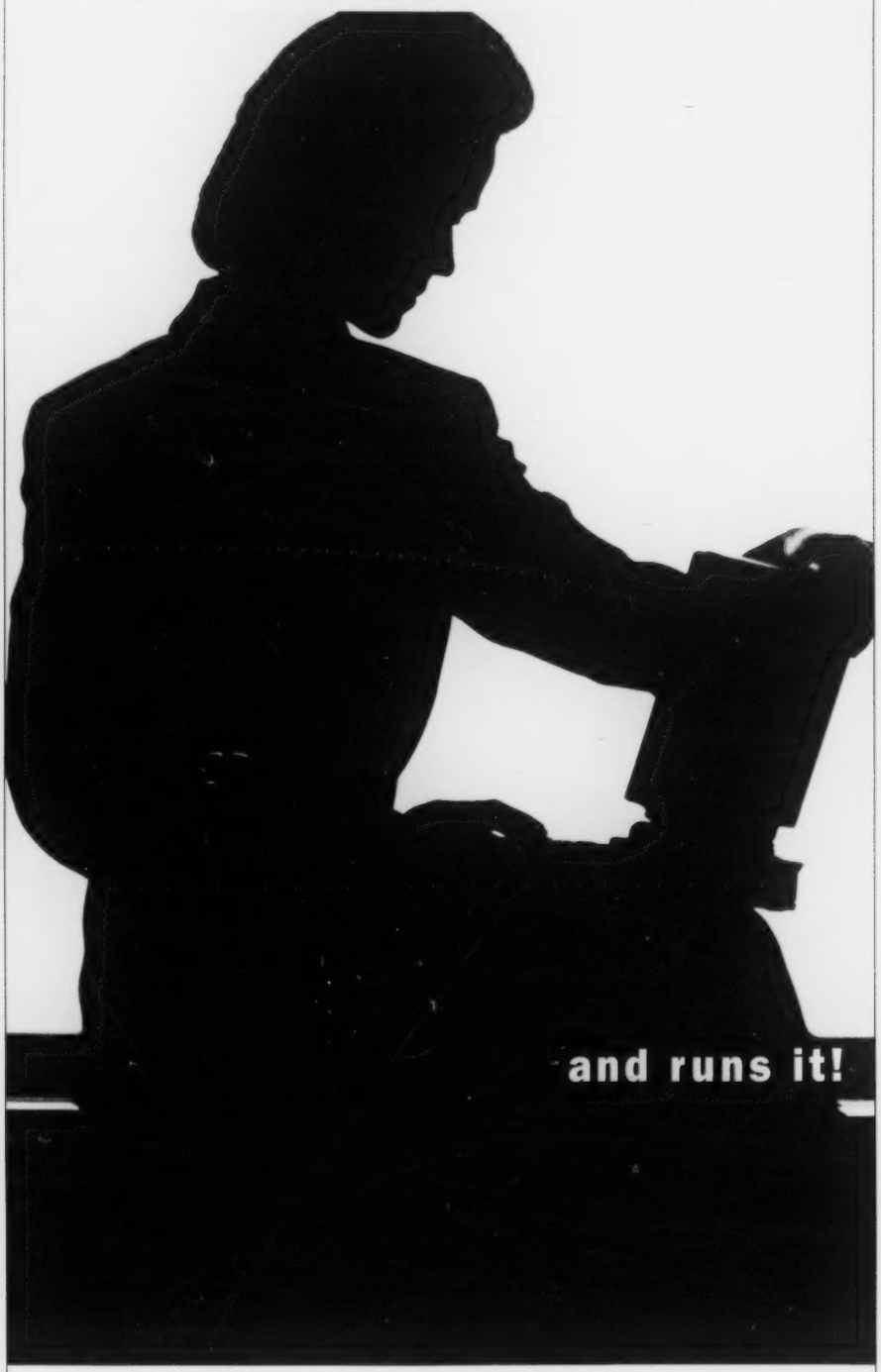
"I think every property is being examined . . . to either shore it up as a reader-driven property or—in categories where there's too much competition or where a property maybe isn't relevant anymore—to shut it down," said Nancy Smith, exec VP-director of print and media relations at Young & Rubicam, New York.

"Until the economy comes back in any strong way, the shakeout won't be over," said Michael Lotito, media director at Ammirati & Puris.

Magazines aimed at affluent audiences have been among the hardest hit by the recession and

(Continued on Page 47)

A woman who knows her place...



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NEWS SUMMARY

■ **Nielsen Marketing Research** and Information Resources Inc. are taking their battle to Europe. 1

■ **American Express** Travel Related Services Co. is reorganizing its charge card division. 1

■ **Two prominent upscale magazines,** *Metropolitan Home* and *Town & Country*, face uncertain futures as their publishers redefine the monthlies' roles. 1

■ **WPP Group** will announce formation of CommonHealth, a worldwide healthcare network. 3

■ **Just Help Yourself** wants to take a bite out of Weight Watchers, Jenny Craig and Nutri/System. 3

■ **American Airlines'** Value Pricing Plan is on the way out and may disappear. 4

■ **SmithKline Beecham** is launching AquaFresh Sensitive toothpaste. 4

■ **Lintas:New York** is restructuring into five teams to become more competitive with small, creative shops. 4

■ **McNeil Consumer Products'** Medipren is the latest casualty of the ibuprofen wars. 12

■ **Electric shaver** marketers plan aggressive spending hikes for the holidays. 20

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Where Gov. Clinton stands on ad issues

Past history could foretell future

By Steven W. Colford

Arkansas Gov. Bill Clinton, after a January 1987 meeting with advertising and media representatives, agreed to drop a proposal by his administration to extend his state's sales tax to advertising.

In the most salient example of how advertising might fare if the Democrat becomes president, Gov. Clinton endorsed arguments by the state's press, broadcast and ad industries against taxing ad time and space.

But the Arkansas cable TV industry doesn't have such a friendly view of the governor. During that same legislative session, the state's 4.5% sales tax was extended to the cable industry.

"He'll tax anything he can," said Bob Blount, executive director of the Arkansas Cable TV Association.

The ad tax proposal was part of the Clinton tax package for 1987 until a group of business leaders confronted him.

"As soon as we heard that idea surface, we put together a coalition to educate the governor and his people about the folly of taxing advertising," said Dennis Schick, executive director of the Arkansas Press Association.

POLITICS
★ ★ ★ ★

The most telling argument was that such a tax would shrink sales, Mr. Schick said.

"I remember the governor said, 'That is absolutely right,' " he said.

How the governor might view an ad tax if he becomes president isn't clear. Assistant Press Secretary David Leavy said the governor's advisers hadn't considered the issue, and he declined to speculate.

But Wayne Cranford, chairman of Cranford Johnson Robinson Woods, Little Rock, the state's largest ad agency, is convinced.

"He's said that he would not be in favor of any tax on advertising," said Mr. Cranford, whose agency handles Arkansas' tourism and industrial development accounts.

The other controversial advertising issues, tobacco and alcohol, have never flared up in the state, he said.

The press association's Mr. Schick said he couldn't even recall any tobacco or alcohol ad issues that attracted Gov. Clinton's attention.

However, a recent statement by Gov. Clinton to the American Lung Association stating that "smoking . . . should not be accorded legal protection like freedom of speech" has raised concerns among industry members.

"He says that tobacco has no First Amendment protections, but what about tobacco advertising?" said Dan Jaffe, exec VP of the Association of National Advertisers. "That statement raises some questions."

But based on his experience in Arkansas, Mr. Schick said, "This is pure speculation on my part, but . . . I would be surprised if he would support advertising bans for any legal product, or if he would support changing the deductibility."

Clinton

Gov. Clinton has demonstrated a fondness for advertising as a political tool. He often used ads to build public support for his legislative proposals and to inform consumers about new programs enacted by the Legislature.

So why did Gov. Clinton and the Legislature slap a sales tax on cable subscribers?

"That's hard to say," said the cable TV association's Mr. Blount. "In 1987, cable was on the [possible taxation] list with advertising and TV and radio, but all those got stripped out of the tax bill except for cable.

"I've known Bill Clinton since college, and he's a nice guy who can't make up his mind. He'll listen and agree with the last person who's talking to him. I think there would be no reluctance on his part to support federal legislation to make inroads on an ad tax."

David Watkins, a former adman who produced campaign commercials for Gov. Clinton in the '80s, said he believes cable got taxed "because it was so profitable."

"I think his attitude today, as it was back then, is that advertising is a service that should not be taxed," he said.

A spokesman for the Coalition on Smoking or Health, said the anti-tobacco group had "no specifics" from either Gov. Clinton or his running mate, Tennessee Sen. Al Gore, on their attitudes toward tobacco advertising.

"Al Gore has a history of being pro-consumer when it comes to consumer and health issues," the spokesman said. "And Gore was among the senators and congressmen who put together the strong health warnings for tobacco. My guess is that [the Democratic ticket], in comparison to the Republicans, would have greater sympathy and pay more attention to health."

Tobacco Institute VP Walker Merryman said Sen. Gore had "come down on the anti-smoking side" during past debates on stronger health warnings, but said the group's review of the collective Clinton-Gore record showed little from which to draw conclusions. □

Top 100 business-to-business marketers

Business Marketing, a sister publication of *Advertising Age*, has compiled the *Business Marketing* 100, a compilation of the U.S.' top business-to-business marketers. Companies are ranked based on their annual business press spending, a commonly used barometer for overall ad and marketing expenditure. About three-quarters of the companies on the *Business Marketing* 100 are in the information technology field, consisting of four product categories: computers, electronics, telecommunications and office automation.

Rank 1992	Rank 1991	Company	Ad spending*
1	1	AT&T Co	$35,486,001
2	3	Hewlett-Packard Co	$32,182,553
3	2	IBM Corp	$31,027,657
4	4	Microsoft Corp	$28,912,472
5	14	ZEOS Intl. Ltd	$28,676,369
6	7	NEC Corp	$26,576,132
7	6	Digital Equipment Corp	$25,413,057
8	20	Intel Corp	$22,437,470
9	11	General Motors Corp	$18,379,929
10	9	Dell Computer Corp	$18,318,089
11	5	Northgate Computer Systems Inc	$16,456,638
12	30	Lotus Development Corp	$15,596,636
13	10	Compaq Computer Corp	$14,512,264
14	13	Motorola Inc	$14,398,395
15	26	Apple Computer Inc	$12,710,478
16	—	Gateway 2000	$12,549,108
17	18	Toshiba America	$12,516,105
18	8	Canon USA Inc	$12,034,814
19	12	Eastman Kodak Co	$11,972,941
20	27	Computer Assoc. Intl. Inc	$11,927,517
21	24	General Electric Co	$10,596,193
22	42	Fujitsu	$10,167,728
23	17	Sony Corp	$9,924,496
24	23	PC Connection Inc	$9,884,926
25	15	Texas Instruments Inc	$9,699,530
26	29	3M Co	$9,641,516
27	21	Du Pont Co	$9,458,079
28	—	Hitachi	$9,345,321
29	19	Panasonic Co	$8,775,056
30	36	CompuAdd Corp	$8,519,124
31	—	PC Brand Inc	$8,234,261
32	22	Oracle Corp	$8,100,195
33	25	ITT Corp	$7,586,460
34	—	Scientific Components Corp	$7,510,902
35	—	Fifth Generation Systems Inc	$7,504,278
36	—	Ingram Micro D Inc	$7,433,074
37	—	Symantec Corp	$7,311,103
38	76	Borland Intl. Inc	$7,173,577
39	44	Intergraph Corp	$7,118,925
40	34	Ford Motor Co	$6,729,105
41	—	Microwarehouse Inc	$6,676,840
42	32	Siemens Corp	$6,559,930
43	57	Hilton Hotels Corp	$6,509,533
44	38	Unisys Corp	$6,450,024
45	45	Everex Systems Inc	$6,251,429
46	—	MacZone	$6,026,860
47	68	Samsung America Inc	$5,947,042
48	—	SAS Institute Inc	$5,792,931
49	—	Zenith Data Systems Corp	$5,771,480
50	49	GTE Corp	$5,655,021
51	—	Midwest Micro	$5,641,470
52	52	Amoco Co	$5,557,070
53	43	Sharp Electronics Corp	$5,484,287
54	41	Novell Inc	$5,479,801
55	—	Tektronix Inc	$5,287,100
56	81	WordPerfect Corp	$5,159,704
57	56	Sun Microsystems Inc	$5,155,591
58	—	Advanced Logic Research Inc	$5,096,297
59	31	Nynex Corp	$5,088,125
60	33	Epson America Inc	$5,042,557
61	53	Ashton-Tate Corp	$4,915,858
62	—	Quarterdeck Office Systems	$4,899,144
63	28	NCR Corp	$4,833,640
64	70	Eaton Corp	$4,698,602
65	40	RJR Nabisco Corp	$4,676,329
66	—	FastMicro	$4,609,295
67	—	Sprint Corp	$4,450,942
68	—	Digital Communications Assoc. Inc	$4,440,480
69	—	Austin Computer System	$4,417,165
70	80	Software Publishing Corp	$4,400,674
71	—	Harris Corp	$4,389,426
72	—	Corel Systems Corp	$4,387,084
73	46	Allied-Signal Inc	$4,372,733
74	65	AST Research Inc	$4,333,433
75	51	AMP Inc	$4,311,530
76	55	Okidata Corp	$4,250,343
77	—	Alto-Shaam Inc	$4,223,068
78	69	Caterpillar Inc	$4,186,058
79	—	Microcom Inc	$4,164,743
80	61	Andersen Corp. Inc	$4,148,948
81	—	Nestle Brands	$4,143,257
82	92	Walt Disney Co	$4,140,418
83	—	Tiger Software Inc	$3,951,535
84	—	QMS Inc	$3,863,201
85	63	Mobil Corp	$3,863,112
86	—	Fuji Photo Film Co	$3,837,920
87	—	Pacific Data Products Inc	$3,809,724
88	39	Northern Telecom Inc	$3,756,579
89	—	Advanced Micro Devices Inc	$3,695,160
90	83	3Com Corp	$3,612,603
91	62	North American Philips Corp	$3,599,603
92	16	Time Warner Inc	$3,587,338
93	71	Rockwell Intl. Corp	$3,559,944
94	—	Central Point Software Inc	$3,468,030
95	—	Swan Technologies	$3,421,247
96	—	Hyundai	$3,375,929
97	—	Toyota	$3,375,024
98	74	MCI Communications Corp	$3,335,184
99	—	Seiko Instruments USA Inc	$3,290,213
100	54	Dow Chemical Co	$3,287,158

*Based on LNA Business-to-Business report for the year ended Dec. 31, 1991

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*SPECTRUM Workstation Market Survey, 1991-92

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LETTERS

Reverse English

Your interview with "Murphy Brown" Producer Diane English (AA, Sept. 21) insults my intelligence. Producer English says while Los Angeles was burning Vice President Dan Quayle pointed a finger at a television show and said, "This is the cause." She calls this irresponsible.

The only thing irresponsible is her remark. I challenge *Ad Age* or producer English to find any such statement in the vice president's remarks. I've read and reread his comments. It just ain't there.

Come on, guys. Let's debate the issues and stop the propaganda. I expect more from *Ad Age* than this kind of politically correct crap.

Kenneth A. Kovaly
President, Technical Insights
Englewood, N.J.

How disappointed I was to see that *Advertising Age*, which I previously thought was a respectable advertising industry publication, had lowered its standards and stretched its editorial content to jump on the "Murphy Brown" bandwagon.

The media has once again proven itself to be a master of distortion, taking one statement from a seven-page speech made by Dan Quayle and manipulating it to serve its own purposes.

You have decided to support this distortion.

I have decided to cancel my subscription.

Elizabeth Clifford
Englewood, Colo.

Your interview with Diane English was a sad affair, because in suggesting that Vice President Quayle blamed the "Murphy Brown" television program for the Los Angeles riots, Ms. English revealed that she neither heard nor read (or, if she did, failed utterly to comprehend) Mr. Quayle's speech.

Apparently, the season opener [of the show] attempted to cover the series' assinines by a desperate disclaimer and defense. The fact is, the writers probably went too far, got called down for it and lashed out in resentment. How dare the vice president criticize a popular television show, especially when the show's central character is sacrosanct—a media person? Heaven forbid!

Ms. English seems obsessed with "real people"; maybe Ms. English herself should "get real." And maybe Hollywood producers in general should stop creating situations and having scripts written that are little more than attempts to justify their own lifestyles, confusions and immoralities.

Gary Gabriel
New York

Got it wrong

I would like to retract my recent statement and apologize to Jim Cameron and agency Ingalls, Quinn & Johnson. In a letter published in *Ad Age* July 13, I wrongly stated that the agency used an existing idea belonging to cartoonist Berkeley Breathed in their award-winning out-of-home ad. Publisher Little, Brown & Co. miscommunicated to me that Ingalls, Quinn & Johnson had received permission to use the idea when in fact they had not. The agency had no prior knowledge of the existing image.

I would like to thank Mr. Cameron and Ingalls, Quinn & Johnson for their understanding. I hope that this does not blemish their reputation.

Glen Hosking
Baldwin, N.Y.

Speaking reasonably

Yes, let's try to be reasonable! That's what Sid Bernstein's column of Aug. 24 urged as it chided the American Gas Association for its ad proclaiming "There's a Hole in the Sky."

Guess what—we *were* being reasonable, because there really is a hole in the sky, even if the *National Anxiety Report* says it's not true. (I've never seen the publication, but I'd love to own the title.) There is widespread scientific agreement not only that one or more ozone holes exist, but also that CFCs [chlorofluorocarbons] are their *primary* cause . . . More than 130 countries to date have signed onto the Montreal Protocol of 1988, an agreeement to phase out the use of CFCs worldwide.

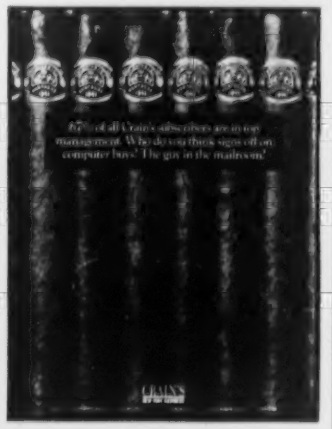
Fortunately, there are things people can do to help get rid of CFCs. One choice is a natural gas cooling system that doesn't use any CFCs. We aren't arguing that these systems be mandated. We just want people to know they exist and what their benefits are. Isn't that among the purposes of advertising?

We believe our ad is a reasonable attempt to educate the public on an environmental problem and one simple, economical, practical approach to its mitigation. If there's anything unreasonable about this episode, it's been Mr. Bernstein's overreaction.

Richard R. Kolodzelj
Senior VP, American Gas Association
Arlington, Va.

FREEZE FRAME

***That* went beyond the usual cut and thrust of political debate, sir!"**



Unisex smokes?

Clearly *Crain's New York Business* believes that women in top management smoke cigars. Or else they think that boardrooms (and, for that matter, mailrooms) are for men only.

Otherwise, how would they have approved their ad for the back cover of the Sept. 7 *Advertising Age*?

Sarah B. Smith
VP-creative director
CME/GDL&W
Houston

'USA Today's' quiet birthday

As the author of a book about *USA Today* ("The *USA Today* Way: A Candid Look at the National Newspaper's First Decade, 1982-1992") and a source for your Aug. 31 article on the paper's 10th anniversary, I want to compliment *Ad Age* for detailed coverage of this important milestone.

Conventional wisdom suggests that *USA Today* downplayed its 10th anniversary because it wanted to distract attention from its decade of unprofitability ($1 billion lost) and because Gannett Co. CEO John Curley is more conservative on matters of publicity than his predecessor, flamboyant Al Neuharth.

After five years of researching *USA Today* and Gannett for my book, I would suggest that the real reason for downplaying its 10th is that *USA Today*/Gannett does not want to wake up the competition regarding future profitable spin-offs of *USA Today*. *USA Today Baseball Weekly*, *USA Today* Sky Radio, 900 and 800 numbers, *USA Today* Fax on Demand, selling classifieds for Prodigy and computer services for fantasy baseball players are some of the spinoffs already available. But I predict more are on the way and some will stick a dagger in the heart of other competing news media, including newspapers.

Other means of leveraging the national newspaper's assets include *USA Today* football, hockey and basketball weeklies; a sixth "Saturday-Sunday" edition to grab some of the major advertising dollars spent on Sunday newspapers and perhaps coordinated with *USA Weekend*, the Gannett-owned Sunday supplement; a fifth section targeted at metropolitan areas and regional advertising on a daily or weekly basis; and any number of new services aimed at sports fans promoted by the paper's widely read sports section and delivered in a variety of fashions.

In my opinion, *USA Today's* major contribution to the communications landscape of the late 20th century is as a model to show other newspapers that they can reach out to disaffected young adults if their editors only would visit "the street where young adults live."

The refusal of the big media, especially major newspapers, to cover *USA Today's* 10th anniversary portends ill for the industry. How can you get well if you don't know you're sick?

John K. Hartman
Chair and associate professor
Department of Journalism
Central Michigan University
Mount Pleasant, Mich.

No heavy hitter

It's time for J. Walter Thompson's metaphorically lame corporate campaign copywriter to remove him/herself from the active roster.

Last time at bat, JWT talked up their hitting prowess (success rate) by saying how they "cleared the benches" when they presumably meant "cleared the fences." Now (AA, Sept. 21) they crow about 55 home runs (Effies) in six years. If Thompson is determined to keep the analogy going, they should know that hitting an average of roughly nine home runs a year is nothing to cheer about. In Effie-land, maybe. In baseball-land, NOT.

Joel Kweskin
Creative services manager
Royal Insurance
Charlotte, N.C.

Corrections & clarifications

- Jeff Meyer, ad director at *Barron's*, was misidentified as Chris Sachs, Eastern ad manager, *Men's Journal*, in the caption of a photo taken at a recent *Advertising Age* "Lunchdown" featuring members of the New York Giants football team (AA, Sept. 28, P. 38).
- The August ad page figures for *Golf Digest* and *Golf Magazine* were transposed in a chart listing consumer magazine ad linage (AA, Sept. 28, P. 33). *Golf Digest* carried 84.5 ad pages in August and 963.4 pages through August, while *Golf Magazine* had 64.4 pages in August and 783.2 pages through August.
- An item on J. Patrick Grandy joining Zippo Manufacturing Co. incorrectly said Bill Jones is retiring. Mr. Jones remains VP-advertising and director of in-house agency Zadco (AA, Sept. 14, P. 56).
- Alamo Rent a Car's agreement to buy cars from General Motors Corp. includes advertising language, but the automaker has no ownership interest in Alamo, contrary to an earlier story (AA, Sept. 14, P. 1).
- Media General's afternoon *Richmond* (Va.) *News Leader* was merged into its morning *Richmond Times-Dispatch* rather than the other way around as stated in the 100 Leading Media Cos. report (AA, Aug. 10, P. S-6). □

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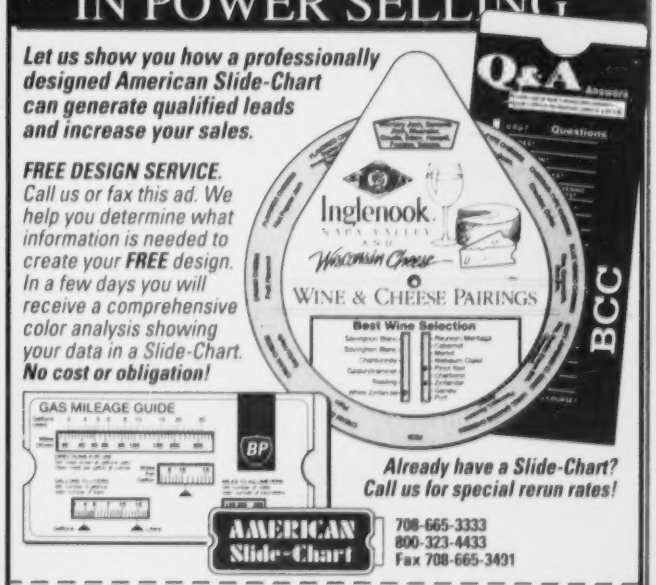

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LAST MINUTE NEWS

J&J to consolidate roster

NEW YORK—Johnson & Johnson next month is expected to start consolidating agencies for its consumer products businesses, several agency executives say. It's believed the shifts will initially include the Bathtime Buddies line of Winnie the Pooh & Friends children's toiletries, now at Earle Palmer Brown Cos. here, and possibly Clean & Clear Skincare, now at FCB/Leber Katz Partners. Lintas:New York, which handles J&J's baby-care business, is expected to pick up Bathtime Buddies as well as an undisclosed children's product to be launched in early 1993. Combined spending for all three pieces of business is about $30 million, with the Lintas assignments estimated at $20 million. Agency executives

(Continued on Page 8)

Massive political buys lift Big 3

By Joe Mandese

NEW YORK—The Big 3 TV networks are about to reap the biggest political advertising windfall in history.

President Bush, Arkansas Gov. Bill Clinton and deep-pocketed businessman Ross Perot caught ABC, CBS and NBC off-guard by buying about $40 million worth of airtime as of Oct. 15.

■ **Ad industry now favors Clinton—Page 3.**

That figure is sure to grow, because additional purchases are expected to be made in the remaining days before the election.

President Bush has bought the most time, spending $17.9 million on the three networks, followed by Mr. Perot's $17.3 million. Gov. Clinton bought much less than the others, $3.8 million, concentrating instead on spot TV buys.

Indeed, the presence of Mr. Perot appears

(Continued on Page 52)

Doug Goodman

Gathered in Virginia were ANA officers including (from l.) outgoing Chairman L. Ross Love, new Chairman Harry E. Davis, President DeWitt Helm and Vice Chairman Richard Garvey.

Ad execs pinning hope on election

Marketers say next month's results may spark consumer confidence, economy

By Julie Liesse and Rance Crain

HOT SPRINGS, Va.—The nation's leading advertisers are waiting, hoping and praying.

Waiting for the November election results. Hoping post-election optimism, in lieu of anything more tangible, gets the U.S. economy moving in a positive direction. And praying, most of all, that either will boost consumer confidence.

"The focus here is the economy—and in that sense, what effect the election might have on the economy," said Gary Moss, VP-marketing services for Campbell Soup Co. "There's a lot of anxiety here and a deep longing for things to improve quickly."

The several hundred marketing, media and agency executives gathered here last week for the Association of National Advertisers' annual meeting seemed ready to

■ **Advertising ethics a popular topic at the ANA meeting—Page 53.**
■ **New ANA chairman ready to adapt to change—Page 53.**

(Continued on Page 53)

Intel discovers PC chips need real brand name

By Bradley Johnson

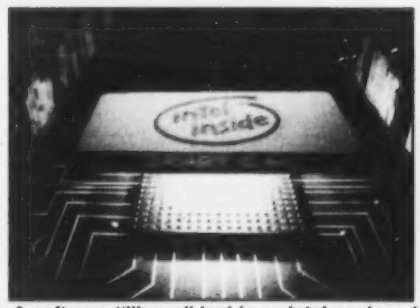
Intel Corp. late this year will unveil a true brand name rather than just a number for its new personal computer microprocessor brain to protect against knockoffs.

Intel has always been a technological leader, and last year it gained a reputation for savvy, consumer-style marketing by launching an ambitious "Intel inside" campaign, featuring a logo, TV spots and co-op ads with PC marketers.

Now Intel is ready to take the next step because competitors are using the same numerical designations on computer chips. Intel last year focused marketing attention on its exclusive 486 technology, but Cyrix Corp. is already using the 486 designation on a chip, and another, Advanced Micro Devices, plans to ship a 486 clone by yearend.

"There's little way to enforce usage of these numbers at this point," said Dennis Carter, Intel director of marketing.

By trademarking a non-numerical name for its next chip, Intel hopes PC marketers and buyers will seek out the new chip, while competitors will find it difficult to market similarly named knockoffs.



A software "library" inside an Intel-equipped PC is meant to show the brand's versatility.

Separately, Intel today starts a two-month flight of "Intel inside" TV advertising.

In the third spot since Intel began TV advertising last November, the company again takes viewers on a quick-paced trip inside a computer. Dahlin Smith White, Salt Lake City, is the agency, while Lucasfilm's Industrial Light & Magic produced special effects.

The new 30-second spot promotes the compatibility of Intel-equipped PCs with

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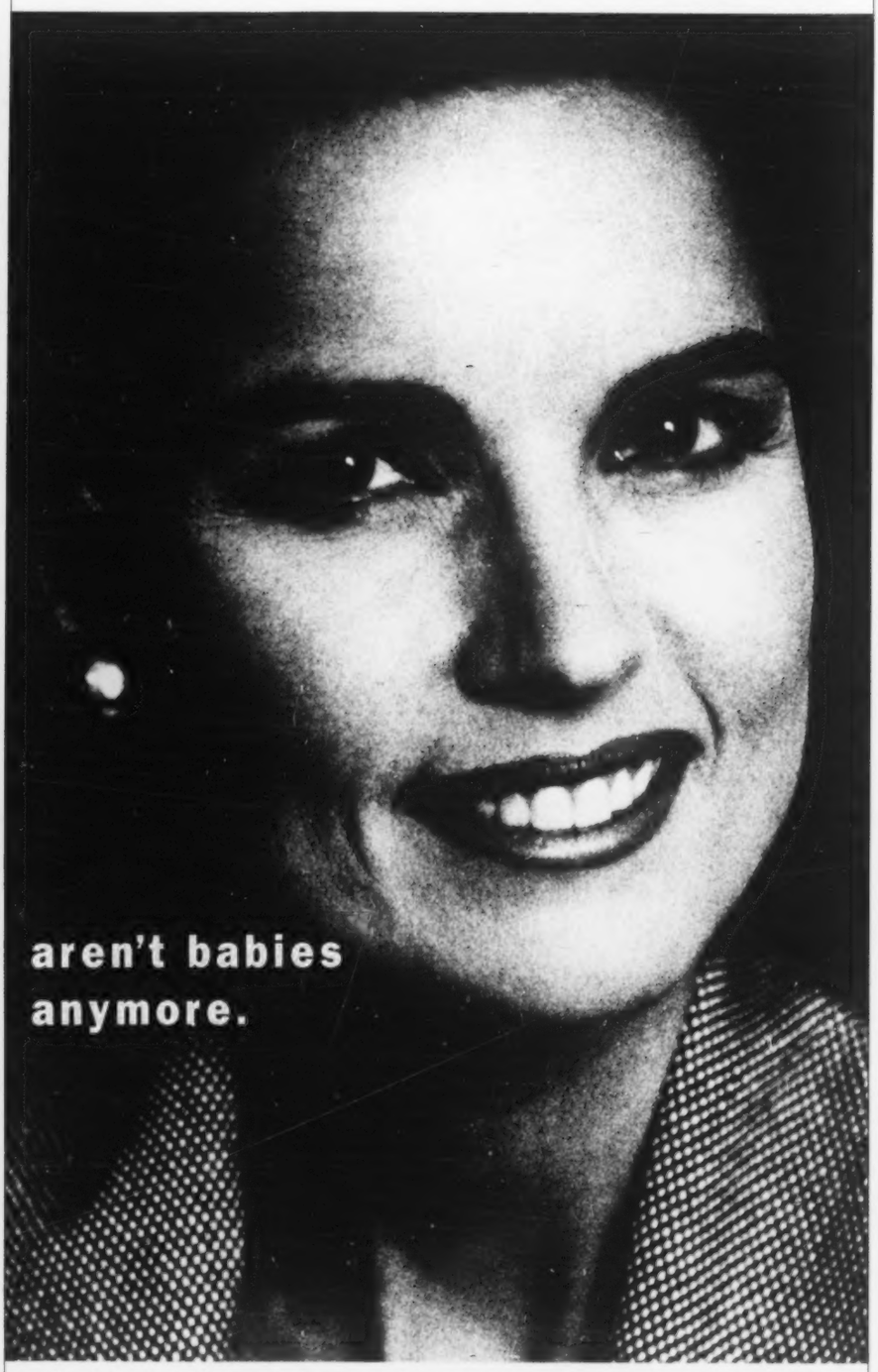
INSIDE

Magazine Special Report: Survival of the hippest. **After Page 30.**

Scott Thomas Bueno Vista

Tennessee agency makes a name creating weird characters like Ernest P. Worrell. **Page 48.**

Baby boomers...



THE GENERATION THAT ONCE DIDN'T TRUST ANYONE OVER THIRTY IS NOW OVER THIRTY ITSELF...AND GROWING. LEAR'S WOMEN IN THIS AFFLUENT AGE GROUP HAVE EXCHANGED FLOWER POWER FOR CORPORATE POWER. THEY ARE 84% MORE LIKELY TO SERVE ON CORPORATE BOARDS THAN THE AVERAGE AFFLUENT WOMAN, AND 71% MORE LIKELY TO SERVE ON THE BOARD OF A CHARITY. LEAR'S READERS ARE VERY MUCH WOMEN OF SUBSTANCE—WITH HIGH INCOMES AND A HIGH DEGREE OF SOCIAL RESPONSIBILITY. TO REACH THESE INFLUENTIAL, ACHIEVEMENT-ORIENTED TRENDSETTERS, CALL LEAR'S AT (212) 891-6990.

LEAR'S

Source: 1992 Mendelsohn Affluence Survey. Base: Total Women.

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NEWS SUMMARY

■ **Presidential candidates** have ordered an estimated $40 million worth of airtime on the three major TV networks. ... **1**

■ **Intel Corp.** plans to brand its microprocessor chip to discourage copycats. ... **1**

■ **'Malcolm X,'** the new movie by Spike Lee, may open next month without the expected advertiser tie-ins. ... **3**

■ **Hyundai** begins ads for its new PCs Oct. 26. ... **3**

■ **Dristan** Juice Mix-In, a powdered remedy to be mixed with juice, is expected to make its debut in several weeks. ... **6**

■ **Nielsen Marketing Research** may add TV viewing diaries to provide single-source product/media data. ... **6**

■ **Checkout lanes** of supermarkets are the newest marketing battleground for Coca-Cola and Pepsi-Cola. ... **20**

■ **Television Bureau of Advertising** says the ad outlook is so uncertain it won't make a 1993 forecast. ... **40**

■ **Louis Rich** account left D'Arcy Masius Benton & Bowles, and more Kraft General Foods business may follow. ... **51**

■ **Chrysler Corp.'s** new LH cars will be introduced to the media and the public Oct. 21. ... **55**

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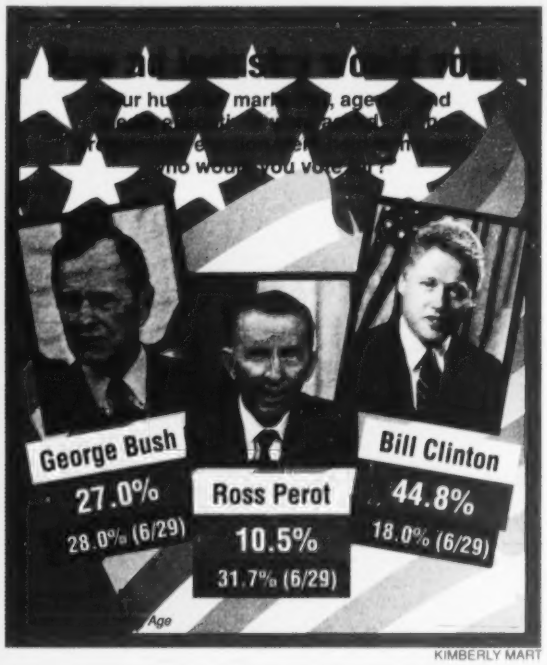


KIMBERLY MART

Industry set to dump Bush for Clinton: poll

By Adrienne Ward

The marketing community has done a turnaround and is now backing Arkansas Gov. Bill Clinton for president.

But the industry isn't necessarily happy about it.

An exclusive *Advertising Age* survey of 400 marketing, agency and media executives found 44.8% of respondents would vote for Gov. Clinton if the presidential election were held tomorrow; 27% would vote for President Bush, and 10.5% would cast their ballot for Texas billionaire Ross Perot. Those undecided accounted for 14.8%, and 3% said they wouldn't vote for president.

The support for Gov. Clinton and Mr. Perot swings widely from a similar *Ad Age* poll taken in June, when Gov. Clinton got support from only 18% of respondents and Mr. Perot was backed by 31.7%. The support in the marketing community for President Bush—28% in June—has remained relatively constant.

Why has the ad industry—like most of the country—changed its tune about Gov. Clinton?

"I don't think it's as much what is it about Gov. Clinton as what isn't it about President Bush, who has been running a rather lethargic campaign," said John O'Toole, president-ceo of the American Association of Advertising Agencies.

The random survey of *Ad Age* subscribers—representing the U.S. marketing community—was conducted by telephone Sept. 28 through Oct. 12. It has a margin of error of plus or minus 3 percentage points.

Mr. O'Toole said he believes last week's presidential and vice presidential debates, which occurred after most of the fielding for the *Ad Age* poll was completed, would have had very little impact on the final results.

Even though most respondents have decided who to vote for, nearly half—49.5%—said they are disappointed with the selection of candidates this year.

"Disappointment is the significant characteristic about this election—no

(Continued on Page 51)

Southwest turns tattler

But Northwest responds, 'Sticks and stones may . . .'

By Jennifer Lawrence

Southwest Airlines will escalate its war of words against Northwest Airlines with a tongue-in-cheek TV spot that starts Oct. 20.

The 30-second commercial—set to air in Chicago, Detroit and Phoenix, Ariz.—counters Northwest's claim to be No. 1 in customer satisfaction with a punchline that even Northwest officials admit is clever.

The spot shows a very serious boardroom meeting with executives sitting around a conference table. The voice-over says: "After lengthy discussions at the highest executive levels and exhaustive consultation with our legal department, we have arrived at an official response to Northwest Airlines' recent claim that they're No. 1 in customer satisfaction."

Silence falls on the room. The executive at the head of the table reads from a piece of paper and says, "Liar, liar. Pants on fire."

The voice-over goes on to explain that the real leader in customer satisfaction, on-time performance and baggage handling, according to the U.S. Department of Transportation, is Southwest.

A print version of the spot ran last week in *The Wall Street Journal* and *USA Today*. That ad explained that Southwest "lost its temper for a moment. Northwest Airlines didn't really lie. And its pants aren't actually on fire. Northwest simply excluded

(Continued on Page 52)

Southwest Airlines chants, "Liar, liar. Pants on fire," in response to a Northwest ad touting customer satisfaction.

Hyundai PCs take on Gateway

By Bradley Johnson

Hyundai is rolling out its made-in-the-USA personal computers, taking direct aim at mail-order PC giant Gateway 2000.

Hyundai Electronics America on Oct. 26 will start a $3 million to $4 million fourth-quarter print campaign to promote its new line of PCs and move into the hot, and hotly competitive, mail-order market.

Hyundai will spend $10 million to $12 million over the next year promoting its new computers and direction, said Gene Kincaid, director of advertising and public relations.

The centerpiece of the campaign is an eight-page magazine insert in which Hyundai prods readers to "Do something new breed" and to "put the old breed out to pasture."

The ad shows a cow wandering in a field "somewhere east of Sioux City," a poke at Gateway 2000, a North Sioux City, S.D., company whose mascot is a Holstein cow.

The bulk of the print ads, created by Tallant LaPointe & Partners, San Francisco, will run in computer publications, primarily Ziff-Davis Publishing Co. titles such as *PC Magazine, Computer Shopper* and *Corporate Computing*.

The only planned general-market advertising will appear in *USA Today* beginning in November.

Hyundai will try to sell superior service and the strength of its $50 billion parent.

Hyundai faces some challenges. It isn't offering a major price advantage and doesn't claim to beat Gateway in performance on all models.

So Hyundai will try to sell superior service and the strength of its $50 billion parent.

Mr. Kincaid said Hyundai PCs "should be within $5" of Gateway PCs. "We may have a performance edge for a while" as well, he added.

The new computers, ads and mail-order strategy are the payoff from South Korea-based Hyundai Group's decision last spring to consolidate management, marketing, development and manufacturing of PCs in California's Silicon Valley (AA, June 29) to get closer to the fickle U.S. market.

Leading the charge is Edward D. Thomas, a 27-year IBM Corp. veteran and most recently president of CompuAdd Computer Corp., a PC marketer. Mr. Thomas, who joined the company in April, is president-chief operating officer of Hyundai Electronics America's Information Systems Division. Mr. Kincaid, a former director of advertising at CompuAdd, arrived in July.

Hyundai, an industrial giant but minor factor in PCs, had a 2.5% share of the 9.8 million-unit U.S. PC market last year, according to InfoCorp, a research company. Mr. Thomas has set a goal of gaining a 3.5% to 4% share by 1994. □

'X' marks the spot for latest Lee furor

By Marcy Magiera

When "Malcolm X" opens in theaters Nov. 20, Spike Lee should be firmly established as the master of marketing by controversy.

The filmmaker's renegade marketing approach may cost the movie valuable, conventional promotional exposure.

Tie-ins with Coca-Cola Co. and black haircare marketer Luster Products have failed to gel. That's despite earlier assertions by Marc Strachan, Mr. Lee's marketing adviser, that both marketers were committed to ambitious education-oriented promotions.

There was just one problem: Warner Bros., the studio that's marketing "Malcolm X," was independently pursuing its own partnerships with advertisers, including Coca-Cola. And it became difficult to determine who's in control, Warner or Mr. Lee.

Mr. Strachan, ceo of Strachan-McDuffie Communications, which handles product placement and promotions

(Continued on Page 54)

Call this new trend the bathing boom

New Conair, Yardley lines may drive up ad spending

By Pat Sloan

After years of hitting the shower, more Americans are taking a bath.

Personal-care marketers are responding to the trend with new products that address the desire of baby boomers to pamper themselves in what has become their last bastion of privacy: the bathroom.

A Gallup Organization poll earlier this year found 32% of those surveyed took baths regularly instead of showers, compared with just 18% in 1991. The number of people taking both baths and showers rose from 25% in 1991 to 45% this year.

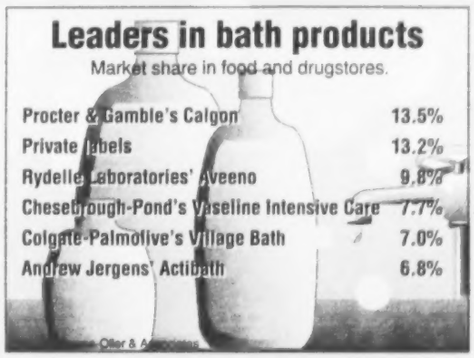
Marketers looking to clean up on the bathing boom include just about everyone, from Yardley of London (marketed in the U.S. by Maybelline Inc.), to haircare specialist Conair Corp. and beauty marketer Del Laboratories.

Talbots is among those easing into the category with Talbots Intimates. The specialty retailer and cataloger of women's and children's clothes plans catalogs and stores focused exclusively on intimate apparel, bath products and accessories such as breakfast trays and footstools.

The multiproduct bath lines sold by Talbots Intimates include Talbots Cottage Garden and Talbots Trellis. Both feature bath gel, bath soap, hand and body lotion, dusting powder, room spray, lingerie wash, potpourri and petite sachets.

There's also talk that both Procter & Gamble Co. and Unilever are ready to wade deeper into bathcare products.

It's been speculated P&G may be developing its own bath brand, in part because the marketer recently told agency Grey Advertising, New York, to resign the $5.5 million Calgon bath additives after 20 years, and Grey agreed. Unilever's Chesebrough-Pond's unit already markets Vaseline Intensive Care bath additives. And the conglomerate's Elizabeth Arden Co. has successfully introduced the Spa department store line, leading industry observers to believe Unilever may try to further plumb the market.


Leaders in bath products
Market share in food and drugstores.
Procter & Gamble's Calgon 13.5%
Private labels 13.2%
Rydelle Laboratories' Aveeno 9.8%
Chesebrough-Pond's Vaseline Intensive Care 7.7%
Colgate-Palmolive's Village Bath 7.0%
Andrew Jergens' Actibath 6.8%
Oller & Associates

KIMBERLY MART

Despite the surge in bathing and bath products, there is no consensus on the category's size. Retail sales estimates range from $200 million to as much as $1 billion, depending on whether body lotions and related products or direct marketers such as Avon Products are included. Industry executives estimate the market grew by 10% to 20% or more last year.

Benckiser Consumer Products' Calgon is the leader of the bath sundries category, with a 13.5% share in food and drugstores, reported Towne-Oller & Associates. Private label brands follow with a 13.2% share, Rydelle Laboratories' Aveeno with 9.8%, Intensive Care with 7.7%, Colgate-Palmolive Co.'s Village Bath with 7% and Andrew Jergens Co. Actibath with 6.8%.

Current brands don't advertise much. Calgon's $5.5 million budget is believed to be the highest. Actibath received only $3 million in 1991, according to LNA/Arbitron Multi-Media Service, while Tsumura International put less than $1 million behind VitaBath, another major brand.

New entries are expected to drive up spending, however. Yardley, via Lord, Dentsu & Partners, is committing an estimated $6 million to print and TV breaking in May for its Bath Shoppe line of soaps, moisturizers, bath oil, bath and shower gel, talc, bath splash and bath salts.

And Conair, a company that hasn't always advertised its toiletries, will spend about $1 million on an in-house print campaign to introduce Beverly Hills Spa, a bath, shower and body line.

Some industry competitors maintain the bathtub still will never replace the shower as a daily routine.

"We have found in research over the past four years that bathing is on the upswing. But the reality with women is that as long as they have multiple roles, they won't have time to make bathing more than an occasional indulgence," said Lisa Wallender, senior marketing manager at Neutrogena Corp.

Accordingly, Neutrogena is promoting its Rainbath shower and bath gel into a "sensual experience" called "Neutrogena showering," in ads from Carlson & Partners. The company has also introduced three after-shower products: Rainbath spray-on dry oil, skin smoothing powder and splash-on silkener. Neutrogena spent $2.1 million on media in '91.

Colgate's Softsoap division is now breaking a spot TV campaign from Martin/Williams, Minneapolis, for its relaunched Softsoap Softskin Body Wash.

"Bath additives are growing quickly, but the majority of people still shower," said Mary Brown, brand manager. "Our consumers told us there are a lot of bath products out there, but they take showers so often that they want alternatives to bar soaps. So we've positioned this product not as a more convenient way to shower but as one that rinses cleaner than bar soaps while moisturizing."

But Lisa Yarnell, Benckiser's group marketing manager, believes stressful times will ensure the continued popularity of baths.

"The incidence of people bathing has increased because of the relaxation value. And bath products are growing faster." □

Biotech-created tomatoes ripe for controversy

Marketers brace for activists' knife

By Bradley Johnson

This could be the "Attack of the Killer Tomatoes" or the solution to decades of bland vegetables.

Biotech tomatoes will roll into supermarkets next year, and marketers must decide what to say about the products' origins. The produce is engineered to be fresher and better tasting year-round.

But a consumer activist is leading a campaign to wither the tomatoes even before they arrive.

Calgene Inc., a decade-old biotechnology company, expects to introduce the first genetically altered tomato, Flavr Savr, a year from now.

DNA Plant Technology Corp. in the second quarter of next year plans to conduct a major single-market test of Vinesweet, a tomato that has its roots in a petri dish. The company hopes to follow that in 1994 or 1995 with what, in its crudest terms, is akin to a tomato crossed with a flounder.

A decidedly different campaign is being orchestrated by Jeremy Rifkin, president of Pure Food Campaign, a group formed last spring to fight genetically altered foods.

Mr. Rifkin, who's concerned about potential effects of genetically altered foods on health and the ecosystem, said he's working on TV and radio public service announcements and plans to take out page ads in *The New York Times*.

Mr. Rifkin also said he has the backing of 1,500 "celebrity chefs," such as Wolfgang Puck of Los Angeles.

He intends to single out any packaged-food marketer that experiments with genetic engineering. "We're going to give Calgene more publicity than they could ever have hoped for," Mr. Rifkin said. "We promise them [Flavr Savr] will be dead on arrival."

Stephen Benoit, VP-marketing at Calgene Fresh, Calgene's marketing arm, said the public's fears of biotech food are greatly exaggerated.

"The vast majority of consumers are actually favorably disposed toward food biotechnology," he said.

Calgene plans to introduce Flavr Savr regionally next year, with national expansion "a function of consumer acceptance and tomato supply," Mr. Benoit said. The produce will sell at roughly a 30% premium over regular tomatoes.

The company doesn't have the money to advertise. But it plans "full disclosure" of the tomato's origins in point-of-purchase materials and through an 800-number, Mr. Benoit said.

Calgene alters the genetic makeup of its tomato to retard rotting, allowing the produce to ripen on the vine longer. That's in contrast to the typical supermarket tomato, which is picked green and gassed with ethylene to ripen.

Calgene must maneuver carefully, observers say. Jack Trout, president of marketing consultancy Trout & Ries, said the company should avoid "trigger words" such as "genetically altered" or "genetically engineered."

"That's going to be the most critical element of how they define their product," he said. "It's a word game."

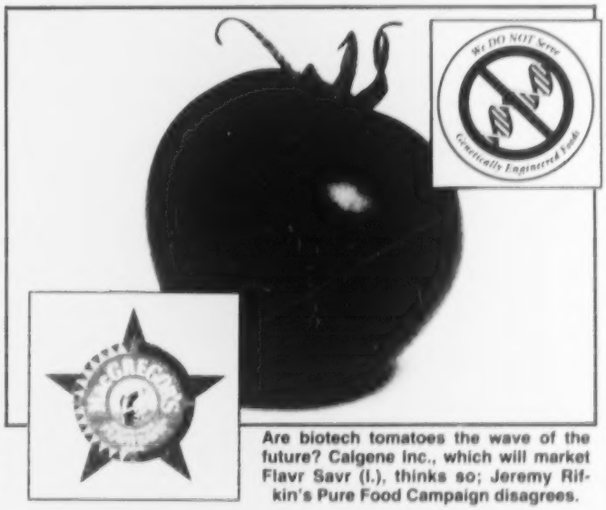
Clive Chajet, chairman-ceo of Lippincott & Margulies, a corporate identity and image company, suggests Calgene emphasize product benefits.

"You can't mislead the public," he said. "You have to be prepared to answer how in fact you ended up with a better-tasting tomato."

DNA Plant Technology's Vinesweet tomato looks far less ripe for controversy. Vinesweet begins on a petri dish with cells extracted from a tomato plant. There's no genetic engineering, and Mr. Rifkin said he hasn't taken a position on it yet.

Marketing plans call for a six-month test in an unnamed city in the second quarter of next year. DNA Plant Technology is currently testing ad strategies in focus groups.

The company's other tomato is sure to spawn controversy, however. That product will include man-made protein similar to that produced by flounder genes. □



Are biotech tomatoes the wave of the future? Calgene Inc., which will market Flavr Savr (l.), thinks so; Jeremy Rifkin's Pure Food Campaign disagrees.

■ **Grey Advertising**, New York, has formed a corporate design subsidiary called Grey Design. Grey creative directors Kurt Haiman and Judy Frisch, will head the new company as design directors. Mitch Mosallem, Grey graphic services director, is managing director.

■ **New Jersey Department of Transportation** is seeking an agency for an estimated $2.5 million account to promote carpooling and public transportation. Proposals are due Oct. 21, and a decision is expected by yearend.

■ **The Connecticut Department of Commerce** is running a $2.7 million out-of-state media campaign to improve its tarnished image as a place to do business. The campaign, themed "The state that thinks like a business," will run in magazines, newspapers and direct mail. Mintz & Hoke, Avon, handles.

■ **Richmond (Va.)/Southside United Way** is running a print campaign addressing spending abuses that caused national United Way President William Aramony to resign earlier this year. The first print ad shows a stretch limousine and the headline, "Why your local United Way dollars will never be stretched this far." Earle Palmer Brown, Richmond, handles.

■ **Barton Brands**, Chicago, to **Garfield, Linn & Co.** from Bloom FCA, New York, for its estimated $3 million St. Pauli Girl imported beer account. . . . **Stihl**, Virginia Beach, Va., to **Finnegan & Agee**, Richmond, from Howard, Merrell & Partners, Raleigh, N.C., for the chainsaw marketer's estimated $1.5 million account. . . . **MacGregor Golf Co.**, Atlanta, to **Bockel Clark & Gill**, from in-house for its estimated $1 million account. Bockel resigned its ProGroup account, now in review.

Magazines tempting

(Continued from Page S-2)
ability than other mass media to target various buyer segments. The market is deluged with so many nameplates now automakers have to find narrow niches or at least identify specific target audiences.

For 1993, Cadillac is going after two very divergent market segments: young, affluent buyers for its new Northstar V-8 engine, available in the Seville STS, Eldorado Touring Coupe and Allante, and more mature buyers for the Fleetwood.

Not only is Cadillac buying space in magazines that reach those specific demographics, but it's moving more heavily into the medium's new ability to do selective binding.

In other words, Cadillac may make a single buy in a publication with a broad readership, but which Cadillac ad subscribers will get depends on what ZIP code they live in.

D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich., is the Cadillac agency.

Chrysler's Jeep/Eagle division plans to spend heavily in magazines for the launch of the Eagle Vision, its version of the Chrysler LH model, due Oct. 21.

The Vision also will get some network TV support, "but when this launch is done, you'll see a heavier proportion of magazines and cable TV than you would traditionally find with a new car introduction," says Randy Schroeder, exec VP-media director at CME KHBB Southfield, Mich., agency for Jeep/Eagle.

"That's because the Vision is targeted at the upper end of import intenders," he says. "To distinguish and reach more effectively those audiences, we're pounding in on magazines that reach that type of buyer."

The Jeep brand also continues to get heavy magazine support.

"Back in the 1991 model year, I'd say we were using about 60% of the publications we're using now," Mr. Schroeder says. "Before, we were using more broad-based publications because Jeep didn't have the swing of targets we have now. Now we're using far more publications but we're much more highly selective about which products are advertised there."

Another reason many automakers are showing greater interest in magazines is that many books are cutting deals with advertisers.

"During the last three or four years, as ad budgets really began to tighten, magazines became more willing to negotiate rates and give rate concessions," says Lou Schultz, exec VP-director of media services for Lintas: USA, New York, whose Lintas:Campbell-Ewald subsidiary handles GM's Chevrolet division.

In recent years, GM, Chrysler and Mazda have cut cross media deals with Time Warner.

"Magazines are looking at better ways to form marketing partnerships with added value to their clients," says Mr. Mancini. "These include integrated marketing programs that marry media plans with merchandising through cross-promotions."

Mazda has developed several merchandising programs with magazines, says Bill Hagelstein, exec VP-general manager of Mazda agency Foote, Cone & Belding, Santa Ana, Calif.

For example, ceos who subscribe to *Forbes* were invited to the Forbes mansion in New York to see and test drive the Mazda 929, an upscale niche vehicle.

But Mr. Hagelstein denies Mazda's magazine spending is up nearly 195% from last year, as PIB reports. He says some of the merchandising programs that accompanied magazine buys through its Time Warner deal probably were factored in by PIB.

"We've branched out over the last few years, now using 60-plus titles appealing to various segments," he says. "As a vehicle becomes more expensive or more highly targeted, network TV becomes a shotgun approach. Not a lot of people are going to buy a $50,000 luxury car from seeing an ad on prime-time TV." □

Drugs, remedies hike spending in magazines almost 40%

Automotive is the "hottest" category among magazine advertisers, but it isn't the only hot one.

Other industries are boosting magazines' share of total ad dollars as well. For the first time ever, the drugs & remedies segment broke into the list of top 10 magazine categories this year with a 38.9% rise in spending and a 24.6% increase in ad pages, according to Publishers Information Bureau.

Among the reasons for the big gains: aging baby boomers are buying more health-related products; a number of prescription products—such as yeast infection remedies—are now sold over-the-counter; and makers of some prescription drugs, such as nicotine patches, are now allowed to advertise to consumers.

Top 10 magazine ad categories

	Jan.-July 1992	% change from 1991
Automotive	$599.9	19.02
Toiletries/cosmetics	378.1	2.13
Direct response	341.4	7.90
Business/consumer services	265.2	18.54
Foods/food products	253.8	0.47
Apparel/footwear	222.8	13.59
Travel/hotels/resorts	200.6	-.84
Computers/office equipment	186.1	27.19
Drugs/remedies	140.0	36.37
Cigarettes/tobacco	133.3	-15.22

Note: Dollars in thousands
Source: Publishers Information Bureau

Advertising Age graph: Chris Roy

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Magazine ad page leaders

Publishers Information Bureau figures for January through September 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Forbes	2,503.67	8.0	115,362,011	12.5
2	Business Week	2,411.27	6.4	142,132,805	2.5
3	Bride's	2,249.68	1.3	43,988,442	5.3
4	People	2,214.99	1.8	247,526,193	9.4
5	The Economist	2,019.45	18.2	22,649,341	38.9
6	Modern Bride	1,893.81	-1.8	34,014,324	10.2
7	Vogue	1,879.99	-0.4	78,691,588	4.2
8	Fortune	1,842.33	-5.1	96,693,198	-3.9
9	TV Guide	1,788.32	2.1	198,133,765	-3.1
10	Sports Illustrated	1,594.80	3.5	225,275,414	7.0
11	Entrepreneur	1,528.22	3.3	19,520,822	20.4
12	New York Magazine	1,494.96	-0.3	27,041,479	3.2
13	Time	1,453.32	1.3	237,717,567	10.1
14	Cosmopolitan	1,450.15	0.8	98,643,977	5.5
15	U.S. News & World Report	1,409.75	9.8	127,670,155	16.1
16	Newsweek	1,392.25	9.4	171,101,871	12.2
17	Golf World	1,384.24	14.8	13,015,384	21.7
18	Bridal Guide	1,350.69	23.0	13,879,252	62.9
19	American Way	1,249.99	12.1	18,552,707	13.6
20	Family Circle	1,233.92	15.9	113,005,450	23.1
21	Glamour	1,226.70	-0.9	72,331,902	7.8
22	Good Housekeeping	1,217.49	6.7	135,220,812	13.8
23	The New Yorker	1,181.52	-0.2	33,527,862	3.6
24	Woman's Day	1,105.72	22.4	88,856,605	27.6
25	Elle	1,105.66	-8.9	40,167,745	0.2
26	Rolling Stone	1,091.10	-4.3	47,886,875	2.2
27	Yachting	1,067.64	2.9	7,257,118	7.8
28	Muscle & Fitness	1,065.07	0.8	20,258,785	5.2
29	Golf Digest	1,044.35	12.9	61,946,331	14.9
30	Parents	1,039.82	8.1	48,280,916	11.7
31	Skin Diver	1,038.01	-5.7	11,282,441	1.1
32	Gentlemen's Quarterly	1,015.86	-7.7	31,763,561	6.4
33	Ladies' Home Journal	1,011.42	-4.4	83,718,534	2.0
34	Southern Living	999.91	14.1	56,469,296	25.3
35	Popular Photography	984.18	3.6	24,454,003	7.5
36	Vanity Fair	982.94	10.6	40,645,458	26.8
37	Better Homes & Gardens	975.99	7.6	130,571,826	15.2
38	Texas Monthly	969.42	1.8	12,433,836	11.3
39	Mademoiselle	942.02	-3.1	35,813,601	4.3
40	Sunset	923.99	5.6	35,437,006	15.5
41	Car & Driver	902.37	-5.4	40,041,358	6.3
42	Money	884.42	6.8	62,834,386	10.6
43	Travel & Leisure	861.19	-7.6	38,943,684	-2.1
44	Golf Magazine	853.83	3.3	35,323,454	14.2
45	Redbook	852.88	10.5	53,050,176	3.5
46	Road & Track	849.18	4.9	27,564,619	11.9
47	McCall's	827.03	15.7	65,046,481	14.3
48	W Magazine	820.53	-9.5	21,686,347	2.1
49	Inc.	796.63	20.1	35,992,049	21.4
50	Architectural Digest	787.16	-10.6	22,635,878	-10.0
51	Financial World	773.66	59.6	20,377,076	74.2
52	Parenting	765.89	30.7	20,935,508	53.6
53	Jet	757.46	-2.8	13,739,638	-0.8
54	Country Living	752.11	9.7	35,450,982	13.7
55	Black Enterprise	747.50	9.6	11,978,393	18.3
56	Self	735.50	7.2	29,877,677	7.0
57	Seventeen	728.89	-4.0	26,728,376	-1.7
58	Entertainment Weekly	721.01	16.0	23,064,842	52.4
59	Harper's Bazaar	721.01	-4.5	21,586,752	-2.9
60	Gourmet	716.07	-5.4	22,378,232	-1.1
61	Outside Magazine	703.09	12.2	16,733,364	29.8
62	Salt Water Sportsman	702.08	-3.3	4,656,580	-9.4
63	Delta Sky	690.55	20.6	21,204,311	31.9
64	Conde Nast Traveler	671.86	-4.0	21,127,532	0.6
65	Esquire	670.06	7.5	23,650,834	13.6
66	Ebony	669.17	-3.1	26,397,996	-1.0
67	Four Wheeler	645.80	-7.1	5,368,854	-15.3
68	Bon Appetit	642.03	1.7	22,680,198	11.2
69	Reader's Digest	640.07	3.8	81,717,489	18.8
70	Bicycling	639.21	-12.9	11,492,236	2.9
71	Tennis	629.30	11.6	23,596,186	18.2
72	Parade*	629.17	14.2	337,479,158	18.9
73	Essence	624.76	9.4	19,718,283	21.3
74	Automobile Magazine	609.20	1.8	16,510,019	5.8
75	San Francisco Focus	607.93	-5.1	4,336,899	-1.9
76	Shape Magazine	585.90	14.7	10,699,154	25.1
77	Compute	580.16	-3.8	5,178,455	-2.9
78	USA Weekend*	569.17	16.6	128,996,941	31.3
79	Penthouse	565.63	0.3	22,072,585	-3.2
80	New Woman	565.61	3.4	15,367,274	1.8
81	Motor Trend	561.29	-9.8	24,392,945	-0.5
82	Northwest Airlines World Traveler	561.02	50.9	11,252,513	20.8
83	Mirabella	559.82	-15.2	17,038,539	19.6
84	House Beautiful	549.27	6.1	23,338,932	8.5
85	Smithsonian	547.00	-7.2	26,240,170	-0.1
86	Popular Science	541.85	4.1	19,898,678	23.4
87	Field & Stream	541.26	-6.1	24,781,353	-8.7
88	Sports Afield	534.45	-2.1	12,118,359	3.7
89	Metropolitan Home	531.55	-9.4	20,159,293	-6.0
90	Child	509.67	27.6	10,40^071	39.8
91	Hot Rod	508.70	-10.7	13,840,486	-4.8
92	Popular Mechanics	508.41	-1.3	20,689,557	12.2
93	HG	506.82	-17.7	15,458,184	-8.1
94	Omni	506.54	4.9	13,886,892	4.8
95	Kiplinger's Personal Finance	503.96	22.4	15,064,320	29.1
96	Working Woman	499.17	-15.7	17,674,340	-11.1
97	Premiere	493.87	0.7	11,029,407	11.1
98	Working Mother	488.95	1.7	13,458,830	13.7
99	The Atlantic	480.18	8.0	9,741,568	19.4
100	Yankee	475.12	-2.1	5,290,448	-16.8

Percent change compares January-September in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

'Forbes' takes ad lead from 'Business Week'

By Scott Donaton

Forbes surged ahead of *Business Week* in the ad page race last month on the strength of an ad-fat 75th anniversary issue, and could claim the crown for the year.

The anniversary issue, dated Sept. 14 and carrying a $5 cover price, included 325 ad pages. For September, *Forbes* carried 489.2 ad pages, a 59.5% increase from the same month in 1991.

MEDIA WORKS

By comparison, *Business Week's* 274.4 ad pages for the month represented a 6.5% decline while *Fortune* carried 268.6 pages, a 9.6% drop.

The strong September boosted *Forbes'* nine-month total to 2,503.7 pages, an 8% gain and first place among titles tracked by Publishers Information Bureau. *Business Week* was second with 2,411.3 pages, up 6.4%. *Forbes'* 92-page lead over *Business Week* after three quarters put the every other weekly in a position to finish the year in first place, a slot that its weekly rival has held every year since 1975.

Business Week said earlier this year that it was no longer interested in "playing the ad page game" and would focus on improving the profitability of the pages it sold rather than inflating page counts at any cost.

In addition to its anniversary issue, *Forbes'* ad page count has been pumped up by the quarterly supplement *Forbes FYI*. A second supplement, *Forbes ASAP*, will make its debut in December.

In the newsweekly field, *Time* maintained its lead with 1,453.3 pages, a 1.3% increase for the first nine months. *U.S. News & World Report*, which passed *Newsweek* in pages last year, was second with 1,409.8 pages, up 9.8%. *Newsweek* was a close third with 1,392.3 pages, up 9.4%.

September marked the seventh consecutive month of ad page gains for the industry, PIB reported. Pages rose 6.5% for the month to 15,680.2. After three quarters, ad pages totaled 116,036.3, a 3.2% gain.

Ad revenues rose 12.1% in September to $662.3 million and 9% for the nine-month period to $4.98 billion.

James Guthrie, Magazine Publishers of America exec VP-marketing development, pointed out that the year-to-date growth "continues to be driven principally by four categories: automotive; business and consumer services; computers and office equipment; and drugs and remedies."

Sixty-two of the top 100 titles in ad pages showed increases through September, while just 38 were down in pages.

The magazines with the largest percentage gains for the period were *Allure* (436.2 pages, up 118.6%), *Traditional Home* (185.8 pages, up 73.4%), *Financial World* (773.7 pages, up 59.6%), *Northwest Airlines World Traveler* (561 pages, up 50.9%) and *Golf for Women* (162.9 pages, up 46.6%).

The big losers were *Practical Homeowner* (184.3 pages, down 47.5%), *Corporate Finance* (108.2 pages, down 44%), *Town & Country* (444.9 pages, down 36.8%), *Art & Antiques* (275.6 pages, down 30%) and *Natural History* (216.8 pages, down 22.7%). □

Top 10 magazine ad categories by revenue

Category	1992 revenue	% chg	1992 pages	% chg
Automotive*	$729,660,071	18.62	12,679.1	17.52
Toiletries	$510,121,045	7.57	10,146.8	1.82
Direct response cos.	$450,689,496	8.79	13,856.3	2.38
Business & consumer svcs.	$353,031,490	20.03	9,255.6	16.21
Apparel**	$346,796,533	16.08	10,995.1	2.88
Food	$316,924,363	2.05	4,530.6	-8.79
Travel, hotels & resorts	$248,040,567	-1.09	8,031.8	-3.79
Computers & office equip.	$233,483,874	24.67	4,584.7	14.57
Drugs	$193,252,687	45.85	3,433.8	30.04
Cigarettes & tobacco	$165,910,040	-18.75	2,785.5	-17.76

Revenue and page figures are from January-September 1992. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

New Fox shows stumbling

Delay of Tuesday night launch highlights problems

By Joe Mandese

The new kid on the TV block is having some serious growing pains.

Two weeks into the season, Fox Broadcasting Co.'s average prime-time rating was 7.6, down 0.4 points from the same period in 1991, Nielsen Media Research reported. That follows the 5-year-old network's recent announcement it will delay expansion to a seventh night of prime-time programming to December or early January. Fox originally planned to launch a Tuesday night schedule on Oct. 27.

"A beachhead on Tuesday night is going to be difficult to establish," said Peter Chernin, president of the Fox Entertainment Group. He said Fox decided to delay the expansion last summer after what he called the "successful launch" of the Wednesday night schedule of "Melrose Place" and "Beverly Hills, 90210."

"Melrose Place" captured high ratings initially opposite mostly repeat programming on the Big 3 networks. Now the show is losing significant audience from its strong "90210" lead-in. The "Melrose" rating for the week ended Oct. 4 was 6.2, a new low for the show, while "90210" had a 9.0 rating.

"Melrose Place" started fast for Fox, but is having ratings trouble now.

"The important thing is that they successfully launch Wednesdays before they move on," said Paul Schulman, president of Paul Schulman Co., New York. The company is a division of Advanswers, Wells Rich Greene BDDP's media buying subsidary.

Fox had planned to add two one-hour dramas on Tuesdays, "Class of '96" and "Key West."

"I think Fox may be seeing that they need to use those shows on Wednesdays and Thursdays," said Rob Frydlewicz, VP-associate media research director at N W Ayer.

Fox is also having trouble with its other rookie series, "The Heights." The show scored only a 5.2 rating in its 9 p.m. (ET) Thursday time slot and ranked 94th out of 99 prime-time shows for the week ended Oct. 4.

Only one of Fox's series, "Martin," looks to be a winner. That series had a 10.2 rating for the week ended Oct. 4, beating "Rhythm & Blues," a similar show scheduled in the same 8:30 p.m. (ET) Thursday time slot on NBC that got an 8.9 rating.

A new study from BJK&E Media Group reveals Fox may be underdelivering on some of its commitments.

"At the beginning of the [1991-92] season, Fox received some accolades and a lot of press by talking about producing more original episodes and airing fewer repeats," said Steve Sternberg, VP-broadcast research at BJK&E Media Group. "But a close look at the four networks reveals that each network aired virtually the same percentage of repeats vs. originals of regular series during the 1991-92 season as in the 1990-91 season."

According to BJK&E, 42% of the series episodes Fox aired in 1991-92 were repeats, compared with 38% on ABC, 37% on NBC and 34% on CBS. □

TVB: Too many variables mean no '93 forecast

By Joe Mandese

TV ad spending growth for next year is so uncertain the Television Bureau of Advertising isn't going to make a forecast.

TVB usually issues its own fall outlook for the next year, based on the projections of financial analysts and other experts. But not this year.

"There are still so many question marks out there that we're not going to come out with a forecast," said Harold Simpson, TVB VP-research and development.

Instead, Mr. Simpson said the bureau decided to defer to eight Wall Street analysts' projections in its annual fall outlook.

"We always poll Wall Street analysts and then present their forecast to the TVB board before making our own projection," Mr. Simpson said. "For now, we're only saying what the Wall Street analysts are telling us."

For network TV ad spending, for example, the analysts predicted 3% to 7% growth. For spot TV, the disparity was even wider: 3% to 8% growth.

"It is a big range," Mr. Simpson said, noting that most of the analysts were more "bullish" than members of the TVB board.

"The TVB would welcome that [growth], but we're reluctant to forecast that for now," he said.

The bureau also issued forecasts from McCann-Erickson Worldwide and investment banker Veronis & Suhler.

McCann's Robert J. Coen, senior VP-director of forecasting, predicted network TV spending will grow 6% while Veronis projected a 3.3% gain.

Spot TV will rise 7%, Mr. Coen said, while Veronis predicted only a 4.8% increase.

Mr. Simpson said the Wall Street analysts cited several reasons for optimism, including an imminent improvement in the economy.

He said they also predicted spending would increase dramatically at the slightest hint of an economic uptick.

"For 2½ to three years now, spending has been put on hold and there is a lot of pent-up demand. New-product [introductions] have been put on hold. Brand spending has been put on hold."

Mr. Simpson said second-half TV spending is higher than the TVB initially forecasted, so the bureau is revising its 1992 projection.

"Last fall [when the forecast was made] we had a range of 3% to 5% for both spot and local TV [growth]. Now we're looking more at a 5% to 7% increase," he said. "The third quarter had dynamite, double-digit increases because of the Olympics, and the fourth quarter will be up healthy single digits because of political spending and other categories."

Mr. Simpson said the TVB will have a better handle on whether the recent growth represents a fundamental spending shift when category data are analyzed for the third quarter.

"So far, automotives and a few other categories have been driving this increase," he said. "If we see some increases in other categories, be it retail or be it package goods, that will be a very good sign not only for the balance of this year, but for next year." □

What others see for '93 spending

	Wall Street analysts	McCann-Erickson	Veronis & Suhler
Local TV	+4-8%	+6.5%	+7.6%
Spot TV	+3-8%	+7.0%	+4.8%
Network TV	+3-7%	+6.0%	+3.3%
National syndication	+8-11%	+7.0%	+10.7%
Cable TV	+10-15%	+9.0%	+12.9%

Source: Television Bureau of Advertising

Campbell rolls Prego pizza sauce

By Julie Liesse

Marketers are jumping into the small but growing pizza sauce market with familiar brand names.

Campbell Soup Co. this month launches Prego pizza sauce, a four-flavor line that builds on the equity of its spaghetti sauce brand.

Campbell follows Hunt-Wesson, whose year-old Hunt's pizza sauce has zoomed to the No. 4 slot.

Both marketers are hoping to capitalize on a category that grew 13.5% to supermarket sales of $57.3 million for the year ended Sept. 5.

The category has benefited from the addition of nationally advertised brand names. The top five players are Ragu Foods' Ragu, with 57% of the market; Nestle USA's Contadina with 23%; American Home Food Products' Chef Boyardee, 5%; Hunt's, 3%; and Pet's Progresso, 2%.

Campbell's Prego pizza sauce will be available in ground sausage, mushroom, traditional and pepperoni flavors.

The new sauce will be included in Campbell's umbrella campaign for Prego, handled by FCB/Leber Katz Partners, New York. □

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FOR THE RECORD

VOLVO CARS of North America broke an estimated $20 million campaign last week launching the 850 GLT sedan. TV and print ads contain scarcely a reference to Volvo's longtime safety positioning. The mid-size car is being pitched as a sporty sedan to expand Volvo's appeal to younger families without children and to empty-nesters. Messner Vetere Berger McNamee Schmetterer/Euro RSCG, New York, handles.

AMERICAN FOUNDATION for AIDS Research last week launched a public service campaign to promote AIDS awareness and prevention. The print, TV and radio effort features actress Elizabeth Taylor, who is also founding chairman of the organization. Ads were created in-house by the group and produced by the Centers for Disease Control. ABC and Fox Television Network have agreed to run spots, as have several cable networks.

DISCOVER CARD SERVICES last week announced a new SmartRate variable interest rate program for its general-purpose credit card, linking the rate to each customer's total annual purchases. Customers qualify for the lowest annual interest rate of 15.9% if they bought $1,000 or more with a Discover card last year; 17.9% if they purchased between $500 and $999; or the standard 19.8% rate if their purchases were below $500. DDB Needham Worldwide, Chicago, is Discover's agency.

AMERICAN EXPRESS CO. last week began a six-week campaign for its Corporate Card using comparative advertising for the first time. The print effort includes references to "hidden fees" charged by MasterCard and Visa business cards, which have cut into AmEx's business. Ads themed "It's all business" were created by Tassani Communications, Chicago, and placed by Corporate Card agency Wunderman Worldwide, New York.

MAIDENFORM today breaks a 30-second commercial called "Vote." The TV spot shows quick cuts of women wearing different political buttons on their chests and features a sound track of female voices humming "Yankee Doodle." The concluding message is: "If you've got something to say, now's the time to get it off your chest." It's the first spot from Ogilvy & Mather, New York, which succeeded the now-defunct Levine, Huntley, Vick & Beaver on the account in March.

REVLON CONSUMER PRODUCTS CORP. has licensed its name to nine companies for products ranging from sunglasses to hair accessories, jewelry, toys, apparel and hair dryers. Among the licensees are Tyco Toys and Opti-Ray. The licensing program will start in the U.S. and eventually be extended worldwide.

EDWIN L. ARTZT, chairman-ceo of Procter & Gamble Co., last week told shareholders at the company's annual meeting to expect record sales, unit volume and earnings when final results for first-quarter 1993, ended Sept. 30, are reported Oct. 26. He emphasized P&G's continuing commitment to globalization, product innovation and value pricing.

CHASE MANHATTAN BANK last week began a TV and radio campaign in eight major markets supporting changes in its nationwide Bonus Dollars program. The program offers Chase Visa and MasterCard customers points that can be exchanged for USAir travel, Hertz car rentals, ITT Sheraton hotel stays or merchandise. The bank has reduced spending levels needed to get points and increased rewards to retailers and others. Wells Rich Greene BDDP, New York, handles.

OUTDOOR BOARDS would be severely curtailed under a proposed ordinance in Nashville, Tenn. The Metro Council will give second reading Oct. 20 to the measure, which would prohibit new boards and require removal of 95% of the estimated 500 existing boards in the next seven years. The outdoor board industry plans to fight the proposal.

ACCOUNT ACTION: Mobil Chemical Co.'s Plastics Division, Pittsford, N.Y., is seeking an agency for its estimated $10 million Hefty, Baggies and Kordite account. Wells Rich Greene BDDP, New York, previously handled. . . . **Fayva**, Canton, Mass., to **Rossin Greenberg Seronick**, Boston, from Jordan, McGrath, Case & Taylor, New York, for the retail shoe chain's estimated $6 million to $10 million account. . . . **Spring Air Co.**, Des Plaines, Ill., to **Garfield, Linn & Co.**, Chicago, from now-defunct Stern Walters Partners for its less than $5 million broadcast, print and direct mail account. . . . **Schott Bros.**, Perth Amboy, N.J., to **Gianettino & Meredith**, Short Hills, from Holland Advertising, New York, for the clothing marketer's account.

WORTH NOTING: Canandaigua Wine Co. last week broke a $2 million to $3 million network and spot radio campaign for its Cook's champagne, featuring comedian Jon Lovitz. Eric Mower & Associates, Rochester, N.Y., handles. . . . **Tyco Toys** signed a 10-year licensing agreement with Children's Television Workshop for rights to develop toys and other children's products based on Sesame Street characters. . . . **Estey-Hoover**, Newport Beach, Calif., has acquired Brighton Hill Communications, Yorba Linda, a direct marketing shop, and merged it into the general agency.

D'Arcy loses Louis Rich; more of KGF may follow

By Julie Liesse

Kraft General Foods' decision to move the Louis Rich account may be only the first step in pulling its total $85 million in business from D'Arcy Masius Benton & Bowles' New York office.

Kraft General Foods insiders say it's likely D'Arcy will lose more of its remaining KGF business in coming months. If that happens, industry sources speculate, D'Arcy might ultimately be forced to resign the rest of its Kraft General foods work so the agency is free to pursue more lucrative business in the foods category.

Louis Rich VP-General Manager Bryan Stockton last week issued official confirmation of what had been rumored for weeks: The subsidiary will reassign its $10 million to $15 million account in the next few weeks to another of Kraft General Foods' regular agencies.

The relationship between Kraft General Foods and D'Arcy has been tense for a long time.

Agency executives last week indicated the Louis Rich business is likely to end up at Foote, Cone & Belding, Chicago, which handles Kraft frozen entrees and side dishes as well as Kraft macaroni & cheese, Tombstone pizza, Velveeta Shells & Cheese and other products.

FCB nearly wrested away the Louis Rich account in a creative shoot-out with D'Arcy earlier this year.

Kraft General Foods' other agencies are circling the remaining D'Arcy accounts, all a part of General Foods USA and Kraft General Foods Frozen Products. Those brands include Cool Whip, Crystal Light powdered drinks, Entenmann's baked goods and Boboli pizza crusts.

In addition, D'Arcy is agency of record for Kraft General Foods' $200 million in network TV media buying.

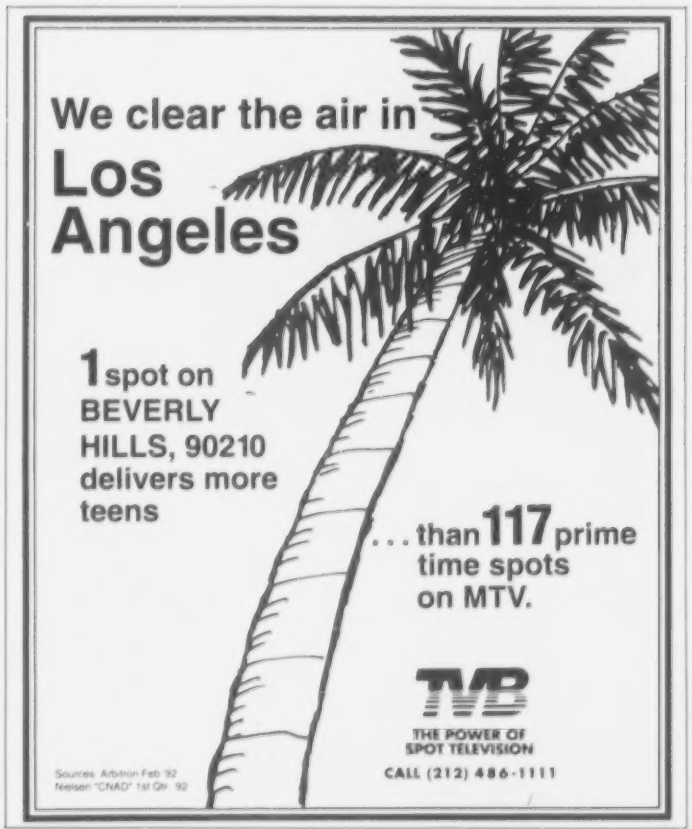
D'Arcy has been struggling to steady its hold on the Kraft General Foods business by bringing in new account managers. But insiders say the relationship between the marketer and agency has been tense for a long time.

"There's difference in cultures that goes way back to when General Foods thought Benton & Bowles paid more attention to its Procter & Gamble business," said one executive close to Kraft General Foods.

D'Arcy is still smarting over the 1990 decision to move the prestigious Maxwell House coffee business back to Ogilvy & Mather, after only a year at D'Arcy, agency insiders say. Since that time, Maxwell House has continued to use D'Arcy-created advertising.

Kraft General Foods' lead agencies are Leo Burnett USA, FCB and J. Walter Thompson USA, all Chicago; and O&M, Grey Advertising and Young & Rubicam, all New York. The food marketer also works with a few smaller shops, such as Fairman & Schmidt, Chicago, on projects. □

Melanie Wells and Scott Hume contributed to this story.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Poll

(Continued from Page 3)

one is enthusiastic," Mr. O'Toole said.

Agency respondents and people in the 35-to-54 age bracket expressed the most unhappiness: 52.9% of agency people are disappointed with the candidates this year vs. 45.1% of marketing company and 42.6% of media executives. Looking at the breakdown by age group, 54.7% of 35-to-54-year-olds said they are disappointed in the selection of candidates vs. 46.7% of 18-to-34-year-olds and 38.4% of those 55 and older.

Stimulating the economy is the biggest issue for the marketing community, industry executives said.

"People feel a change needs to be made, so they're picking the challenger, not the incumbent," said Wally Snyder, president of the American Advertising Federation. "Advertising is one way in which you stimulate sales. We as an industry are going to be watching very closely that we not lose tax deductibility of advertising and that there are no restrictions placed on advertising that would discourage it."

Mr. Perot was able to capitalize on the country's yearnifig for change several months ago, particularly with people who work at ad agencies because they were more likely to identify with his independence and iconoclasm, industry executives speculated. But he let voters down when he withdrew from the race in July.

The ad industry is even more unhappy with Bush than is the general population.

In the recent *Ad Age* poll, Gov. Clinton received the biggest chunk of his support from employees of media companies: 59% of media people said they supported the governor vs. 41.1% of agency and 40.7% of advertiser executives.

The governor was a big loser among women four months ago, but he has picked up speed and now has the support of 54.9% of women in the marketing community; 20.9% of women back the president, 8.2% support Mr. Perot, 13.1% were undecided and 2.7% wouldn't vote for president.

The Democratic nominee also leads with men in the ad industry, but not by nearly as large a margin: 36.7% of men supported Gov. Clinton, 32.4% President Bush and 12.9% were for Perot. The rest either were undecided or wouldn't vote for president.

The results of the *Ad Age* election poll indicate the ad industry is even more unhappy with President Bush than is the general population. According to the Gallup Organization, President Bush is supported by 34% of the people, Gov. Clinton by 46% and Mr. Perot by 13%.

In addition to the economy, Mr. O'Toole believes President Bush's own ad campaign, which has been increasingly negative, has hurt him with marketing executives.

"Negative political ads give advertising itself a bad name . . . ," he said. "Adpeople are particularly sensitive about that. We cringe to see those tactics." □

Dai-Ichi may double stake in Bloom FCA

By Melanie Wells

NEW YORK—Bloom FCA is expected to get a financial boost from its Japanese partner that could help the agency further its goal of acquiring a similar-size shop here.

Top executives from Bloom, its parent company Groupe FCA, Paris, and Dai-Ichi Kikaku Co., Tokyo, will meet in Tokyo next week to discuss doubling Dai-Ichi Kikaku's current 20% stake in Bloom.

The Japanese shop bought its existing stake in Bloom in May 1991 and acquired 10.7% of Groupe FCA a year ago. Bloom's billings are about $240 million.

Robert Bloom, chairman-ceo of Bloom, said additional capital from the Japanese wouldn't affect agency operations. But he said it will help his efforts to expand Bloom through buying a like-size New York agency.

Mr. Bloom is said to have had informal conversations with one shop as recently as last week, and industry executives say Korey, Kay & Partners is one agency Bloom executives are expected to approach in coming weeks.

"As chairman of the company, I have the obligation to listen to everything anyone has to say," said Korey Kay Chairman Allen Kay. "The chances of us wanting to veer from our course are slim to none."

George Guimares, chairman-ceo of Bloom's New York office, denied the agency is planning to court Korey Kay but acknowledged Bloom is eager to make an acquisition.

Earlier this year, Bloom is believed to have held discussions with Geer, DuBois; Marshall Jaccoma Mitchell; and Rosenfeld, Sirowitz, Humphrey & Strauss. All the agencies have billings of $60 million to $150 million.

"It would have to be digestible from our standpoint and with people who are compatible with our culture," Mr. Bloom said of an acquisition.

Discussions with Geer, DuBois are said to have fizzled when the agency lost the Jaguar Cars account in a review to Ogilvy & Mather.

Bloom is also looking to add senior staffers to its creative and strategic planning departments within the month.

Mr. Bloom's quest for growth is almost palpable and for good reason.

Executives close to the company say the terms of Mr. Bloom's four-year buyout agreement are predicated on how much he has grown the company under the watchful eye of Groupe FCA Chairman-CEO Philippe Calleux.

The goal is to double the size of the agency in that time, and Mr. Guimares was brought on last spring from Young & Rubicam to spearhead the effort.

"We're probably 25% along the way," Mr. Bloom said.

The agency has picked up about $74 million in billings since teaming up with FCA in February 1991; during the same period, Bloom has lost $24 million.

"We have a common goal, not to become the biggest agency in the world but to say to our global clients that we now have a new global position in the market," Mr. Calleux said.

Bloom is hoping that the FCA connection will help it snare Trans World Airlines' $45 million to $50 million domestic account, now in review, because the holding company's London shop, FCA, handles TWA's international advertising.

Mr. Calleux said his company's relationship with Bloom is paying off by steering new business to the holding company's French agency. FCA Paris has been named the agency of record for Bloom client Scott Paper Co.'s Baby Fresh Wipes account in France. And Bloom executives are practicing a marketing method known as "context analysis" created by FCA Vice Chairman Marc Bourgery.

Also, when the executives convene in Tokyo next week, Mr. Bloom said, he plans to meet with a key Dai-Ichi Kikaku client to try to snare its U.S. account.

Dai-Ichi Kikaku handles Mitsubishi Corp., Chanel, Duracell and Kentucky Fried Chicken Corp. in Japan. □

Networks

(Continued from Page 1)

to be the biggest factor driving the networks' fourth-quarter bonanza. He is expected to make even more buys; his staff has already made requests for half-hour spots on each of the Big 3 during each of the next two weeks, as well as on election eve.

Mr. Perot's schedule is so big that one network executive said: "Basically, you will be seeing a Perot ad in every commercial break between now and Election Day."

That estimate may not be far off. Among the buys Mr. Perot has made are one spot in each episode of ABC's "Good Morning America," running through Nov. 2, as well as extensive prime-time and sports buys on all three networks.

In an apparent first for a presidential candidate, Mr. Perot bought eight late-night and two prime-time 15-second slots on NBC last week to run teaser commercials encouraging viewers to tune in to his prime-time half-hour spot on NBC Oct. 16. Mr. Perot also ran teasers on ABC for his 1-hour spot on that network Oct. 17.

President Bush, meanwhile, has spent nearly $18 million on the Big 3, including a wide mix of prime-time and sports programming.

But Gov. Clinton has spent a mere $3.8 million, plus a $300,000 prime-time schedule on Fox Broadcasting Co., the first-ever political buy on that network. The Democratic nominee bought spots scheduled for the next two Saturdays on Fox's "Cops" and "America's Most Wanted."

Doug Watts, a media consultant and former communications adviser to the 1984 Reagan/Bush campaign, said the Bush team's reliance on network buys was dictated by its need to build support everywhere.

"Bush has so many people in all the states to persuade that that is how to reach them," he said. "For Clinton, he's spending so much less on networks because he just has to concentrate on certain states. You can bet that he's really pounding with the [spot buy] ads in Texas and Florida and Illinois, probably spending outrageous amounts."

The divergent spending patterns reflect precision targeting by the Democrats and continued mistakes by the Bush/Quayle campaign, said J. Brian Smith, a political media analyst.

"The targeting that's being done is something that's been long overdue in presidential campaigns," said Mr. Smith, president of the Republican consultancy Smith & Haroff. "There are states where George Bush is competitive and other states where he is not. But by buying large amounts of network airtime, he's spending large chunks in places like California where he doesn't have a chance to win."

Mr. Smith said the Bush/Quayle media plan is "just another flawed piece of strategy for a campaign that's been atrocious."

The size and concentration of the political spending blitz caught media buyers and even network sales executives off-guard.

ABC executives, for example, planned to sell only $4 million worth of political ad time for the entire fourth quarter. But as of last week, ABC had written more than $15 million in political buys for the quarter, including more than $10 million from Mr. Perot alone.

"It's exceeded what anyone has expected here," an ABC executive said. "In 1988, we pulled in about $5.9 million in post-convention politicals."

To date, ABC has been the biggest beneficiary of the buys, but all the networks are seeing higher than expected levels of presidential campaign spending.

In fact, the unprecedented spending levels are starting to have a significant impact on the fourth-quarter scatter market for regular network advertisers.

Buyers reported that fourth-quarter prime-time unit prices are rising above upfront costs for the first time since the same period last year.

"It's certainly having an immediate impact on October," said Marc Goldstein, senior VP-director of national broadcast at Lintas: USA, New York. "It's really tightened things up and put the networks in a terrific position. One of the advantages that the networks are seeing from a three-candidate race is at least 33% more money than they normally would have gotten."

While CBS has benefited least from the presidential media blitz, the network was the best sold of the Big 3 coming into the fourth quarter. Still, CBS has heavy schedules from all three candidates during its World Series coverage.

"The network marketplace will tighten right up to the election day, but I have seen avails from the networks for November and December and CBS and Fox are in pretty good shape. But ABC and NBC still have a way to go," said a network buyer at a major independent media buying company. "The key for the networks is whether there is going to be that pre-Christmas scatter money that will fuel November and December, and I have my doubts, because we're still in a recession and nobody is spending except the candidates." □

Jeff Jensen in New York and Steven W. Colford in Washington contributed to this story.

Network campaign spending by presidential candidates

	BUSH	PEROT	CLINTON
ABC	$7.9 million	$10.4 million	$0.1 million
CBS	$4.3 million	$3.3 million	$2.5 million
NBC	$5.7 million	$3.6 million	$1.2 million
Total	$17.9 million	$17.3 million	$3.8 million

Source: ABC, NBC, CBS through Oct. 15

Airline

(Continued from Page 3)

Southwest Airlines from its comparison."

Cramer-Krasselt, Chicago, is the agency.

No. 4 Northwest has been running a series of ads citing its top showings in on-time performance, customer satisfaction and lack of luggage problems. J. Walter Thompson USA, New York, handles.

Southwest, the nation's No. 8 airline, often runs counter to the industry.

The carrier is profitable at a time when virtually all major airlines are losing money. Chairman Herb Kelleher dressed as Elvis for a photo in a recent annual report. And on Halloween, passengers can expect to find flight attendants in costume and spider and skeleton decorations hanging in the cabin.

"We take our work seriously but not ourselves," said Don Valentine, Southwest VP-marketing. "We find that humor works well in the workplace. Isn't it nice that airlines don't usually take that route?"

Southwest in fact stopped short of putting up an outdoor version of the "Liar, liar" ad outside Northwest's headquarters in St. Paul, Minn.

Southwest is serious, however, in challenging Northwest's claim to be tops in customer satisfaction. Southwest was omitted from the ranking in the Northwest advertising because Northwest doesn't consider Southwest a "major" airline, though it meets the Department of Transportation definition of $1 billion or more in revenue per year.

So far, Northwest won't give Southwest's ad a second thought.

"It's a clever ad. Hats off to Herb and the gang," said John Austin, Northwest director of media relations. "We see no need to respond. Our own ad talking about our accomplishments is sufficient rebuttal. If you are on the junior varsity, it is easy to put up big numbers. But up here in the majors, the hitting is a little tougher."

Southwest, however, may be laughing all the way to the bank.

"Southwest is doing very well and probably will be the only profitable airline in the third quarter," said John Pincavage, partner at the Transportation Group, a consultancy. "They're making money because they are low-cost and have a totally different operating strategy from everyone else."

Jack Trout, president of marketing consultancy Trout & Ries, believes Southwest has been successful because the carrier is the "antithesis" of other major carriers.

"The beauty of the ad is that it's anti-establishment," Mr. Trout said. "It continues the us vs. them kind of feeling. I think it's terrific to position Southwest against the traditional airlines. It's a great way of setting the record straight." □

Ira Teinowitz contributed to this story.

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D. Free Distribution by Mail, Carrier or other means: Samples, complimentary, and other free copies	11,173	5,944
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AmEx pulls plug on Chiat

Charge card yanks $60M account, gives green light to O&M campaign

By Gary Levin and Melanie Wells

NEW YORK—American Express Co. last week fired Chiat/Day/Mojo on its $60 million charge-card account after deciding to expand nationally a campaign from Ogilvy & Mather that promotes restaurants and other merchants.

The move capped a tumultuous tenure by Chiat, which won the creative portion of the account from O&M only last November by creating a widely criticized set of spots that featured the AmEx Card as a larger-than-life icon.

That effort was officially shelved in August, when Aldo Papone, a former top AmEx executive now serving as a senior adviser on its advertising, gave Chiat the go-ahead to produce three new commercials using the same imagery.

But those spots were never approved for airing, and Chiat seemed doomed after O&M's work, which until now has aired only in New York, Los Angeles and Atlanta, received praise from the ad industry and positive feedback from cardmembers.

"After we reviewed the results, we found they spoke so compellingly to our broad constituency, it didn't make sense to have two different cam-

(Continued on Page 49)

Is ad czar in GM's future?

Smale wants to forge distinct brands

By Raymond Serafin

A thorough marketing shake-up led by John Smale may be on the agenda for General Motors Corp., where the board of directors appears poised to complete the management overhaul it began in April.

The board reportedly is on the verge of dumping Robert Stempel, who since becoming chairman in August 1990 has been unable to turn around GM's staggering losses in the midst of a stubborn economic downturn. Mr. Smale, 65, the retired chairman of Procter & Gamble Co. and a GM board member, was reported to be the board's choice as the new chairman.

Mr. Smale was one of the leaders of a board movement in April that removed Lloyd Reuss as president of GM, replacing him with John F. "Jack" Smith. At the time, Mr. Smale also replaced Mr. Stempel as chairman of the board's executive committee.

GM insiders and agency executives speculate that a regime headed by Mr. Smale could include an ad czar, someone with a broad view of the corporation and the authority to direct indi-

(Continued on Page 53)

Will NBC move Ebersol into Wright's post?

By Joe Mandese

NEW YORK—NBC could undergo a major reorganization of its senior management in preparation for the media company's sale by parent General Electric Co.

That is the latest of myriad rumors swirling among senior NBC executives in the wake of renewed speculation that the company is in play.

The corridor talk calls for NBC President-CEO Robert Wright to return to GE in a new, undetermined position and be replaced by Dick Ebersol, now president of NBC Sports and senior VP, NBC News.

Ebersol

Mr. Wright is the executive who was handpicked by GE Chairman John Welch to run the media conglomerate when GE acquired NBC parent company RCA in 1986.

Mr. Wright was president of GE Financial Services before his appointment at NBC. Before GE, Mr. Wright was president of Cox Cable Communications, a cable system operator and cable programmer.

An NBC spokeswoman said the rumors are without merit and that no significant management changes are planned at NBC. She added that the rumors were most likely precipitated by the fact that Mr. Ebersol's contract is about to expire.

"Whenever you see ratings turn in a certain direction, or when big projects like the Olympics end, you get the Spago factor," said a senior NBC executive, referring to the popular Los Angeles eatery. "People sit around at lunch and paint scenarios. Bob is not going to GE, and whatever Dick's ultimate plans are, are still being formulated, but everybody hopes that he will stay here."

A GE spokesman said the company's policy is not to comment on rumors.

While Mr. Wright has overseen NBC's aggressive entry into cable TV, GE has seen ratings and earnings fall dramatically for its

(Continued on Page 8)

Marky digs Calvin

When Calvin Klein spotted Marky Mark in his skivvies in *Rolling Stone* last summer, he signed him up for an ad campaign. The first spot featuring the bare-chested, crotch-grabbing rapper with topless model Karen Moss appeared on MTV Oct. 24. Fox's New York station, WNYW, said it rejected two spots because the nudity was "inappropriate." The spots also feature some barrier-breaking comments from Marky Mark, including, "Now the best protection against AIDS is to keep your Calvins on . . . I've had lipstick stains on my underwear a few times."

LAST MINUTE NEWS

Microsoft stages big intro

NEW YORK—Microsoft Chairman-CEO Bill Gates makes his Broadway debut Oct. 27 in a variety show-style event to introduce Windows for Workgroups, expected to become the top seller in the hot-selling Windows line. In its splashiest launch promotion ever, the No. 1 software marketer is spending $2 million to produce the 1 hour show and send it by satellite to nearly 300 sites nationally reaching 30,000 customers. It will also spend $2 million on direct mail and more than $1 million on trade ads. Ogilvy & Mather, Los Angeles, handles.

Almay readies drug products

NEW YORK—In a cosmetics industry

(Continued on Page 8)

Exec shuffle disrupting TWA review

By Jennifer Lawrence and Melanie Wells

A senior management shake-up at Trans World Airlines is putting the carrier's ad agency review into a tailspin.

It was learned late last week that Craig Pavlus, TWA senior VP-marketing, may be reassigned and Sheldon Kravitz, VP-advertising and consumer marketing, might leave TWA.

The individual rumored to be joining TWA to head the marketing effort is Don Casey, chairman of Landor Associates, a corporate identity company, and a former senior VP-marketing at TWA in the early 1980s. Mr. Casey is said to have close ties to Lord, Dentsu & Partners, New York, an agency that now could have an edge in landing the account.

Mr. Pavlus has been conducting the review for the carrier's estimated $50 million account. Seven New York agencies were chosen to pitch the business: domestic incumbent Avrett, Free & Ginsberg; Backer Spielvogel Bates; Grey Advertising; Bloom FCA; Biederman, Kelly & Shaffer; Deutsch; and Lois/USA. FCA, London, handles the international account.

Don Fleming, TWA director of public relations, confirmed that "significant management changes are under way" but he couldn't be specific because details hadn't been finalized.

"The new management committee has some changes—and they are significant—in progress, but we can't comment on the changes today," Mr. Fleming told *Advertising Age* late Friday.

The management committee is headed by Glenn Zander and Robin Wilson, who are trying to steer TWA out of Chapter 11 bankruptcy protection.

TWA had hoped to finish the agency review by yearend.

Agencies had been scheduled to meet with airline executives but late last week Messrs. Pavlus and Kravitz postponed meetings arranged with at least three: Grey, Lois/USA and Deutsch.

Apparently, the meetings have been rescheduled for this week but one agency executive said anything could happen. Bloom FCA is said to have a meeting scheduled for this week with a TWA international marketing executive.

Mr. Pavlus was out of the office Friday and couldn't be reached. Similarly, Mr. Kravitz and his secretary were both out of the office. □

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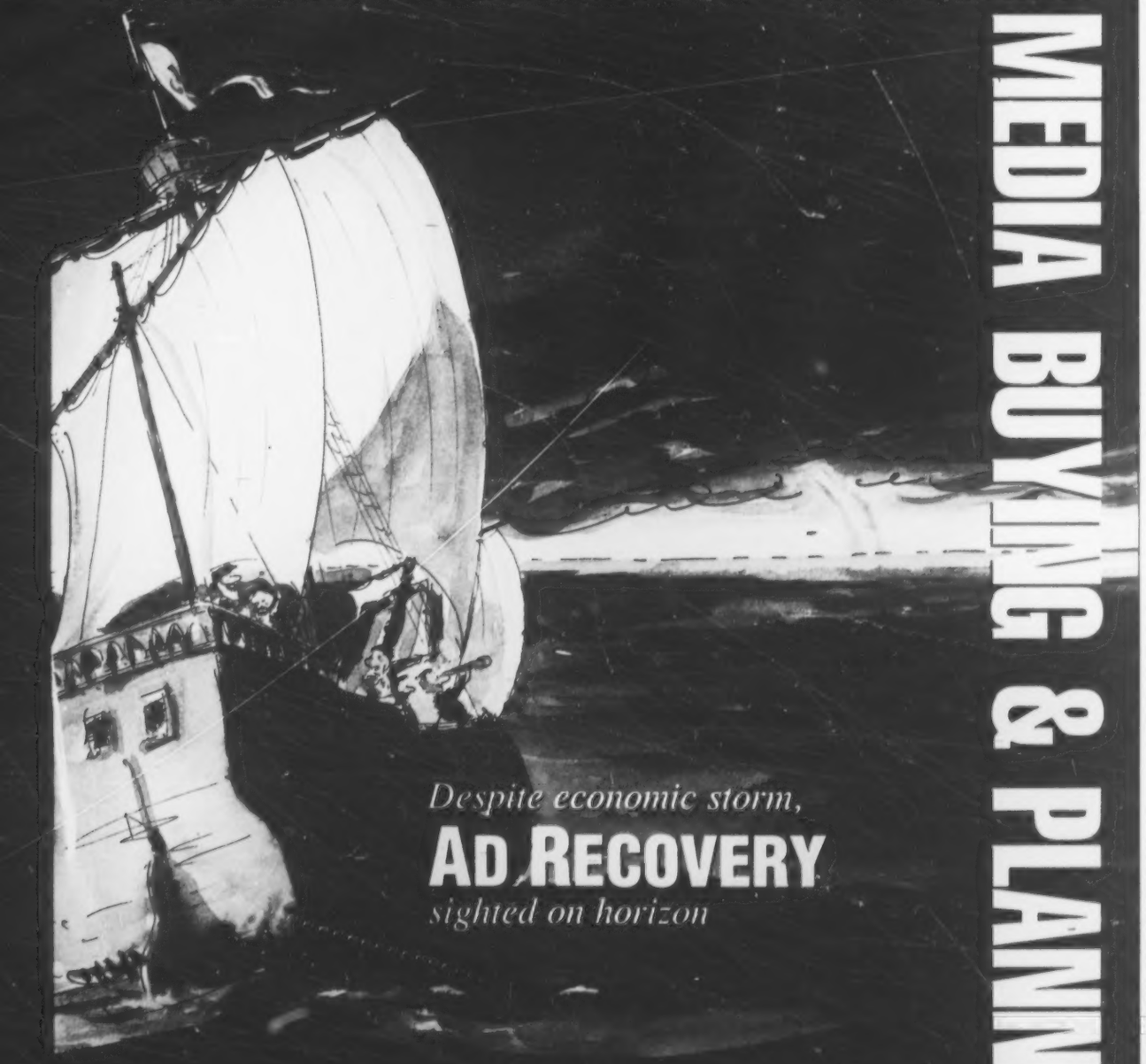

Despite economic storm,

AD RECOVERY

sighted on horizon

Skittish execs see '93 ad bucket as 'half full'—maybe

But exclusive survey finds a few who expect a breakout in business-to-business budgets

By Kate Bertrand

Under the dark storm clouds of recession, there are signs of recovery off in the distance.

In an exclusive survey of advertisers and agencies conducted by Beta Research Corp. for *Advertising Age* and *Business Marketing*, 57.8% of agency respondents and 42% of the advertisers predicted business-to-business ad budgets would increase in 1993.

Also, 80% of business-to-business marketers see at least a slight sales improvement next year, with 70% expecting at least a slightly better profit picture.

Caution is rampant, however; 50% of the advertisers and 40.2% on the agency said ad budgets would remain the same as 1992.

"I see [the ad slump] directly geared to the condition of the economy," says Jerry Bryan, director of corporate communications at Sverdrup Corp., an engineering/architecture/construction company. "What we are seeing in some of our industrial markets would be projects that are temporarily on hold, and we expect them to break loose in 1993 or '94."

Still, he adds: "We see other discrete markets that are looking at a minimum of a 5-year period to recover from the recession. This will be the most gradual recovery we have seen from a recession."

Among the *Advertising Age/Business Marketing* survey respondents, 54.8% of the advertisers said '93 spending increases would be in the range of 10% or less, and 21.4% predicted boosts of 11% to 20%.

Fifty percent of ad agency respondents said spending would be up 10% or less, while 39% put the range at 11% to 20% (10.2% even predicted boosts of 21% to 50%, a range foreseen by 9.5% of the advertisers).

"I think it's going to start moving back up," says Dennis Ritzel, director of advertising and corporate identity with Eaton Corp., Cleveland. "I tend to think this [ad cutback] is a temporary situation.

"There's been so much restructuring going on in business generally, it's just

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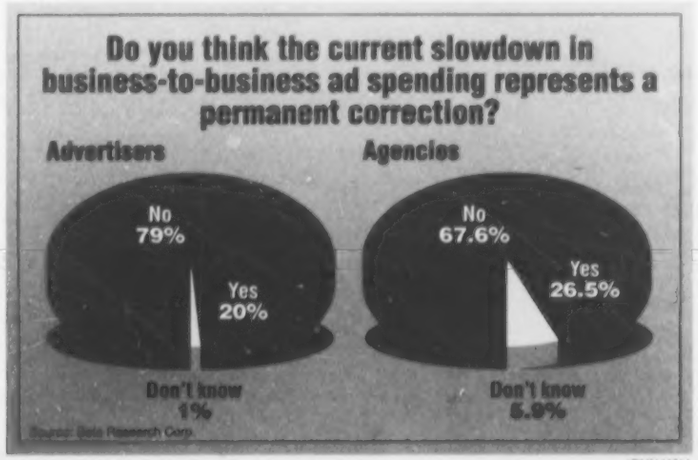

JOHN HALL

Steve Bjorkman

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Cover illustration by Steve Bjorkman

ABOUT THE SURVEY

For the third straight year, Crain Communications Inc.'s *Advertising Age* and *Business Marketing* have teamed to survey business-to-business marketers and their ad agencies to gauge activities and trends in media buying and planning.

Beta Research Corp., Syosset, N.Y., was commissioned to conduct a geographically dispersed, random-sample telephone survey. Interviews were done during June 1992, with 100 advertiser and 102 ad agency executives directly involved in business-to-business marketing responding.

The sample reflects a statistically projectable representation of industry opinion.

The principal area of business for 25 of the advertiser respondents is computers, 22 electronics and 17 communications.

The rest are active in the fields of chemicals/materials, office products/automation, manufacturing, automotive, energy, construction, food products and aerospace.

Among the agency respondents, 34 reported billings of between $1 million and $5 million; 27 had billings of under $1 million.

Fifteen had billings of between $10 million and $20 million, and eight had billings of $20 million to $50 million. □

Want accountability? Then go direct

The 'one thing the direct-marketing people are good at, in general, is tracking results'

By Gary Levin

Direct marketing is fast becoming the darling of business-to-business advertisers.

The recession, the resulting budget squeeze and general discontent with results from trade-magazine advertising are leading companies to devote a larger percentage of marketing dollars to direct-response efforts.

Those programs often enable marketers to reach a more targeted audience more efficiently.

An *Advertising Age/Business Marketing* survey of both advertisers and agencies, conducted by Beta Research Corp., ranked direct-response activity as the fastest-growing discipline.

Sixty percent of the advertisers surveyed said they'll devote a larger percentage of their marketing budget to direct-response this year, compared with just 11% who said it would receive a smaller share.

In terms of increased spending vs. other disciplines, 22% of the same advertisers said direct-marketing is getting the largest percentage increase in dollar terms, while only 15% cited trade journal advertising and just 2% named newspapers.

Agencies report similar results when asked about their work on behalf of clients. Nearly 62% of agency respondents said direct-mail work is getting a larger chunk of clients' business-to-business media budgets in 1992, and 41.2% said other direct-response or database activity would.

"Advertisers would rather go for something that's more of a sure thing."

Similarly, 37.3% of agency executives surveyed said direct-mail work would get the largest percentage increase in budgets this year, and 7.8% said other direct-response activity would.

Advertisers "these days are into accountability in a major way, and one thing the direct-marketing people are good at, in general, is tracking results," says Bob Lamons, chairman of the Business/Professional Advertising Association and chairman-creative director of Robert Lamons & Associates, Houston.

Biggest boost

Which medium received the largest percentage increase in spending this year?

37.3% of agencies and 22% of advertisers said direct mail/direct response.

Source: Beta Research Corp.

JOHN HALL

"In today's economy, with the pressure to downsize everything, including all aspects of marketing communication budgets, advertisers would rather go for something that's more of a sure thing," he adds.

"We're becoming more and more concerned that we're not getting response from the type of ads we've been running, so there may be a shift into response-type" marketing, says Richard Mills, sales manager for Hewlett-Packard Co. in Colorado Springs, Colo.

Direct marketing isn't exactly new to business-to-business advertisers, who are often helped by a narrowly defined customer base.

"It's something we've been encouraging clients to look at for years, to convince them there are other ways to sell product besides print" advertising, says Fergus O'Daly, chairman-ceo of Poppe Tyson, New York, the business-to-business unit of Bozell, Jacobs, Kenyon & Eckhardt.

But Mr. O'Daly and others say it's getting more attention than ever: Just 35% of Poppe Tyson's billings now come from media advertising, compared with 65% a decade ago.

Much of the movement into direct response is led by new technologies. They include inkjet printing, database enhancements and the ability to merge purchase histories with geographic and demographic information for so-called relationship marketing efforts.

A utility, for example, might target business customers who belong to the Sierra Club for special mailings intended to show corporate concern about the environment.

"We're able to target a lot better," Mr. O'Daly notes. "In the business-to-business sector, it's even more valuable and viable than the consumer sector because the market is so much more identifiable. It's easier to find people who buy pigment for paint than look for who drinks cola."

The targeted nature of direct-response work means smaller budgets can be deceiving.

Stefanie Gosse Batory, advertising supervisor at Panasonic Office Automation, says her division has actually reduced overall usage of direct-response advertising but has increased its efficiency through better targeting of prospects.

"We're not using it as widespread as we used to because of the cost and waste," she says. "We have not eliminated it from the marketing mix, and we're not saying it's not effective. But we're choosing the vehicles where we're getting the best response, rather than doing blanket mass mailings that we used to do more of."

"It's easier to find who buys pigment for paint than who drinks cola."

Some executives believe advertisers with small budgets are more likely to spend a larger percentage of their spending on direct response.

"With smaller accounts, say less than $500,000, when they get squeezed a little they retrench," says David Yoder, VP-media director at Anderson & Lembke, San Francisco. "The larger advertisers will still continue to rely on advertising."

But the Beta survey doesn't support that notion.

Although 60% of all advertiser respondents said they're devoting more of their budget to direct-response activity, only 56.3% of those who spent less than $500,000 said so, versus 75% of those spending in the $2 million to $5 million range. □

Kate Bertrand contributed to this story.

Resellers make their point

Post biggest gain; also, trade shows seem to have found a niche

By Sandra Pesmen

Business-to-business marketers are still looking to trade publications to help them move product in difficult times.

But the bulk of marketing-budget increases continue to go to high-flying dealer/distributor materials.

Thirty-seven percent of advertiser respondents to Beta Research Corp.'s survey conducted for *Advertising Age* and *Business Marketing* increased spending in specialized business publications and 37% kept those ad dollars at the same level.

The biggest jump in spending was reserved for dealer/distributor materials, with 62% of advertiser respondents increasing those budgets in this area of the marketing mix in '92.

Direct-response activities also saw 60% of advertiser respondents spending more (*see story on Page B-8*).

"Dealer/distributor programs make a lot of sense in my mind," says Ron Strauss, exec VP-account services, Gordon Bailey & Associates, Atlanta, a business-to-business agency whose clients include Mobil Chemical Co. and Siemens Energy & Automation. "In a recession, what you want to achieve is to reduce inventories in the channel [the dealer/distributor network].

"My people are doing that as well," he says. "Those clients have ongoing programs for some product lines to support their dealers. One is called 'Return on Investment,' a program that demonstrates to dealers they value them and encourages them to carry a broad spectrum of products with a stocking, or inventory, program."

As for direct response, Mr. Strauss says there's increased pressure on finding ways of assisting the sale and becoming more productive while lowering the cost of selling.

"If you send enough ammunition in ahead, it's easier to take the beach," he notes.

Will Diefenbach, the account supervisor on Lotus Development Corp. at Hill, Holliday, Connors, Cosmopulos, Boston, says maintaining a good relationship with the dealer/distributor network is very important.

Lotus' "cooperative marketing programs available to resellers can take any number of different forms, such as direct mail, advertising or turning over leads to the whole dealer/distributor network," he says. "The company recently ran a . . . resellers' program for Lotus Notes. It listed all the resellers who were participating in this campaign and . . . the ad supported the dealers by running all their names."

Mr. Strauss also gives trade publications high marks.

"Trade magazines provide grist for a data-based marketing program," he says. "You're getting to a pre-qualified audience in response to whatever your appeal is. They're raising their hands and identifying themselves as being interested, and that allows you to begin the process of building a relationship with them."

Thirty-three percent of the agency respondents to the Beta survey said their clients' business-to-business media budgets for trade journals or specialized business publications in 1992 exceeded 1991 spending.

John Pope, director of corporate relations for CompuAdd Computer Corp., Austin, Texas, says his company has been putting the largest percentage of its marketing dollars into trade

(Continued on Page B-12)

Favored fare

How various marketing tools and media fared in 1992 business-to-business spending, vs. 1991.

	Advertisers			Agencies		
	UP	SAME	DOWN	UP	SAME	DOWN
Specialized business publications	37%	37%	25%	32.4%	30.4%	36.3%
General business publications	20	52	24	6.9	43.1	42.2
Local/regional business publications	18	45	30	19.6	43.1	31.4
Newspapers	10	59	23	12.7	49.0	29.4
Broadcast TV	10	68	13	16.7	45.1	24.5
Cable TV	8	68	14	30.4	46.1	13.7
Radio	8	68	13	17.6	53.9	8.0
Out-of-Home	4	75	5	9.8	57.8	15.7
Business directories or reference books	30	53	15	14.7	62.7	17.6
Dealer/distributor materials	62	26	8	NA	NA	21.6
Direct response activities	60	28	11	61.8	25.5	NA
Trade shows	25	50	22	NA	NA	9.8
Conventions/seminars	30	46	22	NA	NA	NA
Sales force	34	46	16	NA	NA	NA
Public/investor relations	23	60	6	NA	NA	NA
Research	43	47	5	NA	NA	NA

Note: "Don't know" answers not included
Source: Beta Research Corp.

KIMBERLY MART

Fragmentation works for computer press

Computer-industry magazines and newspapers, among today's healthiest trade publications, are evolving almost as quickly as the fast-paced industry they cover.

High-tech media maven Scott Haslam, group media director at agency Dahlin Smith White, Salt Lake City, identifies the following as key trends shaping the computer press.

■ **Death of "novice" books.**

Experience has proved the targeted readers have no need for a general-interest computer enthusiast publication. The category's reality is that its audience churn is too great to generate a loyal following or provide profitability for such periodicals.

Remember *Personal Computing*?

Newspapers, broadcast media and newsweeklies such as *Time* and *U.S. News & World Report* now keep novice computer users supplied with general news of the technology.

Meanwhile, programming on public and cable TV stations is bridging the user-training gap. Also available are training videos offered for sale or as promotional items.

■ **Vertical media integration.**

Intense competition between the giants within computer-press publishing has created a world in which media buyers can access varied resources with minimal effort.

These publishers, through management of their resources and willingness to form media partnerships, offer advertisers much more than mailing lists and other traditional merchandising.

The publishers, like many others in the trade press, now offer such extras as direct-marketing assistance, syndicated and custom market research, use of product testing labs, book printing, help with trade show marketing and global marketing services.

■ **Specialty publications.**

The computer press continues to fragment thanks to the proliferation of publications serving specialized market segments.

Despite the many periodicals already covering computer networking, distribution, information systems management and other specialized subjects, publishers continue to focus on the niches.

Ziff-Davis Publishing Co., for example, this fall launched *Windows Sources* for expert users of Microsoft Windows operating system software.

Meanwhile, some general business publishers are developing products for managers interested in computer technology.

Forbes, for one, will next month launch a quarterly publication called *ASAP*. The publication will target senior managers and cover information technology strategies. *ASAP* will come poly-bagged with subscriber issues.

High-tech publishers are flocking to the specialized magazines because they believe that, unlike the more general technology magazines, narrowly focused computer publications can deliver discrete groups of decision makers.

The result, they contend, is advertising with rifle-shot, not shotgun, accuracy. ■

Kate Bertrand

Resellers

(Continued from Page B-10)

publications.

"Currently, and till the end of the year, we're in every issue of *PC Magazine*, *PC Week* and *Corporate Computing*," he says. The advertising claims CompuAdd listens to its customers and responds.

CompuAdd also did some cable TV advertising on CNBC, Discovery Channel and CNN. "Basically, it was the cost," Mr. Pope says. "We found it was more cost-effective to go on cable, like CNBC. . . . It was very positive. It's to be determined what we will do next year; [we] haven't set the plan."

CompuAdd also reported significant newspaper advertising. "We have retail storefronts that we support with daily newspaper advertising," he says.

That runs somewhat counter to the Beta survey findings. Twenty-three percent of business-to-business advertisers said their newspaper spending was down this year, with 29.4% of agency respondents reporting decreased placements in the medium. Holding steady, however, were 59% of advertisers and 49% of agencies.

On another print front, 20% of business-to-business advertisers increased spending in 1992 on general business publications, such as *Business Week*, *Fortune* and *The Wall Street Journal*, the Beta survey found.

Just 7% of agency respondents reported an increase in general business publications spending, while 43% reported a decrease in 1992.

R. Strauss

L. Dawson

Lannie Dawson, media director at Martin/Williams Advertising, Minneapolis, says that's because those publications "tend to be used more for image-type advertising, and during this economic downturn our clients are more concerned with selling product than with building image."

Mr. Strauss believes those publications have a place in the broad spectrum of marketing, depending upon the product and the mission.

"In the case of our client, Siemens, our choice hasn't been to go directly to *The Wall Street Journal*," he says. "Our choice has been to have the parent corporation, Siemens USA, do that sort of advertising as an umbrella for our efforts in specific markets."

Trade shows, the darlings of marketers in the '80s, suffered heavy budget cuts since the start of the recession but now seem to be finding a realistic niche in the marketing mix.

Twenty-five percent of advertiser respondents to the Beta survey increased trade show budgets in 1992.

Fifty percent held steady and only 22% decreased trade show expenditures from 1991.

Mr. Diefenbach says his clients find trade shows "a great opportunity to meet face-to-face with current customers, prospects, their resellers [retailers] and to engage in dialog."

Trade shows also are often used as the opportune time to introduce a new

(Continued on Page B-17)

Negotiate from position of strength

Editorial quality of utmost importance when talking about ad 'price'

By Scott Donaton

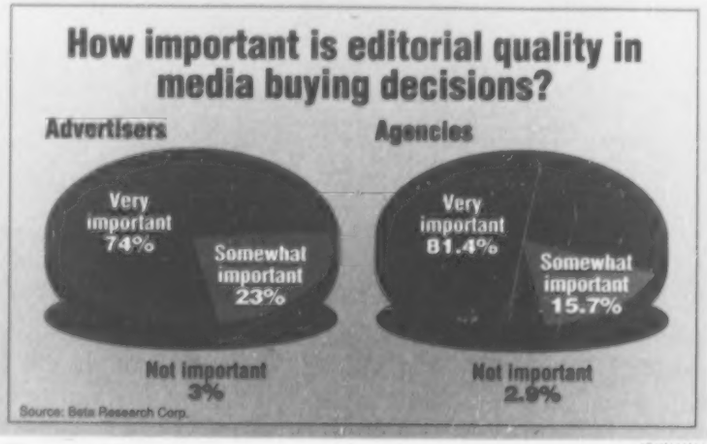
Magazine publishers have long argued that rate negotiation weakens profit margins and, ultimately, affects editorial quality the same way.

To make matters worse, advertisers and agencies continue to press for sweeter deals but say they won't tolerate declines in the editorial product.

An overwhelming 97% of advertiser and ad agency respondents to an exclusive survey conducted for *Advertising Age* and *Business Marketing* by Beta Research Corp. said editorial quality is a "very" or "somewhat" important factor in media buying decisions.

K. Hetland

Eighty-four percent of clients and 77.5% of the agencies surveyed said they would stop advertising in a business-to-business publication if there was a decline in editorial quality.



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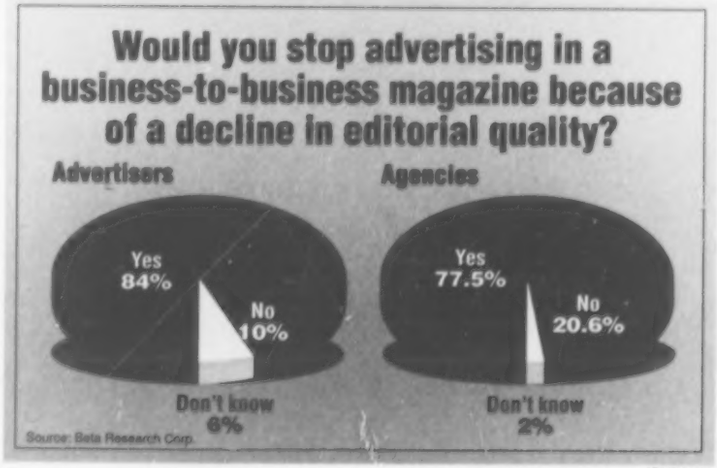


JOHN HALL

"Editorial is very important in terms of making the buy," says Jean O'Neill, VP-account supervisor at agency CME KHBB, Chicago. "The planner has to put herself in the mind of the reader. Our goal is to reach the reader in a creative editorial environment.

"Editorial decline would certainly impact a buy," she adds. "We would carefully monitor the publication and if there was a decline, we would reevaluate our buy."

"Editorial quality is critically important," agrees Karen Hetland, VP-associate media director at Martin Agency, Richmond, Va. "We're real strong believers in not just looking at circulation figures but also looking real closely at editorial, because it says something about the publication's relationship with its readers.

"If the editorial quality is weakened, that means [the publication] probably will not maintain its relationship with its readers and our ad message will not be communicated effectively," she says.

In addition to editorial quality, buyers say they examine a magazine's circulation vitality, ad volume and competitive position.

"Editorial isn't the sole reason to abandon or recommend a publication. It's one of many criteria," says Ms. O'Neill.

Although publishers maintain discounted rates and other concessions lead to a weakened editorial product, ad buyers say publishers have to learn to adapt, to do business in a negotiated marketplace without disrupting the quality of their titles.

Of the publisher complaints, "I don't want to hear it," says an agency media director who requested anonymity. "They've made their bed, now they have to lie in it. It's a competitive, negotiated marketplace."

But there are indications media users don't themselves think the two go hand in hand.

More than half of agency respondents to the survey—53.9%—agree with the statement that the business publications most likely to negotiate rates are those with the weakest editorial product.

Forty-four percent of advertiser respondents said the same thing.

"Generally, the stronger publications in the field" are the ones least likely to deal, says Steve Goodman,

VP-media director, UniWorld Group, New York. "The magazines that have to fight for the advertising are more willing to negotiate."

Jim Felt, president of Felt Advertising, West Bend, Wis., says the vitality of a trade publication's *category* is more of a factor in its willingness to negotiate than is editorial quality.

"If the field has been really hard hit, like the construction field, they'll do some fiddling with the rates," he says. "It depends on the field."

Ms. Hetland believes there are two kinds of magazines when it comes to negotiation. "There seems to be a group in business [solely] to make money from advertising as opposed to building relationships with readers," she says. "There is a real impression of, 'We want to sell ad space and we're willing to do what it takes to get business.' Those are the books we have to be careful about."

Don Reichardt, director of advertising at BellSouth Corp., Atlanta, believes a publication's circulation and audience figures are indicators of its editorial strength. If those figures are solid, he assumes the editorial product is also up to par.

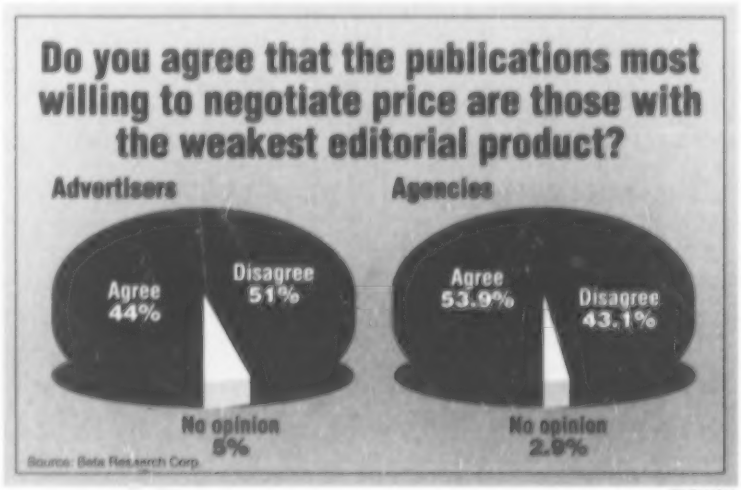
"We let the target market make the decision for us," he says. "We just try to reach as large a measure of our target audience as efficiently as we can."

Some buyers dispute the importance of editorial quality in business-to-business media buying.

"In some industries there is no editorial quality and that does not impact the client's desire to send a message to the industry," says Ray Cross, VP-media at Boyd, Tamney & Cross Advertising, Wayne, Pa.

Marketers still run ads in those magazines because the titles are the best medium to reach a particular audience, he believes.

The more important factors in a buying decision are a magazine's "circulation, competitive stance within the industry and length of existence," Mr. Cross says. □



JOHN HALL

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The necessities —

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- 26.4% own/lease laptop computers
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Circle 6 on Reader Service Coupon

Giving credit where credit is due

National account programs—and freebies they bring along—are proving popular

By Sue Kapp

Every time Pat Ryan buys an ad for Du Pont Co. in any of a number of Cahners Publishing Co.'s magazines, she automatically gets a 5% discount.

That's a big savings when considering Du Pont spends about $1 million a year in Cahners' publications.

Du Pont, which Ms. Ryan serves as media supervisor, is just one of a growing number of business-to-business advertisers cashing in on programs designed by publishers to reward their biggest customers.

National account—or advertising credit—programs resemble the airline industry's frequent-flyer plans. The more you advertise, the more credits you earn. And, depending upon the program, those credits can be redeemed for free advertising, special services and rebates.

A survey conducted by Beta Research Corp. shows how prevalent these programs are becoming. Nearly 55% of ad agency executives surveyed, and 64% of advertisers, said they have been offered advertising credits.

When asked what impact those programs have in their media buying decisions, 73.2% of agency and 70.3% of advertiser respondents said they're very or somewhat influential.

"I think [national account programs] are more fair and justified than simply cutting rates," says Connie Brittain, media director at Sonnhalter, a Berea, Ohio, ad agency. "The more you spend, the more you get back. How can you argue with that? Everybody knows about it and everybody can take advantage of it."

Although advertising credits have been around for years, some industry sources say they're becoming increasingly popular among publishers, who use the programs to encourage companies to spend more in their publications. Others see them as a way to forge strong customer relationships.

"I think we'll see more of these programs in the future, because the marketplace for [publishers] is so competitive," says Ms. Ryan. "They'll have to do this to stay in the game."

Ms. Ryan says Du Pont participates in Cahners' program primarily because it "helps us save money on advertising costs."

She especially likes the fact that Cahners includes a wide variety of magazines in its program: Forty-six of its 82 publications participate.

To qualify for Cahners' program, companies must spend a minimum of $400,000 annually in at least two of those 46 magazines. Eligible advertisers can either use their credits for additional space in any of the 46 publications or they can get a rebate.

Rebates are available as a lump sum when a company's yearly ad contract runs out. Or, as in the case with Du Pont, a company can apply the rebate to its advertising invoices throughout its contract year.

About 95% of eligible advertisers participate in Cahners' program, says Kathleen Leonard, national account manager. Advertisers prefer space credits over rebates by a ratio of 9-1.

"The majority is going for additional visibility, especially with this economic climate," she says.

Space credits are also a popular option among advertisers participating in Penton Publishing's national account program.

"About 65% to 70% of our users gravitate to additional advertising," says John Hartnett, Penton's national accounts manager. "It gives [advertisers] the ability to try different magazines in different markets."

Digital Equipment Corp. is a prime example. Spending more than $500,000 a year in Penton publications like *Electronic Design*, *Industry Week* and *Machine Design*, Digital uses its credits to run additional ads, usually at the start of its fiscal year.

"At the beginning of our fiscal year, we don't always have our budget approved," says Gerry Lawrence, corporate ad media manager.

"Rather than have a hiatus in advertising, it allows us to maintain a small presence.

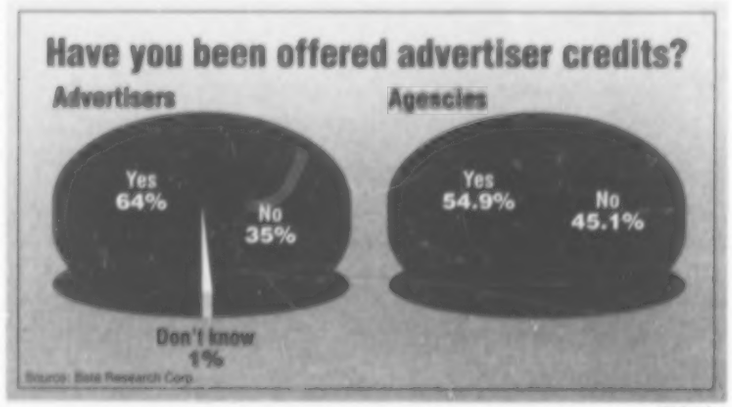
"From [Penton's] standpoint, it's not losing anything because we wouldn't be advertising anyway" during that period, Mr. Lawrence adds. "It's a win-win situation."

With Penton's national account program, companies must invest at least $300,000 annually in three or more of its publications. As with Cahners' program, the more Penton advertisers spend, the more credits they receive. Credits increase to as much as 15% when a company spends more than $1.2 million a year on advertising.

Advertisers and agency executives differ over how much influence these programs have on media buying decisions. But most agree they do play a role.

"Media buying is an analysis of many different factors," says Ms. Brittain, who represents Ridge Tool Co., among others. "If it came down to a close call, I'd lean toward the one with the [national accounts] program. If both have the program, I'd lean toward the magazine with the most beneficial one.

"This type of program is very beneficial to advertisers and definitely makes a difference," she adds. □



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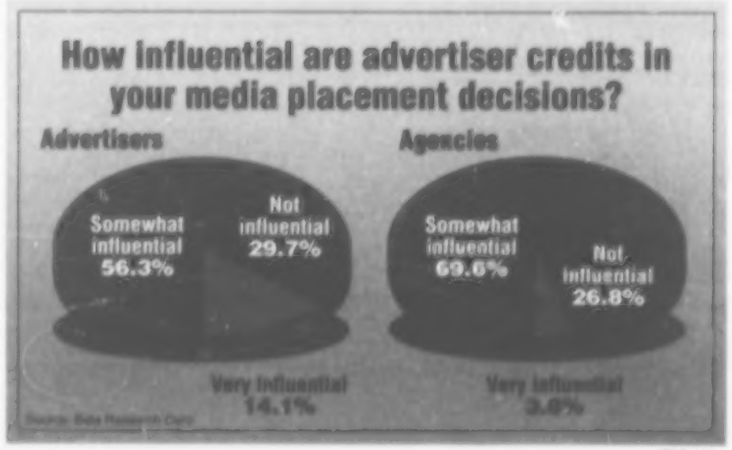

JOHN HALL

Resellers

(Continued from Page B-12)

product, he adds, "and, in the high-tech industry, it happens so often Lotus feels a need to participate in all of them that relate to its business."

Dennis Passis, president of Transworld Exhibits, reports attendance at his shows has grown about 5% to 7% in the last two years.

Ten percent of business-to-business advertiser respondents increased broadcast TV budgets, and 17% of agency respondents saw budget boosts.

Mr. Strauss sees some emerging opportunities in broadcast buys.

Those will come "especially as people understand the kind of audience delivered by narrowcasting and how those audiences meet their needs," he says.

Network TV doesn't usually meet the needs of his agency, but he sees a real opportunity in using local spots on network affiliates in support of local trade show activities. He also sees cable TV as filling the needs of clients on occasion.

"If I were representing a pharmaceutical [company], for example, there are some programs on cable that do an especially good job of delivering some types of medical specialties and would provide a beautiful environment for that," Mr. Strauss says. "You'd be getting the benefits of sight, sound and color for a relatively low cost."

Although just 8% of advertiser respondents reported increases in cable TV spending, a whopping 31% of agency respondents said they received increased budgets for the medium.

Mr. Strauss also is looking at innovative uses for non-traditional media.

"One medium I'm hoping to apply effectively is the laser board at Atlanta's Hartsfield Airport," he says. "I think it can be a very effective way to welcome people to a major meeting in town." □

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'Half full'

(Continued from Page B-4)

a matter of hanging on and cutting back until all of that gets assimilated. I think that's what is taking place."

Laura Bracken, senior associate media director at Saatchi & Saatchi Pacific, San Francisco, is convinced the recent slump in ad spending doesn't represent a permanent correction in the way marketing is done.

In curbing budgets, business advertisers are "just going along with the economy," she says.

"It's cyclical . . . simply following the pattern of the economy," says Alan Kerr, senior VP-group account director at Ogilvy & Mather, Los Angeles, in agreement. "I don't think it's permanent."

That long-term outlook also is clearly shown in the Beta survey, revealing a rainbow on the horizon.

The majority of respondents—79% of advertisers and 68% of agency executives—agreed that the overall slowdown in business-to-business ad spending does *not* represent a permanent correction.

"What we're experiencing can be extrapolated to business-to-business advertising as a whole."

—Art Broughton, TFB/BBDO

"In the high-tech business, [the media slump] is temporary," says Art Broughton, exec VP-director of creative services at TFB/BBDO, Palo Alto, Calif. "I would guess what we're experiencing can be extrapolated to business-to-business advertising as a whole."

"It'll swing back some," notes Bart Young, president of Speer, Young & Hollander, Los Angeles. "Things like database marketing are going to become more efficient, and I think [that will] eat into media dollars. But that doesn't mean the [business press] publishers won't play a key role."

However, some people hold the opposite view, with 20% of the advertiser and 26.5% of the agency respondents to the Beta survey saying they believe a permanent correction in spending levels is taking place.

"My view is that the difficult time the whole advertising business is going through right now is *not* cyclical," says industry consultant Herbert Zeltner. "We're going through a basic structural change."

Despite continuing vulnerability of ad budgets in some industries, spending in some segments already is improving.

"I see [the advertising slump] directly geared to the condition of the economy."

—Jerry L. Bryan, Sverdrup Corp.

"Relative to high-tech accounts, I think things are getting better," says Scott Haslam, group media director at Dahlin Smith White, a Salt Lake City agency.

Several leading computer hardware and software makers have increased their advertising significantly in the past year.

Compaq Computer Corp. boosted its ad expenditures 70% between 1991 and 1992. Total spending for this year could reach $95 million, up from $55 million last year.

Zenith Data Systems recently said it would more than double its ad budget to $20 million-plus, and Lotus Development Corp. hiked its ad budget from $8.4 million to $15.6 million.

In some cases, the larger budgets reflect a new dependence on alternate media such as direct mail and direct response advertising (a trend also documented by the Beta survey).

Zenith's increase, for example, will help fund a major catalog effort.

Regardless of when marketing expenditures pick up again, the future looks like it's "going to be great for the clients," says Ms. Bracken. "We're really trying to work with the [media] as more of a marketing partner. It's gone way beyond" just buying space and time. ☐

1993 ad budgets are expected by advertisers to:

Increase	42%
Stay the same	50%
Decrease	8%

but agency executives are more optimistic:

Increase	57.8%
Stay the same	40.2%
Decrease	2%

Of those increases, advertisers foresee a range of:

10% or less	54.8%
11% to 20%	21.4%
21% to 50%	9.5%

and agency executives see a range of:

10% or less	50.8%
11% to 20%	39%
21% to 50%	10.2%

Source: Beta Research Corp.

Marketers: Looking ahead 12 months, business-to-business sales are expected to . . .

Increase (net)	80%
Greatly	17%
Slightly	63%
Stay the same	15%
Decrease (net)	5%
Slightly	4%
Greatly	1%

. . . while profits are expected to . . .

Increase (net)	70%
Greatly	16%
Slightly	54%
Stay the same	19%
Decrease (net)	9%
Slightly	7%
Greatly	2%
Don't know	2%

Source: Beta Research Corp.

JOHN HALL

The voodoo of value-added

Once a euphemism for discounts, it has publishers scrambling for new choices for greedy advertisers

By Joe Mullich

A simple term is becoming anything but simple.

"Value-added is a dangerous subject to talk about, because I don't think there's a common understanding of what it means," says Chuck Moodhe, senior VP-general manager of Cahners Publishing Co.'s Chicago division. "The used-car lot down the street has value-added.

"Basically, we're just trying to go in and respond to the needs of our customers rather than go in with a preconceived idea of what they need," Mr. Moodhe says.

Certainly, value-added is a nebulous term that, on occasion, has simply been a euphemism for discounts. By now, everyone knows the standard list for value-added options: reprints, special sections, sponsorship of events, mailing lists.

But that list is growing longer and becoming more creative as publishers search for a new place in the ever-changing marketing environment.

For example, one business-to-business publication has been broaching the idea of providing advertisers not only with mailing lists but with creative services on their direct-mail programs as well.

"A lot of deals are going on, a lot of packages are being offered within groups of magazines," says Bill Lang, media director for Anderson & Lembke, New York.

Those deals are going on partly because of advertisers' high interest in value-added options. In the Beta Research Corp. survey, 27% of advertisers said value-added options are "very important" when deciding on media placement. Another 58% said the options were "somewhat important."

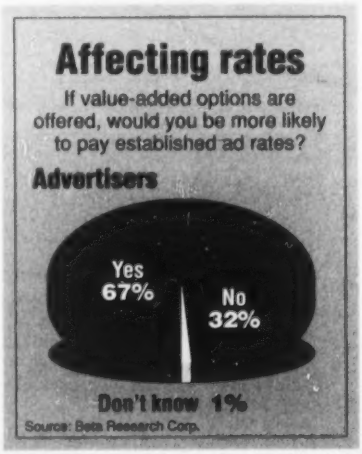
Among ad agency respondents, 43.1% said "very important" and 42.2% said "somewhat important."

That illustrates decision-making importance by around 85% of the respondents from each group.

The starting point for these value-added deals is another hot buzzword: strategic partnerships.

Because of economic pressure and increasing competition, industry experts agree advertisers are more willing to consider marketing suggestions from outside sources.

"When I see a major corporation willing to take 20 executives for a day and a half to meet with us and openly discuss their company in a confidential manner, I would say things are absolutely becoming more open," says Mr. Moodhe. "That's the case more and more."


Affecting rates
If value-added options are offered, would you be more likely to pay established ad rates?
Advertisers
Yes 67%
No 32%
Don't know 1%
Source: Beta Research Corp.

JOHN HALL

Forward-looking publications are seeking access to higher levels of executives within advertiser companies, and more publishers are accompanying their salesmen to meetings to pitch ideas for ad packages. The difference: These ideas for value-added options are based on an understanding of the strategic long-term needs of the advertiser.

"In the past, the media representative would tell you all the answers and never ask the questions," says Dennis Ritzel, director of advertising and corporate identity for Eaton Corp., which makes truck transmissions, axles, engine components and electrical equipment. "Now they're asking the questions first. That's the starting point."

Consolidation within the publishing industry has certainly spurred the growth of value-added options. Large media companies are seeing the benefits of marshalling their vast resources.

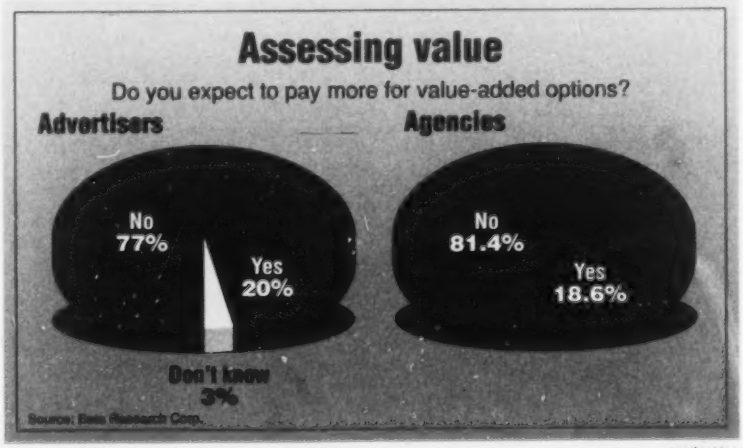
"There have been some surprises, some very creative ways of combining publishing resources that may have been separate before," says Mr. Ritzel. For example, some companies with trucking publications also have merchandising programs with point-of-sale materials placed at truck stops.

This is something a company like Eaton might want to tap into.

"There are a whole lot of things publishers can offer that you just wouldn't think of if you were just looking at the rate card," says Mr. Ritzel.

Some large publishers are making value-added programs quite formal. Take International Data Group, whose books include *Computer World* and *PC World*.

In the past, IDG offered value-



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added options on a publication-by-publication basis. Last year though, IDG started what it calls a Marketing Access Program. MAP integrates magazine advertising into a plan that can offer access to such things as IDG's research subsidiary, its world exposition unit and its book company. Participants have to spend at least $500,000 in three of IDG's publications.

"Marketing department budgets are becoming tighter and yet marketing people are being asked to do more things," says Erica Baccus, VP-marketing for IDG's marketing service division. "We felt it necessary to respond by offering marketing services beyond just the advertising pages."

For all this talk, value-added options shouldn't be over-valued. "Value-added doesn't drive advertising," says Mr. Lang. "It's the other way around."

While most advertisers want and even demand value-added options, there's much disagreement on whether these options warrant additional payment.

When asked if a media decision came down to a choice between one of two properties, business-to-business advertisers were split almost dead even about whether they'd take the one without value-added options or the one with options at an additional cost.

Most attractive value-added options

Advertisers		Agencies	
Targeted promotional mailings	23%	Research surveys	23.5%
Research surveys	17%	Free list rental	18.6%
Advertorials	16%	Targeted promotional mailings	10.8%
Free list rental	8%	Special editorial sections	10.8%
Focus groups	8%	Postcard mailings	8.8%
Special editorial sections	7%	Advertorials	6.9%
Postcard mailings	5%	Exclusive sponsorship of events	5.9%
Telemarketing services	5%	Convention, seminar or trade show tie-ins	4.9%

Source: Beta Research Corp.

JOHN HALL

The confusion isn't surprising, since value-added is so many things.

"We don't tell an advertiser, 'This [value-added] option is free if you do this, and this and this,' " says Mr. Moodhe. "Price is determined on the basis of cost and a lot is based on volume. We place a very specific dollar amount on these [value-added] things."

One thing is clear: Clever value-added options can help a publication. One building-products magazine, for example, was able to improve its position in its market niche primarily through value-added promotions, says Carol Howell, VP-media at Jayme Organization, Cleveland. This magazine, which she declined to name, made a big splash by compiling a list of the Top 100 in the industry and tying that into a special event attended by builders from throughout the country. Sponsors of the special issue were able to spend three days with these potential customers.

Bringing advertisers closer to their customers is, of course, the basis of all value-added options. Publications are increasingly arranging luncheons,

(Continued on Page B-22)

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From the survey

Off price merchandising

Agencies: what percentage of your business-to-business print placements are made at a discount?

Less than 25%	53.9%
25% to 50%	24.5%
51% to 75%	11.8%
76% to 100%	9.8%

And your non-print* placements?

Less than 25%	47.1%
25% to 50%	13.7%
51% to 75%	9.8%
76% to 100%	14.7%

Average discount off published rates?†

Less than 5%	14.7%
5% to 10%	31.4%
11% to 20%	35.3%
21% to 30%	6.9%
more than 30%	8.8%

*6.9% said not involved in non-print; 7.8% said didn't know
†2.9% said don't know

Source: Beta Research Corp.

By the medium

Agencies: what medium is most likely to offer rate discounts?

Specialized business publications	35.3%
Broadcast TV	22.5%
Cable TV	14.7%
Radio	11.8%
Local/regional business magazines	7.8%
General business publications	4.9%
Newspapers	1%

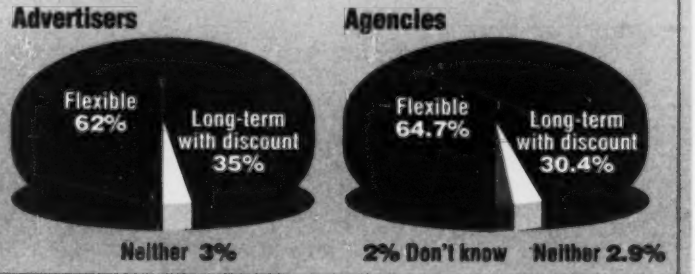
Don't know not shown

And what medium is least likely to offer rate discounts?

General business publications	36.3%
Newspapers	23.5%
Specialized business publications	11.8%
Local/regional business magazines	8.8%
Broadcast TV	3.9%
Cable TV	2%
Out-of-home	2%
Radio	1%

Option play

Would you be more likely to buy or use an option of (a) leaving your media budget more flexible or (b) making longer term placements if a discount is offered?



JOHN HALL

Value-added

(Continued from Page B-21)

cocktail parties and other events that allow face-to-face networking opportunities.

Sun Microsystems Computer Corp., for example, places a high value on computer magazines that arrange luncheons where Sun representatives can meet with corporate chief information officers for roundtables and question-and-answer sessions.

"That can bring us closer to potential customers by a third party that's more objective," says Colleen Choy, director of marketing communications with Sun Microsystems.

Another popular value-added option is information.

"There have been some surprises, some very creative ways of combining publishing resources that may have been separate before."

—Dennis Ritzel

In the Beta survey, ad agencies said the most attractive value-added option was research surveys, followed by free list rental. Advertiser respondents listed targeted promotional mailings and research surveys as the top two options.

Large media companies with research divisions are combining sales of ad space with such things as white papers, data about international markets and increasingly sophisticated databases.

Not all this information is limited to demographics of subscribers. For example, IDG publishes *Federal Computer Week* and thus has insight into the government purchasing process. Consequently, IDG offers to put on seminars about government purchasing for advertisers who want to do business with the federal government.

"It isn't money that keeps advertisers from doing [these value-added options on their own]," says Ms. Baccus.

"It's having someone think of an idea and giving them a turnkey solution. When publishers understand advertisers' marketing objectives and barriers, we can come up with creative solutions that have real value." □

Femidom is getting print, cinema and outdoor support in the U.K.

Female condom arrives in Europe

By Stephen Downer

LONDON—Femidom, the first condom for women, is rolling out across Europe on its way around the globe after a U.K. launch last month.

Chartex International has licensed several major marketers, including Wisconsin Pharmacal Co. in the U.S. and Johnson & Johnson in Italy, to handle marketing for the product. Over-the-counter pharmaceuticals wholesaler Uhlmann-Eyraud handles in Switzerland.

Chartex handles its own marketing in the U.K.

Chartex unveiled the new birth control device quietly in Switzerland in April but gave it a more prominent debut in the U.K.

An introductory ad stating "Out now, in later" created such a negative reaction among the staff at *The Daily Mail* that the ad was pulled from the newspaper only hours before it was to be published. The ad did run in other papers.

"Feedback from women and indeed men around the world is that they like this product, and we feel very confident of success," said Chartex Managing Director Bob Shire.

Alliance International U.K. created the $2 million print, cinema and outdoor U.K. campaign. It uses no spokesmen, just words set against a variety of colors. Different ads tell women: "Ooh yes! Let your passions run wild"; "Fashion, what women are choosing to wear this year"; and "Johnny has had a sex change." "Johnny" is British slang for condom.

The campaign broke in six U.K. national newspapers Sept. 28.

Carl Shuck, Chartex account director at Alliance, said he was "extremely angry" about *The Daily Mail* pulling the ad.

"I went to great pains to make sure it was not a controversial campaign," he said. "This ad had been approved by [*Daily Mail* Ad Director] Guy Zitter and by the managing editor."

"We did lots of research into the market and the attitudes of women," Mr. Shuck said, "and basically discovered that what women want is a very direct approach [in advertising]."

Chartex's partners in other countries will make their own ad arrangements, Mr. Shire said. □

Canned-coffee market is steaming in Japan

By David Kilburn

TOKYO—Competition is brewing in Japan's growing $8 billion ready-to-serve canned coffee category.

"In the past nine months, virtually every coffeemaker has changed [package] graphics and launched a new campaign. They are spending more in the coffee sector than ever before," said T. Burke McKinney, senior VP-director of marketing at Coca-Cola Japan Co., which markets category leader Georgia.

Last year, marketers spent $116 million on advertising, up 13.5% from 1990, industry insiders say. This year, a 20% to 25% increase is expected.

Ueshima Coffee Co. introduced canned ready-to-serve coffees in 1969. Now there are 80 marketers selling 400 brands.

Sales took off in the late 1970s when vending machines able to heat or chill drinks were introduced.

Today, about 80% of canned coffee sales go through Japan's estimated 2 million soft-drink vending machines, which have this capability of dispensing both hot and cold beverages.

For the past five years, the ready-to-serve coffee market has grown an average of 12.4% annually, to 441 million cases in 1991, Mr. McKinney said. Now, in-store distribution is being explored as an avenue for further growth.

Major supermarket operator Daiei Inc. in January introduced its own brand, sold in-store. Daiei projects first-year sales of 3 million cans of its Captain Cook Coffee Mild & Light, at only 56¢ per can, compared with the vending machine industry average of 88¢. The Captain Cook brand is selling at twice the rate originally forecast, a spokesman said.

Coca-Cola's Georgia is the No. 1 ready-to-serve canned coffee.

In addition, Pepsi-Cola Japan is trying to expand distribution of its six-product Freedom line into major retail outlets. Pepsi hopes the move will help it boost volume share to 4% from the current 2.5%.

Coca-Cola's Georgia line of 12 products leads the market with a 38.9% volume share, followed by Ueshima with 16.6% and Pokka Corp. with 10%, according to figures from Coca-Cola. Other players include Kirin Beverage Co. and Suntory, each with 5%.

The strongest challenge to Coca-Cola's Georgia may come from Ueshima. New ads, via Dentsu, broke last month calling the brand "the coffeemaker's canned coffee."

"You've got to say that [Ueshima] has the biggest upside potential," Mr. McKinney said. "They are founded . . . on the basis of brewed coffee, so they have some equity in that."

Pokka emphasizes quality with the 100% Coffee umbrella brand.

"We launched 100% Kilimanjaro this spring and introduced 100% Mocha last month," said Akio Sakurai, a Pokka marketing manager. "We only use a single type of bean and emphasize this in advertising in order to differentiate from other brands." Dentsu handles.

Kirin's Jive line includes eight canned coffees ranging from sweet to bitter and coffee-rich to milk-rich. Last month Jive Premium blend was launched with advertising by Hakuhodo describing the production technology.

"We make Jive in the same way you make coffee at home from beans," said Hiromi Sagara, marketing executive.

Suntory replaced its West line with Boss in late August. The new five-product line is targeted at heavy drinkers of canned coffee.

Suntory expects to sell 900 million cans by yearend.

Ads from Dentsu use the theme line "Boss drinks" and feature rock singer Eikichi Yazawa, considered a trendsetter for young people who are heavy coffee drinkers. □

INTERNATIONAL ACCOUNTS IN REVIEW

COUNTRY/BUDGET	CLIENT/BRANDS	CONTENDERS	INCUMBENT	DECISION DATE
Spain: $140 million	**SEAT autos**	Tapsa/N W Ayer; Tiempo/BBDO	Tapsa/N W Ayer	Mid-November
Europe: $40 million+	**Cadbury Schweppes Beverages**	DDB Needham; Young & Rubicam; Grey Ltd.	Saatchi & Saatchi Advertising; Foote, Cone & Belding; DDB Needham; others	November or later
Italy: $22 million	**ENIT (Italian Tourist Board)**	Unknown	BSB Italia	Unknown
Indonesia: $18 million	**Garuda Indonesia Airlines**	Incumbent; Lintas:Singapore; GWD; Fortune Advertising; McCann-Erickson; AMC-Melewar-Zecha; Saatchi & Saatchi Advertising	Foote, Cone & Belding	Unknown
Europe: $18 million	**Hoover**	Abbott Mead Vickers/BBDO; seven other unknown agencies	Lowe Group	Late November
Australia: $15 million	**Westpac Banking Corp.**	Magnus Nankervis & Curl; Lintas:Sydney; DMB&B/Weekes Morris Osborn	Chiat/Day/Mojo; Magnus Nankervis & Curl	November
Australia: $10 million	**Department of Defense**	Incumbents; Clemenger BBDO; George Patterson Pty.; Wunderman Cato Johnson with Young & Rubicam	Silver Partnership; Mattingly & Partners	December
Germany: $9 million	**Hyundai Motor Deutschland**	Knopf, Naegeli, Schnakenberg; Tostmann, Domann, Holzwarth; Braunschweiger & Goll; Damm; Alexander Demuth GmbH	Grey	Unknown
Europe: $8 million	**Quaker Oats' Gatorade**	Unknown	Lowe Group	Unknown
Germany: $7 million	**German Defense Ministry**	Lintas:Hamburg; ABC Eurocom; others	Krakow-McCann-Erickson	December
Poland: $6 million	**LOT Airlines**	13 international agencies	In-house	Late November
Germany: $5 million to $6 million	**LTU-Lufttransport-Unternehmen**	Grey Duesseldorf; Euro RSCG, other unknown agencies	Euro RSCG	Unknown
Canada: $5 million+	**Canada Trust**	Unknown	In-house	Unknown
Australia: $5 million+	**Qantas Airlines/Australian Airlines public stock market float**	11 shops including Clemenger BBDO; George Patterson Pty.; McCarthy Watson & Spencer; Advertising Partners; Luscombe & Partners; DMB&B/Weekes Morris Osborn (incumbent to Qantas); Chiat/Day/Mojo (incumbent to Australian Airlines)	None	Early November
Germany: $4 million	**Bayer AG unit Drugofa's Delial suncare line**	Lintas:Frankfurt; DMB&B; unknown Frankfurt agency	Wensauer DDB Needham	December
Australia: $4 million	**IBM Australia**	Incumbent; DDB Needham; McCann-Erickson	Magnus Nankervis & Curl	Unknown
Australia: $3 million	**Commonwealth Health Dept. (Medicare)**	Leo Burnett Connaghan & May; J. Walter Thompson Australia; BAM/SSB; Ogilvy & Mather	None	November
Puerto Rico: $2.5 million	**R.J. Reynolds Tobacco Co.**	Foote, Cone & Belding; McCann-Erickson Puerto Rico; eight others	Marti, Flores, Prieto & Wachtel	Late November
Canada: $2.4 million	**Canada's Wonderland amusement park**	Young & Rubicam; D'Arcy Masius Benton & Bowles Canada; Harrod & Mirlin; Padulo Advertising	J. Walter Thompson Co.	November
Canada: $1.3 million	**Societe des Alcools du Quebec (government-owned retail outlets)**	Incumbent; NAT-COM Publicite Promotion; Blitz; Groupe Everest	Groupaction Marketing	Unknown
South Korea: $1.2 million	**Dial fabric softener**	Daehong Advertising (DDB Needham); Oricom	New account	Unknown

DATAWATCH

Ad Age International and Carat MPJ International take a look at media usage throughout Europe.

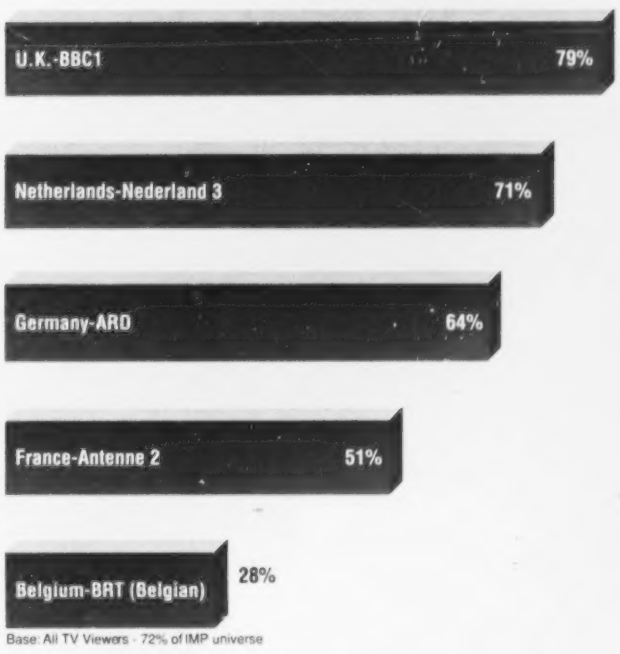
When workers use different media

Most popular media by daypart.

Day part	Belgium	France	Germany	Netherlands	U.K.	Total
At home before work	Radio	Radio	Radio	Newspapers	Radio	Radio
Going to work	Radio	Radio	Radio	Radio	Radio	Radio
Before lunch at work	Newspapers	Newspapers	Newspapers	Newspapers	Newspapers	Newspapers
During lunch break	Newspapers	Television	Newspapers	Newspapers	Newspapers	Newspapers
After lunch at work	Radio	Magazines/Radio	Magazines	Magazines/Radio	Magazines/Radio	Magazines
During evening	Television	Television	Television	Television	Television	Television

Europe's top TV channels

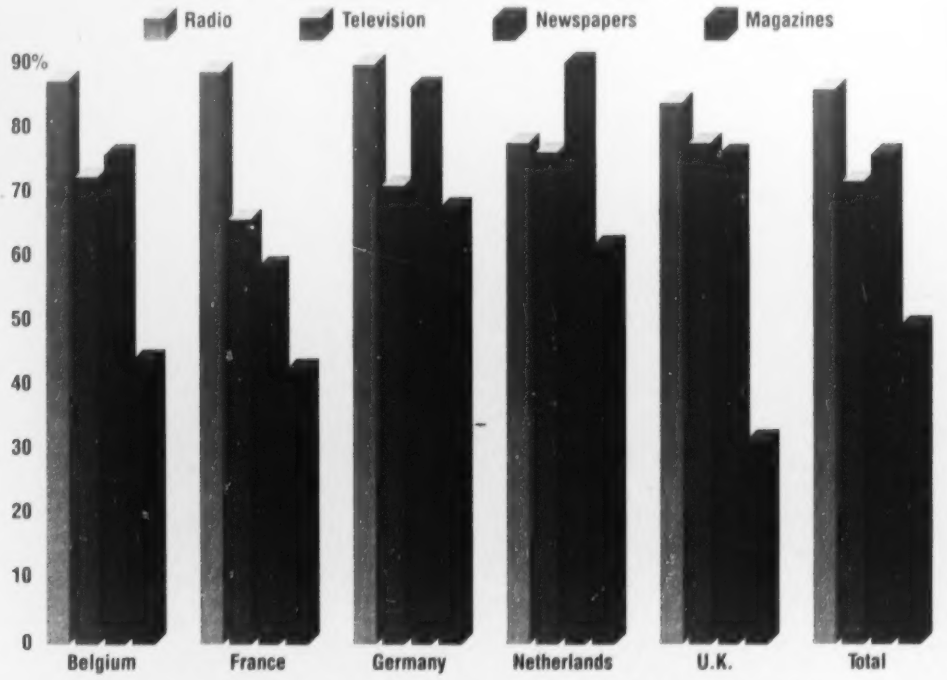
Percentage of respondents who watch their country's most popular channel.



Base: All TV Viewers - 72% of IMP universe

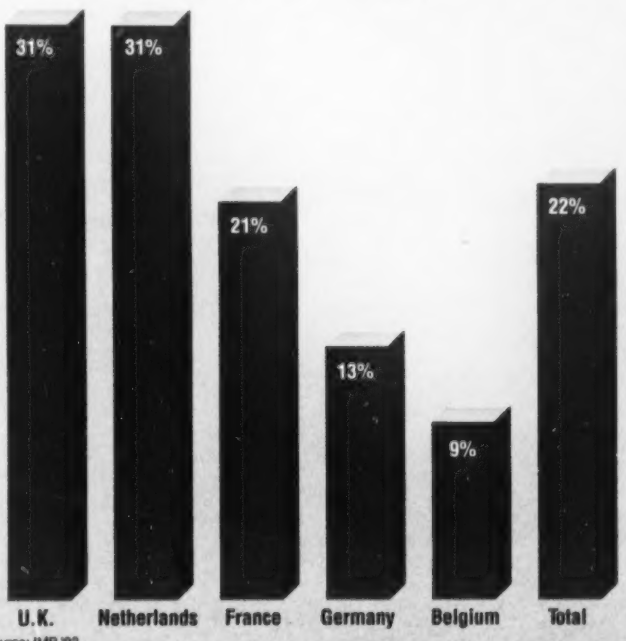
Which media do you use?

Greatest percentage listened to radio on previous day.



Which country watches most TV?

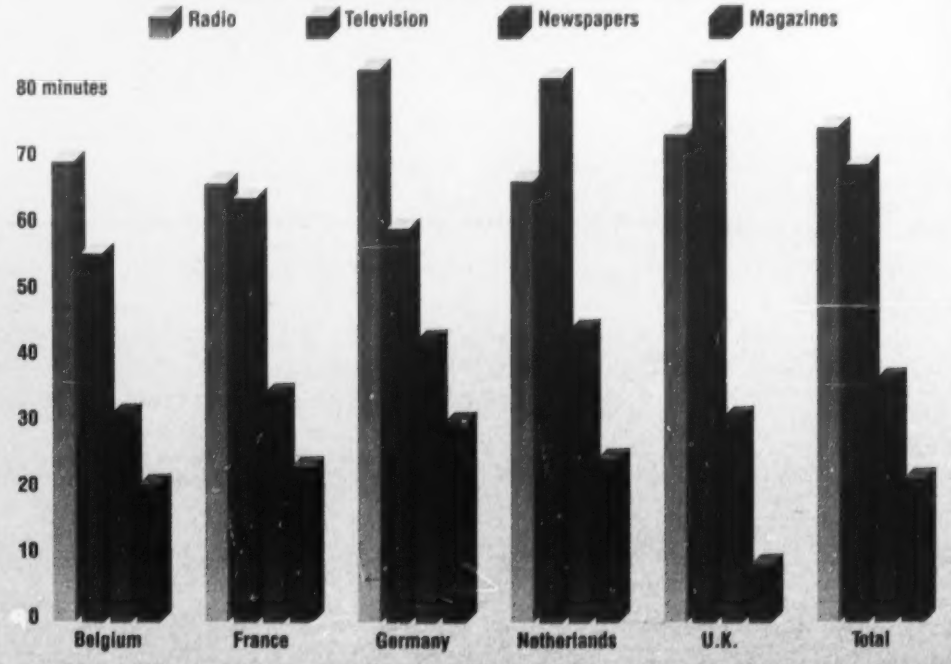
Percentage of respondents watching 2 or more hours of TV on previous day.



Source: IMP '92

How much time do you spend with media?

Respondents spend most minutes per day listening to radio.



JOHN HALL

MEDIA Global WORKS

3 new weekly TV pubs vie for German readers

Outlook dim for all to survive in crowded market

By Dagmar Mussey

DUESSELDORF—The increase in German TV channels is being matched by the growth of TV magazines that help German viewers decide what to watch.

Three channel guide entries by rival publishers each sold more than 1 million copies a week in their first month, but media experts doubt all three will survive in Germany's already crowded TV listings market. The three new magazines bring the total to 12 weekly TV books selling a total of 21 million copies a week plus two every-other-weeklies that sell another combined 2.9 million copies.

The success of private German TV channels RTL Plus and SAT. 1, now available in about 78% of Germany's 31 million TV homes, and growth of cable TV have spurred interest in program listings.

Axel Springer Verlag, the Hamburg-based publisher fighting to regain its lead in the TV listings market, is backing the launch of *TV neu* with a TV, print and radio campaign by Grey-owned KM Wolff & Partner, Hamburg. Axel Springer's share of the TV magazine market has fallen to 34% from more than 47% about 10 years ago, trailing market leader Heinrich Bauer with 46%.

Gruner & Jahr subsidiary Berliner Verlag has revamped an old East German guide called *FF* and launched it nationally with an ad campaign by Baader, Lang, Behnken, Hamburg.

New entries *TV neu* and *FF* mean Germans can have their pick of 12 weekly TV magazines, plus two every-other-weeklies.

Another publisher, Milchstrasse, Hamburg, introduced its *Kabel TV* on Sept. 2, a week after the other two launches.

"There are just too many now, and I think only one or two of the recently launched will survive," said a media expert at a Duesseldorf ad agency. "And it could well be that one of the older magazines may disappear or merge with another."

TV magazine market leader Bauer has no plans for launches but will invest heavily this year in revamping the four TV magazines the company already owns.

"We are investing about $18 million in our existing guides," a Bauer spokesman said. □

Open Israeli cable to ads, marketers say

Local advertisers demand access as commercial channel delays mount

By Sharone Parnes

TEL AVIV—Israel's first commercial TV channel faces yet another delay in its launch, and that's making marketers eager to gain access to cable.

The Israeli government prohibits local companies from advertising on the plethora of cable channels that reach the country. Government-owned Channel 1 accepts program sponsors but not advertising.

Local companies say the prohibition puts them at a disadvantage with multinational competitors. For example, Gali, a shoe marketer, can't advertise, but Nike and Reebok International's commercials reach Israeli consumers via cable channels.

The process was supposed to change with the advent of Channel 2, which has been testing transmissions for two years. The government has said once ad-supported Channel 2 is self-sufficient, Israeli companies can advertise on cable as well.

But no one applied to buy shares in the channel by last month's deadline.

Communications Minister Moshe Shahal will urge a committee of ministers and the Israeli Parliament to let his office advertise the next auction for Channel 2 bidders internationally rather than solely in Israel.

The prohibition results in "an idiotic distortion," said Yair Feldmann, deputy general manager of the Advertisers Association of Israel.

At least one advertiser has gotten around the ban. Osen, a large Israeli foods marketer, placed a spot on MTV Europe last month. The Ministry of Communications declared the placement illegal, but it's unclear whether legal action will be taken.

"There must be advertising on cable, but its timing certainly must be coordinated in such a way that it won't hurt Channel 2," said Mody Kidon, chairman of the Israel Advertising Association and president of Gitam Image Promotion Systems. "We believe ad budgets will grow as a result of this."

Mr. Kidon estimated that within two years of Channel 2's privatization, its TV ad revenues would reach $100 million to $120 million, or about 20% to 25% of the current total ad spending in Israel.

Dan Pattir, one of 15 members of the government's executive council overseeing development of Channel 2, stressed the need to limit advertising to that channel until it becomes economically self-sufficient.

"In my opinion, it can be said that in the coming three years there won't be [local] advertising on cable, only on Channel 2," he said. □

Thailand clears way to license private TV stations by yearend

By David Butler

BANGKOK—Thailand is expected to get its first private TV stations by yearend, as established media companies already are vying for the licenses.

Plans are in place for two new private stations, adding to the five current government-controlled stations.

These stations are expected to go forward under the new government installed last month, and licenses will be awarded by yearend.

The prospect of owning a private station has attracted bids by major Thai media companies, including three privately owned daily newspaper publishers—Post Publishing Co., owner of the *Bangkok Post*; the Nation Publishing Group, publisher of the *Nation*; and Vacharapol Co., *Thai Rath*.

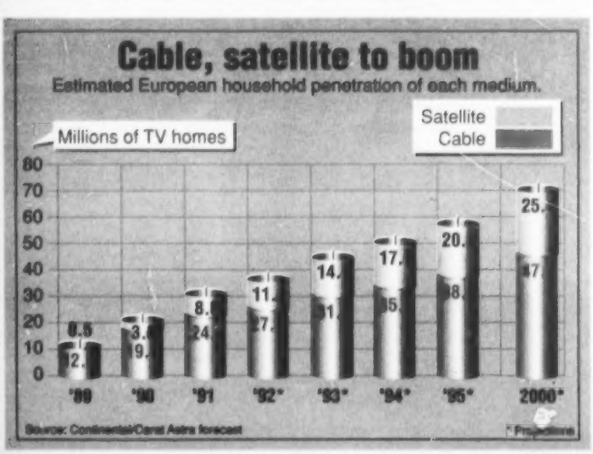
Interest has also been expressed by the Manager Co., a business newspaper and magazine publisher; telecommunications companies Loxley Group and Samart Telecom; and the Shinawatra Group, a telecommunications and satellite broadcasting company.

Four of the five existing stations in Bangkok carry advertising, with 1992 revenues projected to reach $400 million, and the two new private stations will both carry commercials.

Some 75% of households nationwide and as many as 98% in Bangkok own TVs.

Given that saturation level, four commercial TV outlets isn't enough, said Yupon Thammasri, president of the Advertising Association of Thailand. "There should be between two and four more," Mr. Thammasri said. □

DATAWATCH



CHRIS ROY

Taiwan and China propose biz monthly

By Andrew Geddes

A Chinese Communist Party newspaper and a leading Taiwan daily owned by a prominent Nationalist are considering whether to jointly launch a monthly business magazine.

If successful, the deal would mark the first such publishing deal between a Nationalist and the Communists since the 1949 civil war, when the Nationalists retreated to Taiwan.

China Times, a Taipei daily, is studying the proposal by the Shanghai-based *Liberation Daily*, said *China Times* Editor in Chief Huang Chao-Sung.

The proposed magazine would circulate in Taiwan and China, covering economic, financial and technological news. Details such as the magazine's name or the location of its headquarters have yet to be discussed, Mr. Huang said.

The venture could also involve investors from Hong Kong and Japan, Mr. Huang said.

The China Times News Group is owned by Yu Chi-Chung, an ardent supporter of reunification of Taiwan with China and a member of the governing Nationalist Party's Central Advisory Committee.

The joint venture proposal follows an agreement the China Times Group signed with *Liberation Daily* in August to provide news about Taiwan's economic development to Beijing and other Chinese cities starting this month. The news would be distributed though the group's Hong Kong subsidiaries.

The joint venture technically will be illegal as Taiwanese law restricts investment in China to labor-intensive fields such as textiles and light industry, and Chinese law also forbids such ventures in Taiwan.

Mr. Huang said the Taiwanese and Chinese governments soon are expected to change those laws. "We will wait until it is legal," he said. □

NBC Saturday ratings rise

By Joe Mandese

NBC's shift to a lineup of adult- and teen-oriented programming from a mix of kids shows has improved the network's overall ratings on Saturday mornings.

NBC's household ratings rose 8% to an average 2.8 for the first four Saturdays of the 1992-93 season compared with the same period in 1991, according to an analysis of data from Nielsen Media Research by N W Ayer, New York.

NBC's ratings among teens were up most significantly, rising 19% to an average 4.3 for the four-week period. During the same period, ABC's ratings for teens fell 41% to a 2.0, while CBS rose 4% to a 2.5.

Fox Broadcasting Co., however, had the biggest gains among teens, rising 38% to a 1.8 rating.

Fox also had the greatest gains among kids 2 to 11, posting a 43% increase to a 5.0 rating. Ratings for all of the Big 3 networks fell significantly for the demographic: ABC was down 14% to a 5.1 rating, CBS was down 5% to a 5.4 rating and NBC fell 37% to a 2.4 rating.

"NBC's programming is definitely getting the teens. Last year, they were barely ahead in teenage viewers. This year they are comfortably ahead," said Rob Frydlewicz, VP-associate media research director at Ayer.

NBC had the top three shows among teens on Saturday mornings: "Saved by the Bell 2," "California Dreams" and "Saved by the Bell 1." □

Saturday morning ratings

	HOUSEHOLDS			KIDS 2-11			TEENS		
	1991	1992	change	1991	1992	change	1991	1992	change
ABC	3.5	3.0	−14%	5.9	5.1	−14%	3.4	2.0	−41%
CBS	3.2	3.2	—	5.7	5.4	−5%	2.4	2.5	+4%
NBC	2.6	2.8	+8%	3.8	2.4	−37%	3.6	4.3	+19%
Fox	1.9	2.7	+42%	3.5	5.0	+43%	1.3	1.8	+38%

Source: Nielsen Media Research, Sept. 12-Oct. 3, 1992. Time periods measured are 8 a.m. to 1 p.m. (ET) for ABC and CBS, 10 a.m. to 12:30 p.m. for NBC and 8 a.m. to 12 p.m. for Fox

Newspapers to try electronic billing

By Christy Fisher

The Newspaper Association of America is moving forward on an electronic one-order/one-bill system to make multimarket buys easier.

By early next year, the association hopes to be testing electronic ad ordering between a handful of newspapers and two retailers, Dillard Department Stores and Sears, Roebuck & Co. The test will eventually be expanded so that ordering, planning, placement, verification, billing and payment will all be handled electronically.

In a separate but related development, an NAA committee is looking at creating a national network similar to the FTD/Florists' Transworld Delivery Association system. The network would let papers make available a limited number of ad sizes and positions at a simplified, cost-per-thousand-based price. The panel will report back by yearend on the concept, known as MAP (Multimarket Advertiser Product).

The NAA hopes to reduce paperwork and make national buys easier at the nation's 1,600 daily newspapers. National advertising accounted for just 12% of the $30.4 billion spent on newspaper ads in 1991.

"This is just one element to make [newspapers] more attractive to national advertisers," said Len Forman, the group's chief operating officer.

Newspaper media buyers say they are encouraged by the developments.

"We certainly would like to see [the initiatives] happen. We'd like to have everything computerized," said Joan Czachor, VP-manager of print operations at Saatchi & Saatchi Advertising, New York. "Newspapers are very difficult to deal with . . . and very expensive to buy."

"One-order and one-bill and a national volume discount would be attractive," said Bob Zach, senior VP-media director at Chiat/Day/-Mojo. "But the establishing of set positions in the newspapers that will accommodate a national order is a real plus . . . As client budgets have become tighter and agency incomes have declined, anything that improves agency productivity will be welcomed." □

Joe Mandese coordinates MediaWorks.

We have more inc.'s than Inc.

If you're looking for the small business magazine that goes straight to the top, don't think Inc. Think Nation's Business.

Nation's Business beats Inc. in subscribers: 850,000 to 640,000.

More of our subscribers hold top management titles: 587,000 to 422,000.

Inc.'s four-color CPM is almost double ours.

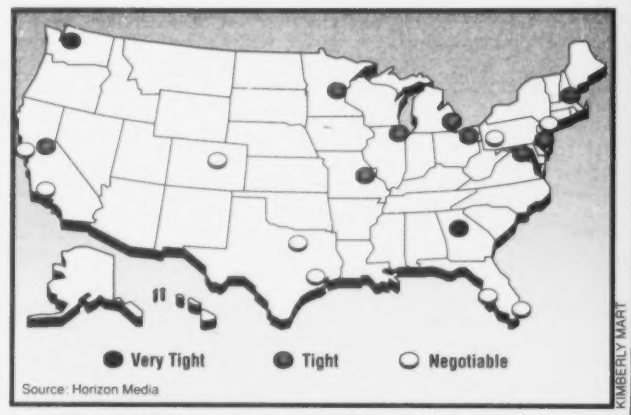
What's more, 89% of our subscribers authorize purchases averaging $267,600.

So put your dollars where more businesses put theirs. Call Bob Gotshall at 313-354-1180. And advertise in Nation's Business.

Nation's Business
The Small Business Adviser

SOURCES: MAGAZINES' CURRENT SUBSCRIBER STUDIES 1988-1991

SPOT CHECK



Source: Horizon Media

KIMBERLY MART

Political ads tighten radio's spot market

Spot Check is a quarterly survey of radio purchasing activity in the top 20 markets compiled by Horizon Media, New York. Markets are ranked by radio spot availability after September sales.

Top 20 overview: When the voting is over, spot radio sales will have grown as much as 18% in some markets, Horizon Media said.

"The candidates still have much of their advertising budget to spend before the election, which is certain to tighten the market," said William A. Koenigsberg, president-ceo of Horizon Media.

MEDIA WORKS

VERY TIGHT—Little time available.

Atlanta: Economic recovery is being seen, with the market remaining active. Domestic and foreign automakers, fast-food and beverages increased spending.

Seattle: Spending by politicians, foreign automakers and financial services is up. Direct response is the only category that is down.

TIGHT—Time available but demand keeps prices stable.

Boston: Last-minute buys are causing a tight inventory. There's strong play in automotive, beverages and fast-food.

Chicago: Retail is up, with some gains in domestic automotive, fast-food and beverages.

Cleveland: Political spending and foreign automotive are up.

Detroit: Gains are expected among domestic automotive, retail and fast-food categories.

Minneapolis: Spending is increasing for automotive and fast-food.

Philadelphia: Beverage, fast-food and automotive are all on the rise.

Sacramento, Calif.: Ad sales are expected to increase in all areas.

St. Louis: Increases are expected in political, retail, fast-food and beverages.

Washington: Ad time filled at the last minute created inventory problems. Financial services, political spending and automotive all are up.

NEGOTIABLE—Time available at negotiable rates.

Dallas: Beverage and direct response are active; financial services and automotive are flat.

Denver: Political, fast-food and beverage spending are seeing gains.

Houston: Retail, financial services and domestic automotive are all experiencing gains.

Los Angeles: The market is open for the fall but has sold out in sporadic bursts. Political, retail and direct response are expected to increase.

Miami: Political and retail likely will see gains.

New York: Economic uncertainty makes the market difficult to pinpoint.

Pittsburgh: Increases are expected in financial services, automotive, fast-food and retail.

San Francisco: Gains are seen for fast-food and domestic automotive.

Tampa, Fla.: Automotive and financial services will increase, with a smaller gain in fast-food. □

NEWSTRACK

Ad opportunities in print.

Parade, New York, "Aging" special editorial section, Dec. 6 issue; ad close: Oct. 29. Color page, standard magazine size: $364,700; *Parade* page size: $486,400.

Road & Track, Newport Beach, Calif., "Road test annual" special editorial section, Feb. 16 issue; ad close: Dec. 15. B&w page: $8,200; color page: $11,875.

Road & Track, "*Road & Track's* sport-utilities, pickups and vans guide" special editorial section, March 16 issue; ad close: Jan. 19. B&w page: $5,905; color page: $8,550.

Road & Track, "Sports and GT cars" special editorial section, May 4 issue; ad close: March 9. B&w page: $6,560; color page: $9,500. □

CONSUMER MAGAZINE AD LINAGE

	September 1992	September 1991	Year-to-date 1992	Year-to-date 1991
■ Auto/cycle/rec.vehicles				
AutoWeek (52X)	128.0	128.0	1,215.8	1,153.9
Automobile Magazine C	58.1	62.6	609.2	598.7
Car & Driver C	86.8	107.3	902.4	953.5
Car Collector & Car Classics	39.0	26.0	336.0	198.0
Car Craft	56.5	54.4	517.4	539.8
Circle Track	74.9	69.2	781.8	730.5
Cycle World	50.6	45.6	554.9	425.6
Dirt Rider	54.6	36.7	429.0	363.5
Dune Buggies & Hot VWs	75.1	83.4	694.6	647.1
Easyriders	39.3	37.0	414.7	389.0
Family Motor Coaching	172.5	158.0	1,571.5	1,462.7
Four Wheeler C	72.1	77.7	645.8	694.9
Hot Rod C	48.8	56.3	508.7	569.3
Motorcyclist	28.9	30.7	440.4	415.8
Motor Trend C	54.0	56.2	561.3	622.1
Motorhome	66.5	80.3	638.5	734.9
Petersen's 4 Wheel	70.8	75.5	658.2	642.3
Rider	24.5	25.2	358.3	341.0
Road & Track C	84.4	96.1	849.2	809.4
Trailer Life	66.1	82.0	637.7	746.9
Total Group	**1,351.4**	**1,388.2**	**13,325.4**	**13,038.8**
% change	**-2.6%**		**2.2%**	
■ Boating & yachting				
Boating	119.2	84.7	1,127.6	845.1
Chesapeake Bay	32.0	26.0	274.2	258.6
Cruising World	94.6	93.1	740.0	898.5
Lakeland Boating (11X)	68.3	59.0	646.2	573.4
Motor Boating & Sailing	101.9	90.2	933.1	857.0
Sail	102.8	103.0	921.2	895.8
Sailing World	36.5	37.8	329.3	423.5
Trailer Boats (11X)	30.2	26.2	463.9	464.7
Yachting C	142.7	149.0	1,067.6	1,037.2
Total Group	**727.9**	**669.0**	**6,503.2**	**6,253.8**
% change	**8.8%**		**4.0%**	
■ Civic/fraternal				
Elk (10X)	15.3	16.9	135.7	128.8
Kiwanis (10X)	23.1	19.1	152.1	147.7
Lion (10X)	5.5	8.2	49.6	64.4
Rotarian	16.6	13.5	134.2	133.6
V.F.W. (11X)	25.3	24.3	199.8	221.7
Total Group	**85.8**	**82.0**	**671.4**	**696.2**
% change	**4.6%**		**-3.6%**	
■ General				
American Health (10X) C	44.6	34.3	330.3	231.3
American Heritage (8X) C	42.7	37.1	188.2	239.8
American Legion	46.5	61.4	284.1	317.5
Archaeology (6X)	34.2	29.0	134.2	150.4
Art & Antiques (10X) C	39.0	50.1	275.6	393.6
ARTnews (10X)	56.2	71.2	466.8	604.7
The Atlantic C	64.4	62.2	480.2	444.7
Bon Appetit C	87.2	71.1	642.0	631.4
Buena Salud	21.9	40.3	162.7	250.2
Cable Guide Plus Total TV C	32.3	28.1	234.9	226.6
Caribbean Travel & Life (6X) A	51.3	49.7	270.3	272.6
Conde Nast Traveler C	81.9	82.2	671.9	700.2
Consumers Digest (6X) C	21.7	25.2	130.9	111.6
Cooking Light (7X) C	113.4	84.1	382.9	314.9
Country America (10X) C	45.0	47.6	353.7	319.1
Departures N. America (6X)	—	—	130.7	214.9
Ebony C	77.0	69.5	669.2	690.4
Endless Vacation (8X) C	29.2	30.2	204.0	158.0
Food & Wine C	37.1	44.7	393.6	380.2
Golden Years (6X)	—	—	125.5	112.4
Gourmet C	96.0	91.6	716.1	756.9
Harper's Magazine C	25.5	34.3	232.6	271.4
Islands (6X) C	88.6	81.0	414.4	412.4
Kiplingers Personal Finance C	70.1	56.8	504.0	411.7
Let's Live	36.0	35.0	349.0	363.0
Life C	40.2	26.5	358.4	346.0
Longevity C	54.0	45.6	458.5	395.1
Mature Outlook (6X) C	58.0	54.2	234.6	217.3
Modern Maturity (6X) C	—	—	132.8	128.1
Money C	79.0	96.0	884.4	828.0
National Geographic C	23.2	25.4	199.4	208.6
National Geographic Traveler (6X) C	39.5	45.3	240.0	214.0
Natural History C	28.8	36.3	216.8	280.4
New Choices for Retired Living (10X) C	37.0	31.1	232.0	231.4
Prevention C	71.4	38.7	431.0	349.1
Reader's Digest C	67.8	70.2	640.1	616.7
Sat. Evening Post (9X) C	29.2	—	167.4	168.3
Smithsonian C	71.2	61.4	547.0	589.2
Town & Country C	72.3	134.5	444.9	704.0
Travel-Holiday (10X) C	48.6	37.5	340.4	343.8
Travel & Leisure C	122.2	126.2	861.2	932.0
Travelhost	125.2	126.9	1,078.2	1,100.1
US Magazine C	41.8	33.9	317.0	325.8
Utne Reader (6X)	62.2	60.2	270.0	240.8
Vanity Fair C	191.2	173.4	982.9	888.9
The Walking Mag. (6X) C	—	—	151.7	133.6
Yankee C	63.5	58.3	475.1	485.4
Total Group	**2,568.2**	**2,498.3**	**18,411.5**	**18,706.3**
% change	**2.8%**		**-1.6%**	
■ Home				
Architectural Digest C	69.4	64.7	787.2	880.6
Better Homes & Gardens C	122.6	109.3	976.0	906.8
Colonial Homes (6X) C	—	—	184.6	187.0
Columbus Monthly-Homes (4X)	—	—	54.7	64.4
Country Home (6X) C	—	—	248.8	233.7
Country Life (6X)	29.0	51.8	162.1	249.6
Country Living C	88.0	89.0	752.1	685.7
Decorating Remodeling (8X) C	74.2	—	300.9	246.3
Family Handyman (10X) C	42.5	58.4	321.6	357.7
Flower & Garden (6X)	—	—	187.8	163.8
HG C	82.4	93.6	506.8	616.2
Home C	81.8	49.2	470.9	398.2
Home Mechanix (10X) C	70.1	54.9	306.0	330.1
Horticulture (10X)	46.3	50.8	332.3	342.0
House Beautiful C	66.6	82.0	549.3	517.7
Metropolis (10X)	53.7	45.7	359.9	362.3
Metropolitan Home C	64.2	76.8	531.6	586.7
Midwest Living (6X) C	—	—	322.6	275.9
Organic Gardening (9X) C	38.7	45.7	305.6	338.6
Phoenix Home/Garden	40.7	68.2	437.1	442.4
Practical Home-Owner (9X) C	36.5	52.1	184.3	351.3
San Diego Home/Garden	53.0	57.1	503.3	552.6
Southern Accents (10X) C	109.1	54.5	407.9	329.9
Southern Living C	114.9	138.2	999.9	876.5
Sunset Magazine C	107.2	107.7	924.0	875.0
Traditional Home (6X) C	38.2	—	185.8	107.2
Workbench (6X)	—	—	201.6	149.5
Total Group	**1,428.9**	**1,349.6**	**11,504.5**	**11,427.5**
% change	**5.9%**		**0.7%**	
■ In-flight & other passenger				
Aboard Group (6X)	36.2	34.3	187.9	184.6
Alaska Airlines	56.8	63.3	467.2	475.3
America West Airlines	52.0	63.8	480.5	573.8
American Way (24X) C	152.0	193.1	1,250.0	1,115.6
Delta Sky C	90.2	74.3	690.6	572.7
Northwest Air World Traveler C	69.5	47.9	561.0	371.9
Spirit of Aloha	36.3	33.3	350.2	311.6
TWA Ambassador A	39.2	36.3	342.6	217.4
United Vis 'A Vis	80.8	76.1	650.1	607.8
US Air Magazine	79.3	65.0	657.6	580.4
Total Group	**692.2**	**687.3**	**5,637.7**	**5,011.0**
% change	**0.7%**		**12.5%**	
■ Men's				
Details	101.1	59.2	403.2	248.2
Esquire C	144.4	131.8	670.1	623.3
Firehouse Magazine	56.7	44.6	392.7	361.4
Gentlemen's Quarterly C	238.0	223.5	1,015.9	1,100.5
M Magazine C	97.4	124.0	474.8	467.7
Men's Fitness	51.0	43.2	361.9	321.9
Men's Health (6X)	30.6	25.2	121.6	111.8
Muscle & Fitness C	107.8	112.5	1,065.1	1,057.1
Penthouse C	71.4	81.8	565.6	563.8
Playboy C	47.9	64.8	440.3	541.0
Popular Mechanics C	52.9	59.0	508.4	515.0
Total Group	**999.1**	**969.4**	**6,019.6**	**5,911.5**
% change	**3.1%**		**1.8%**	
■ Metropolitan				
Aloha (6X)	34.3	52.5	160.1	190.0
Annapolitan (10X) A	28.0	47.1	270.7	375.2
Atlanta	85.4	77.5	561.3	621.3
Baltimore	64.0	42.7	322.8	401.9
Boston	96.1	82.6	672.0	687.2
Chicago	80.8	83.2	605.0	634.7
Chicago's North Shore	79.0	84.2	706.5	682.3
Cincinnati	29.8	36.2	324.5	281.7
Cleveland	57.6	55.4	495.1	367.2
Columbus Monthly	50.0	55.2	371.9	397.4
Connecticut	74.0	64.2	525.5	531.2
D/Magazine	40.4	51.1	380.9	436.8
Detroit Monthly	55.0	45.0	464.0	387.0
Diablo	56.2	51.9	523.4	484.4
Grand Rapids	26.5	29.0	184.2	226.7
Honolulu	48.7	64.5	356.2	456.5
Houston Metropolitan Mag.	74.4	69.0	573.9	561.3
L.A. Style	76.5	132.9	445.8	694.1
Los Angeles	81.9	102.1	769.2	851.7
Louisville	23.0	41.3	325.2	379.0
Madison	40.0	48.0	360.0	313.0
Memphis	40.2	38.7	338.2	459.0
Mid Atlantic Country	78.4	72.9	546.6	493.9
Milwaukee	32.8	49.7	356.3	495.3
Minneapolis/St. Paul	116.9	94.5	874.1	750.1
Minnesota Monthly Magazine	107.3	58.6	570.7	465.6
New Jersey Monthly	39.6	47.0	410.3	403.2
New Mexico	36.3	37.1	382.8	382.3
Ohio	43.0	44.5	413.7	419.2
Orlando	46.3	67.6	479.5	808.6
Pacific Northwest (9X) A	45.2	—	269.7	258.3
Palm Springs Life	196.3	274.4	964.3	1,071.7
Philadelphia	79.1	113.0	794.4	946.2
Phoenix	35.0	32.2	283.1	247.8
Pittsburgh	61.3	54.2	568.6	551.9
Rhode Island Monthly	35.6	42.7	279.2	336.4
Sacramento Magazine	41.8	45.1	396.5	428.4
San Diego	75.0	92.6	700.2	875.2
San Francisco Focus C	70.4	88.8	607.9	640.4
Sarasota (10X)	—	—	462.8	458.2
South Florida Magazine	33.3	51.6	475.3	410.2
Texas Monthly C	131.6	113.5	969.4	952.0
The Washingtonian	80.7	103.2	736.2	848.2
Total Group	**2,627.4**	**2,837.4**	**21,278.0**	**22,662.4**
% change	**-7.4%**		**-6.1%**	
■ Music/entertainment				
Audio	68.8	67.1	582.2	634.7
Dance Magazine	44.2	46.3	489.2	480.8
Entertainment Weekly (52X) C	111.3	100.0	721.0	621.8
Premiere C	75.5	58.3	493.9	490.6
Rolling Stone (25X) C	174.4	175.9	1,091.1	1,139.6
Spin C	65.2	67.2	448.8	415.9
Video Magazine	71.1	64.5	610.1	602.9
Total Group	**610.6**	**579.3**	**4,436.3**	**4,386.3**
% change	**5.4%**		**1.1%**	
■ Outdoor & sport				
Alaska	36.7	43.3	320.8	370.2
The American Handgunner (6X)	80.0	62.0	356.0	282.0
American Hunter	33.5	42.4	164.7	162.9
American Rifleman	28.7	32.6	198.3	197.0
Audubon (6X) C	38.2	45.5	213.4	216.9
Backpacker (8X) C	53.1	46.3	277.5	236.5
B.A.S.S. Times	21.1	17.8	190.5	133.9
Bassmaster (10X) C	36.4	42.8	474.9	488.5
Bicycling (10X) C	—	—	639.2	733.4
Ducks Unlimited (6X)	50.1	58.0	170.0	156.0
Field & Stream C	103.8	99.9	541.3	576.1
Fishing World (6X)	14.4	16.7	132.0	134.1
Flex	93.7	92.7	845.1	719.5
Florida Sportsman	83.5	76.3	925.1	918.4
Golf Digest C	81.0	97.9	1,044.4	925.0
Golf Magazine C	70.6	68.2	853.8	826.3
Guns	61.0	50.0	422.0	342.0
Guns & Ammo	40.4	39.0	335.2	322.6
In-Fisherman (7X)	41.0	33.0	409.0	389.0
Outdoor Life C	63.2	72.6	456.0	548.8
Outside Magazine C	71.6	79.9	703.1	626.7
Petersen's Hunting	55.5	64.3	342.5	337.6
Runner's World C	50.7	35.9	453.0	415.8
Salt Water Sportsman C	56.0	53.2	702.1	726.0
Shooting Times	46.9	48.8	254.6	232.5
Sierra (6X) C	60.6	56.7	245.4	220.5
Ski (8X) C	178.1	164.0	461.0	465.7
Skiing (7X) C	166.3	167.5	434.3	397.1
Skin Diver C	120.1	117.3	1,038.0	1,100.9
Southern Outdoors (9X)	54.8	62.6	346.7	309.8
Southern/Western Links (6X)	54.3	49.7	269.3	188.3
Sport Magazine C	34.0	25.3	230.1	277.7
Sports Afield C	67.3	68.1	534.5	545.7
Surfing	52.8	72.7	461.0	529.3
Tennis C	111.5	94.5	629.3	563.7
Volleyball A	41.8	36.3	321.7	208.0
Waterski (10X)	43.2	38.5	563.0	524.0
Western Outdoors (9X)	22.0	19.6	167.8	153.7
Wind Surfing (8X)	44.3	36.5	408.9	376.7
Total Group	**2,362.1**	**2,328.2**	**17,535.1**	**16,878.6**
% change	**1.5%**		**3.9%**	
■ Photography				
American Photo (6X) C	47.6	56.7	228.0	259.6
Outdoor Photographer (10X)	37.5	30.8	248.2	217.0
Petersen's Photographic	56.6	47.9	497.4	324.2
Popular Photography C	112.5	108.1	984.2	950.3
Shutterbug	180.0	194.0	1,570.0	1,585.0
Total Group	**434.2**	**437.5**	**3,527.8**	**3,336.0**
% change	**-0.8%**		**5.7%**	
■ Science/electronic/mech				
Compute C	67.7	67.8	580.2	603.2
Discover A C	29.7	—	194.5	227.4
Home Office Computing C	60.1	35.6	430.3	301.1
Omni C	49.1	48.6	506.5	482.9
Popular Science C	54.1	68.9	541.9	520.3
Scientific American C	58.9	76.5	440.1	436.6
Spectrum C	44.6	53.0	346.4	384.4
Total Group	**364.0**	**350.4**	**3,039.8**	**2,955.9**
% change	**3.9%**		**2.8%**	
■ Woman/fashion/service				
Allure C	100.6	22.8	436.2	199.5
Bride's Magazine (6X) C	—	—	2,249.7	2,220.1
Child (10X) C	69.6	62.0	509.7	399.3
Cosmopolitan C	200.3	181.1	1,450.2	1,439.4
Elegant Bride (6X)	—	—	976.6	693.0
Elle C	224.4	257.8	1,105.7	1,213.6
Essence C	77.8	68.1	624.8	571.0
Family Circle (17X) C	197.7	163.2	1,233.9	1,064.7
Glamour C	210.8	198.1	1,226.7	1,237.7
Good Housekeeping C	166.5	160.7	1,217.5	1,140.6
Harper's Bazaar C	251.4	130.3	721.0	755.1
Imagen	96.5	85.5	603.6	638.8
Ladies' Home Journal C	151.9	150.8	1,011.4	1,057.4
Lear's C	43.9	49.6	329.7	339.0
Mademoiselle C	174.8	154.7	942.0	972.4
McCall's C	119.6	96.2	827.0	714.7
Military Lifestyle A	60.9	99.1	372.4	494.8
Mirabella C	107.7	130.8	559.8	660.4
Modern Bride (6X) C	—	—	1,893.8	1,927.8
New Woman C	85.4	75.9	565.6	547.0
Parenting C	120.5	100.1	765.9	585.9
Parents Magazine C	146.1	123.3	1,039.8	961.9
Redbook C	138.0	106.7	852.9	771.5
Sassy C	56.9	59.2	400.5	363.5
Self C	139.8	113.2	735.5	685.9
Seventeen C	106.5	90.5	728.9	759.1
Shape C	63.4	76.0	585.9	511.0
Soap Opera Digest (26X) C	58.5	58.9	345.5	322.8
Teen Magazine	69.8	66.0	449.4	436.4
True Story C	35.0	36.4	368.3	370.1
Victoria C	50.8	46.6	343.7	353.6
Vogue C	435.0	422.4	1,880.0	1,887.7
W Magazine (26X) C	128.0	149.2	820.5	906.8
Weddings West (4X) A	—	—	416.8	215.3
Weight Watchers C	31.3	28.2	260.3	286.5
Woman's Day (15X) C	190.6	160.6	1,105.7	903.1
Workbasket (6X)	—	—	155.7	126.7
Working Mother C	74.2	62.2	489.0	481.0
Working Woman C	67.0	82.6	499.2	591.9
YM-Young & Modern (10X)	68.3	54.3	340.9	333.4
Total Group	**4,319.2**	**3,923.1**	**31,441.5**	**30,140.3**
% change	**10.1%**		**4.3%**	
■ Youth				
Boys' Life C	12.7	14.8	145.7	132.6
Campus Life (10X)	47.3	50.2	304.2	308.2
Total Group	**60.0**	**65.0**	**449.9**	**440.8**
% change	**-7.6%**		**2.1%**	
■ Business/national				
Barron's	127.6	150.8	1,120.4	1,128.4
Black Enterprise C	60.6	63.0	747.5	682.3
Business Week (52X) C	274.4	293.6	2,411.3	2,265.6
Economist (52X) C	255.3	245.4	2,019.5	1,708.8
Entrepreneur C	163.7	168.0	1,528.2	1,479.6
Entrepreneurial Woman (7X) C	—	47.2	267.0	285.4
Financial World (26X) C	109.8	68.6	773.7	484.9
Forbes (26X) C	489.2	306.7	2,503.7	2,318.0
Fortune (26X) C	268.6	297.1	1,842.3	1,940.9
Frequent Flyer	38.0	35.3	253.5	304.9
Futures	38.2	61.4	335.6	355.0
Harvard Bus. Review (6X) C	50.2	50.8	220.4	253.0
Inc. Magazine C	111.8	108.2	796.6	663.5
Income Opportunities	114.7	127.9	561.8	632.1
Industry Week (23X)	71.4	75.5	611.6	644.5
Nation's Business C	33.5	28.6	255.2	216.4
Success C	44.2	41.8	265.3	315.3
Total Group	**2,251.2**	**2,169.9**	**16,513.4**	**15,678.5**
% change	**3.7%**		**5.3%**	
■ Business/regional				
Bus. First of Columbus (52X)	119.6	151.9	978.8	875.6
Bus. Jrnl.-Milwaukee (52X)	110.4	152.9	969.0	1,056.2
Bus. Jrnl.-Sacramento (52X)	63.7	89.0	647.5	687.0
Bus. North Carolina	25.3	31.5	252.7	287.2
Capital Dist. Bus. Review (52X)	66.2	96.4	648.9	703.2
Caribbean Business	91.2	83.9	852.3	860.7
Corporate Rpt. Minnesota	46.8	48.0	358.2	443.9
Crain's Chicago Bus. (52X)	114.3	127.1	941.4	967.5
Crain's Cleveland Bus. (52X)	61.0	76.3	529.6	532.8
Crain's Detroit Bus. (52X)	54.0	72.4	550.8	572.6
Crain's New York Bus. (52X)	66.0	72.0	539.0	533.0
Florida Trend (12X)	48.3	28.0	361.0	323.0
Georgia Trend	40.0	28.2	278.0	301.0
Grand Rapids Bus. Jrnl.	64.6	57.0	488.8	469.1
Hawaii Business	38.2	36.2	465.2	472.2
Houston Bus. Jrnl. (52X)	137.1	168.1	1,248.4	1,081.7
Indianapolis Bus. Jrnl. (52X)	123.5	165.5	1,044.8	1,187.2
Nashville Bus. & Lifestyle	16.3	16.9	137.1	178.1
New Orleans City Bus. (52X) A	89.0	52.5	724.4	451.1
Pacific Bus. News (52X)	114.9	135.9	1,035.7	1,006.6
Philadelphia Bus. Jrnl. (52X)	90.9	134.7	891.0	885.3
Providence Business News	60.8	76.8	630.2	622.7
St. Louis Bus. Jrnl. (52X)	120.7	148.3	1,087.7	1,125.0
Warfield's Business Record-Maryland (52X) B	48.2	82.6	366.0	507.7
Total Group	**1,810.8**	**2,132.1**	**16,026.4**	**16,130.4**
% change	**-15.1%**		**-0.6%**	
■ National Sunday mags				
Parade (52X) C	72.3	57.4	629.2	551.1
USA Weekend (52X) C	69.5	54.7	569.2	488.3
Vista Magazine (12X)	18.6	16.3	140.7	131.1
Total Group	**160.3**	**128.4**	**1,339.0**	**1,170.6**
% change	**24.8%**		**14.4%**	
■ Newspaper Sunday magazine				
Boston Globe	122.9	134.1	1,034.9	1,024.3
Chicago Tribune	102.9	174.6	860.3	895.9
Cleveland Plain Dealer	44.4	59.2	386.9	391.5
The Dallas Morning News	45.7	57.8	460.0	401.9
Detroit Free Press	33.0	42.0	287.0	310.0
L.A. Times C	106.1	114.2	835.4	669.2
New York Times Mag. C	252.0	273.0	1,919.4	1,953.5
Philadelphia Inquirer	53.4	101.2	540.2	589.0
Seattle Times	59.0	95.0	522.0	623.0
St. Louis Post Dispatch	75.1	96.6	736.2	731.4
Washington Post	74.0	93.0	626.0	693.0
Total Group	**968.5**	**1,240.7**	**8,208.3**	**8,282.7**
% change	**-21.9%**		**-0.9%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	200.7	153.0	1,491.1	1,604.0
Army Times Military Group:				
Air Force Times (52X)	147.6	172.6	1,190.4	1,277.2
Army Times (52X)	143.9	166.1	1,165.0	1,245.7
Navy Times (52X)	151.0	179.0	1,246.0	1,333.9
Capper's (26X)	38.2	33.3	252.1	248.4
Commonweal (22X)	8.7	6.8	61.1	55.9
Golf World (41X) C	75.3	64.7	1,384.2	1,206.1
Grit (52X)	28.7	36.6	246.2	280.9
Jet (52X) C	76.5	86.4	757.5	779.4
National Journal (50X) C	44.7	51.5	398.3	410.8
National Review (25X)	46.4	25.7	308.9	261.3
New Republic (48X)	41.4	37.4	413.5	334.1
New York Mag. (50X) C	181.2	177.1	1,495.0	1,499.4
New Yorker C	160.1	164.1	1,181.5	1,183.5
Newsweek (52X) C	169.1	138.3	1,392.3	1,273.2
People (51X) C	276.8	253.6	2,215.0	2,174.9
Sporting News (52X) C	26.1	38.6	310.4	328.6
Sports Illustrated (52X) C	136.2	153.0	1,594.8	1,540.9
Time (52X) C	158.0	162.2	1,453.3	1,434.5
TV Guide (52X) C	301.3	304.7	1,788.3	1,751.2
U.S. News & World Report (50X) C	170.0	158.4	1,409.8	1,284.5
Total Group	**2,583.8**	**2,563.2**	**21,754.6**	**21,508.4**
% change	**0.8%**		**1.1%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. PIB adjusts 1991 figures to compare equivalent number of issues to 1992. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Jaime Trapp.